

Milan, December 2007

**Object: 3rd ASFOR's "International Survey on Learning"
Request of participation to the Research**

Dear Colleague,

ASFOR, the Italian Association for the Executive Education that groups and represents the most prominent Italian Schools of Management, Corporate Universities and training Institutions – at present with more than 70 associates – has the aim to develop managerial culture in Italy and supply quality managerial education and training which matches the demand's dynamic.

In the context of ASFOR's research activity, we would be grateful if you accept to actively participate in our **3rd ASFOR's "International Survey on Learning"**, by completing the enclosed questionnaire, which will allow to compile relevant data regarding your company's choices on training processes.

This third survey – which will comprise a sample of a significant number of large Italian and foreign companies – will allow an overlook of metrics, evolvement of the market, modalities of training services procurement, delivery and valuation methodologies, coverage of various economic sectors and companies sizes.

The results of the **survey will be presented during ASFOR's National Conference "6th Day on Executive Education" on February in Milan**. The Conference will discuss themes connected with development of the managerial Italian education and training with the active contribution of highly qualified experts coming from Italian companies and other institutions.

We will be looking forward your participation in the Survey and we will be grateful receiving the enclosed questionnaire fully completed. The questionnaire should be sent to the following address not later than 14 January 2008: ASFOR Viale Beatrice d'Este 10, 20122 Milan, fax number: 00 39 02 583 00 296 or info@asfor.it. ASFOR engages to guarantee the protection and confidentiality of individual data.

Shortly, ASFOR's researchers will contact you to verify your availability to participate in the Survey.

Finally we would like to invite you to participate in the 6th ASFOR's Day on Executive Education. The detailed programme will be conveyed as soon as finalized.

We take this opportunity to convey the report of the first ASFOR's "International Survey on Learning" and to inform that the results of our research activity during 2006 are available in ASFOR's internet site www.asfor.it at your disposal.

We thank you very much for your kind and precious cooperation.

Yours sincerely,

Prof. Luigi Pieraccioni
ASFOR President

Prof. Elio Borgonovi
ASFOR Counsellor
Responsible of Research Activity