



PIEMONTE: A COMPETITIVE TERRITORY

At the crossroads of the two main axes of European development

Piemonte, in the heart of North-West Italy, is strategically located to reach the entire European market. It is an area of excellence with over 470,000 enterprises organized in extremely innovative, flexible and efficient clusters. The best example is provided by the automotive industry, other sectors concern mechanics, information & communication technology, agriculture and food, textiles, clothing, jewellery, eco-industry, aerospace and writing.

Strong commitment to Research and Development

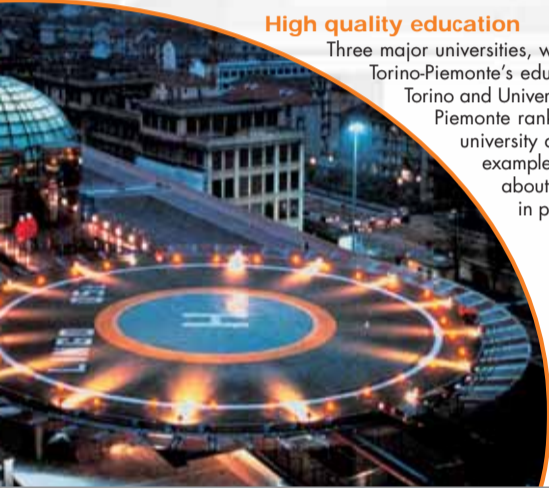
Piemonte invests €2.0 billion in R&D, which is strongly supported by an extremely dynamic local network of more than 200 research centres of international standing, such as TILab, the Telecom Italia Group's R&D centre, Microsoft Technology Center of Torino, Rai (national broadcasting company) Research & Technology Innovation Centre, CRF-Fiat R&D Centre, GM Powertrain Europe, to name just a few.



High quality education

Three major universities, with over 100,000 students enrolled, provide the backbone to Torino-Piemonte's education system: Polytechnics University of Torino, University of Torino and University of Eastern Piemonte.

Piemonte ranks first in Italy in terms of capacity for collaboration between university and industry. Istituto Superiore Mario Boella (ISBM) is the best example of synergies between the industrial system and universities, with about 250 researchers and several European and national projects in progress.



A welcoming region for foreign companies

The central role of the region is also clearly shown by the growing interest of foreign industrial investors. More than 600 foreign businesses have already set up operations in Torino and Piemonte, where the quality of life is a key factor. Piemonte offers in fact a first class environment for living as well as for doing business, and foreign companies can count on the professional support of Piemonte Agency for Investments, Export and Tourism.

THE ICT SECTOR IN PIEMONTE: CONSTANT GROWTH

The ICT (Information & Communication Technology) sector in Torino and Piemonte is constantly growing, thanks to 13,000 companies located here. The increase in local demand is witnessed by the widespread use of information technology by Piedmontese small and medium-sized enterprises.

Birthplace of cinema, television, telephone and computer industries, MP3, as well as of major companies like Vodafone, Infostrada, Seat, Telecom, Olivetti, Piemonte boasts a strong tradition in the ICT sector and hosts today a highly competitive cluster whose companies offer a wide range of innovative products and solutions, covering different sectors of the regional economy.



Telecommunications infrastructure

■■■ Piemonte is one of the areas with the highest density of fibre optic cables in Italy. Top-ix, Torino and Piemonte Internet Exchange, is the first and only Italian Internet access point able to convey all types of contents through Internet2 paradigms and it integrates satellite technologies, too.

■■■ The Torino based SkyPark, one of the world's leading satellite broadband IP platforms, is equipped to offer a complete range of broadband services including content distribution, IP videostreaming, business TV, maritime applications, teleconferencing, remote control of installations, telemedicine, e-learning and Voice over IP. The teleport is connected by fibre to the Internet exchange point in Torino and uses capacity on satellites in Eutelsat's fleet in order to serve users in Europe, Asia, the Americas and Africa.

Think Up is a 3-year project aimed at promoting abroad a selection of best in class ICT companies and offering a reserved lane to meet them and develop business and cooperation. The project is promoted by the Torino Chamber of Commerce, with the aegis of Regione Piemonte, and is managed by highly experienced technical partners such as Torino Wireless Foundation, CSI-Piemonte (Consortium for Information Systems) and Piemonte Agency for Investments, Export and Tourism.



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■■■ Think Up

Think Up offers a reserved lane to meet and develop business with 95 excellent ICT companies. With 6,400 employees these companies perform a turnover of €630 million.

