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### Rental Network supports Italy

Date: January 16, 2008  
Editor: Murray Pollok

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**rental** NEWS

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Pier Angelo Cantù, previously editor of Italian rental magazine Noleggio, has left the publication and established a rental support organisation called the Rental Network.

Mr Cantù told IRN that the organisation will provide specialist support services to Italy's fast growing rental companies. Mr Cantù said the relatively immature rental sector in Italy means that rental companies are in need of specialist support, such as market research, staff training, legal advice, risk management, financial services, as well as communication and marketing skills.

Rental Network has put together a list of support companies who will be able to offer rental companies expert advice.

He says the aim is to target Italy's largest 50 rental companies, and he says that several firms have already used the new consultancy services, including Algeco, Nacanco, Liebherr Noleggio, Volvo Rents – Italnolo and Gruppo Made.

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