	Guidebook for the Quality Assurance and Social Responsibility Integrated Management System <u>Company Policy</u>	AMQ 1.0			
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The Customer satisfaction, the organizational efficiency, the continuous improvement of the effectiveness of the operational performances and of the quality management system are main objectives of Bimbo Italia.

The conformity of the Quality Management System to the international standard ISO EN 9001:2000 is integral part of this strategy in how much finalized to:

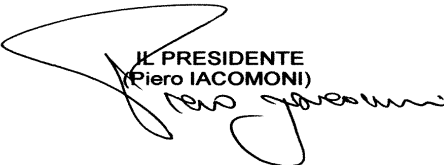
- **To standardize**, according to international recognized guidelines, the organizational and operational rules used in the company.
- **To improve** the organizational efficiency through procedures and documented, known and shared processes inside the organization.
- **To increase** the trust of the Clients on the capabilities of the company to supply services that satisfy their demands respecting their requisite.
- **To support** the constant improvement of the qualities and professional ability of the members of the organization.
- **To operate** in the respect of all the laws, the rules and the applicable legislations to the products, processes and services of the company.

The strategic objectives stated constitute the circle inside which is defined, planned and effected a Program of Objectives and Goals having the aim of:

- **To improve** the performances and the effectiveness of the system of management of the Quality;
- **To improve** the satisfaction of the clients and the interested parts (stakeholders).

The Bimbo Italia group, besides, with the purpose to underline his own responsible management towards the interested parts, has integrated in his own system of management the social aspects on voluntary base. Through his/her own responsible action, therefore Bimbo Italia, intends to conform himself to the requisite and the general criterions expressed by the standard SA 8000 having as objective to contribute to the sustainable economic development, safeguarding the safety, the health and the inalienable human and social rights of the employees, of their families, of the local community and of the society in its wider meaning, with the goal to improve the quality of the life.

The President


IL PRESIDENTE
(Piero IACOMONI)

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