■■■ Strict evaluation parameters

All member companies were chosen on the basis of strict evaluation parameters, including **technology**, **innovation** and **project development skills**, as well as the presence of a structured staff for the **management of business relations with foreign partners**.

The selection was led according to two activity lanes: enterprises working for the **private sector** and enterprises working for **public administrations and public bodies** in general.

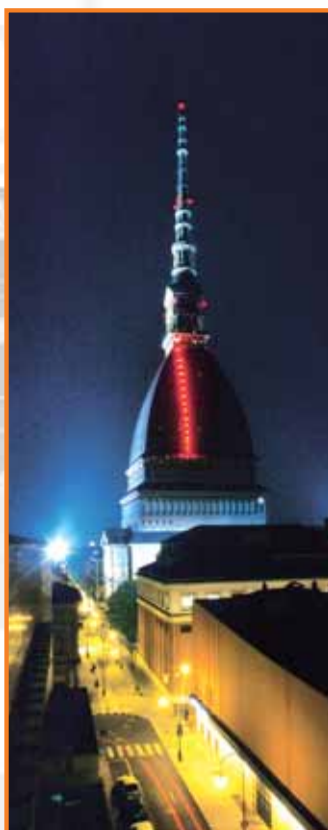
For detailed information about all member companies visit www.thinkupict.org.

■■■ Public and private sector

- **40 enterprises** have been selected for the **public sector**, divided into areas of specialization, according to the most recurring and relevant topics identified in international calls for tender.
- **70 enterprises** have been selected for the **private sector covering different areas of specialization**.

■■■ Save time and money with our free assistance

The Think Up project team will ascertain your needs and arrange one-to-one meetings with the most suitable partners, in Piemonte or on your premises. The team's assistance is completely free-of-charge thanks to public financial backing.



www.thinkupict.org

Piemonte is at the forefront in many strategic sectors linked to high technology, from automotive to aerospace, from nano and biotechnology to electronics and microelectronics. Homeland of the Italian automotive industry, Piemonte offers a complete IT sector with all ranges of specialization, featuring excellence in integrated circuits design and software development.

Business services are today the heart of the region's economic system and Think Up member companies, which fully represent the ICT sector in Piemonte, are able to answer the requests coming both from the private and the public sector.

- **Multimedia:** virtual reality, web design, multidimensional graphics, e-learning, IPTV, Content Management System, technologies with highly potential growth.
- **Security:** extremely interesting products and services answering the needs of the latest international request for new security solutions. Companies can offer, also on an aggregated level, innovative solutions (video recorded surveillance, biometrical solutions, access control, software, etc...).
- **ITS - Intelligent Transport Systems:** the Piedmontese tradition in car manufacturing and the number of enterprises active in this field allowed the development of strong competencies in mobility problems monitoring and management.
- **ERP:** management solutions are points of reference for the regional entrepreneurial context. Many internationally renowned vertical products are made in Piemonte.
- **Industrial automation:** this is one of the sectors where ICT companies answer the needs of the regional entrepreneurial factories by providing advanced solutions to support the manufacturing of automotive, aerospace, textile, agro-food and wine industries.
- **Telecommunications:** service providers, data transport technologies, digital terrestrial television, broadband communication services.
- **Finance:** large **financial** and **insurance groups** are present in Piemonte, such as **Intesa Sanpaolo**, which has become the third most important banking pole in Europe and is the leading bank group in Italy.
- **Hardware/Firmware development,** dedicated software and new business application are further capabilities.

QUICK ACCESS TO A WIDE OFFER

A fertile environment to create and develop a successful technological offer

- centres and competencies of international standing in research as well as in education and training
- over 2,000 researchers in ICT (almost 20% of the Italian total)
- world class big ICT companies
- more than 13,000 small and medium enterprises active in the same field
- public and private funding to support both research activities and the creation of new entrepreneurial initiatives
- increasing number of ICT enterprises: +23% in the years between 2000 and 2006
- number of employees representing 6% of the total regional employment
- Piedmontese export of ICT goods in 2006 reached € 1.445 million, about 9,6% of the national share
- **Torino Wireless**, the first hi-tech cluster in Italy links companies to R&D centres and to Venture Capital Funds
- **CSI-Piemonte** is a unique ICT player in Europe in the domain of public services and the 15th largest Italian company in the ICT sector industry, developing technologically advanced solutions for all spheres of local administration, together with targeted citizen and business services.



GET TO KNOW ICT EXCELLENCE IN PIEMONTE