



## Think up

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The three-year programme, 'Think Up' (2007–2009) has selected 94 Piemontese ICT companies and is offering international buyers an exclusive opportunity to meet them to develop business and cooperation. The project is promoted by the Turin Chamber of Commerce, with the support of Regione Piemonte, the Italian Ministry of Economy and the European Union and is managed by technical partners, such as Turin Wireless Foundation, CSI-Piemonte (Consortium for Information Systems) and Piemonte Agency for Investments, Export and Tourism.

The 94 companies were chosen on the basis of strict evaluation parameters such as 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 took into consideration, two activity spheres: enterprises working for the private sector (70 companies) and enterprises working for public administration bodies (40 companies, of which 16 companies operate for both the private and the public sector).

These companies cover many segments of production and show a wide range of product offering such as virtual reality and web design, multi dimensional graphics, e learning, content management systems, Security systems, Intelligent transport systems, Industrial automation and Finance.

In the future, Think Up is likely to play a leading role in important international events and business meetings. Further, on the basis of international trends and the requests of the Piemontese companies, international purchase managers will be invited to Turin to illustrate their development and supply policies and meet Piemontese enterprises, research centres and universities to evaluate possible business opportunities.