



**YOU NEED, WE ANSWER
TORINO-PIEMONTE:
EXCELLENCE, INNOVATION,
COMPETITIVENESS**

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Training activities UNI EN ISO 9001:2000



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Camillo Venesio
Chairman Piemonte Agency

Piemonte, located in North-West Italy, right at the heart of Europe's most highly developed core, plays an essential role in the nation's economy. Here intellectual vividness has always been a distinctive feature: Torino, first capital of Italy, was the political and strategic point of departure for the reunification of the Country in 1861. The region has a solid economy in all sectors, dynamic in industry as in services, with a very skilled, flexible and versatile workforce. It hosts research, training and education facilities and competency centres of international standing that contribute to the consolidation of an increasingly knowledge-based economy and society.

In order to strengthen the international role of the area and its potential, in 2006 Piemonte Region and Unioncamere Piemonte (the Union of Chambers of Commerce of Piemonte), in conjunction with business associations and the academic world, gave birth to Centro Estero per l'Internazionalizzazione - Piemonte Agency for Investments, Export and Tourism, the first Italian institution bringing together all international actions carried out by pre-existing local organisations.

Piemonte Agency assembles the expertise of various bodies that have played roles in inward and outward internationalisation: Centro Estero Camere Commercio Piemontesi (support to the international business relations development of local SMEs); ITP, Invest in Turin and Piedmont; Consorzio Piemontese di Formazione (managerial training programmes on international trade for both Italians and foreigners); MKTP (planning and layout of location marketing strategies); all international activities run by IMA (Agroalimentary Marketing Institute) and by ATR (Regional Agency for Tourist Promotion).

Thanks to this combination of professional skills, Piemonte Agency is therefore the key reference point for foreign enterprises wanting to find out about the local economic system, looking for information on business opportunities in Piemonte and searching for a quality business destination for direct investment in Italy.

A handwritten signature in black ink, appearing to be 'C. Venesio'.



CENTRO ESTERO INTERNAZIONALIZZAZIONE
PIEMONTE *Agency for Investments, Export and Tourism*

Facts and figures

Area:	25,400 km ²
Capital city:	Torino
Population, Torino:	over 2 million
Population, Piemonte:	4.4 million (7.4% of the Italian population)
Regional GDP:	€ 124 billion (8.4% of the national total)
R&D investment:	1,8% of regional GDP
Exports:	€ 37 billion

www.centroestero.org/EN



Discover Piemonte

Surrounded by imposing Alpine ranges, Piemonte, meaning “at the foot of the mountains”, is a region that brings together industrial tradition, innovation, a powerful drive for research and development, leisure and entertainment.

With over 4 million inhabitants, a per capita income that is 20% above the European average and a strong economic structure - it produces 8.4% of Italy's national wealth -, Piemonte is one of Europe's driving forces. Its economic system offers a wide range of capabilities and manufacturing competencies alongside a historical, cultural, artistic and intellectually lively setting, much appreciated as the host of international sports events.

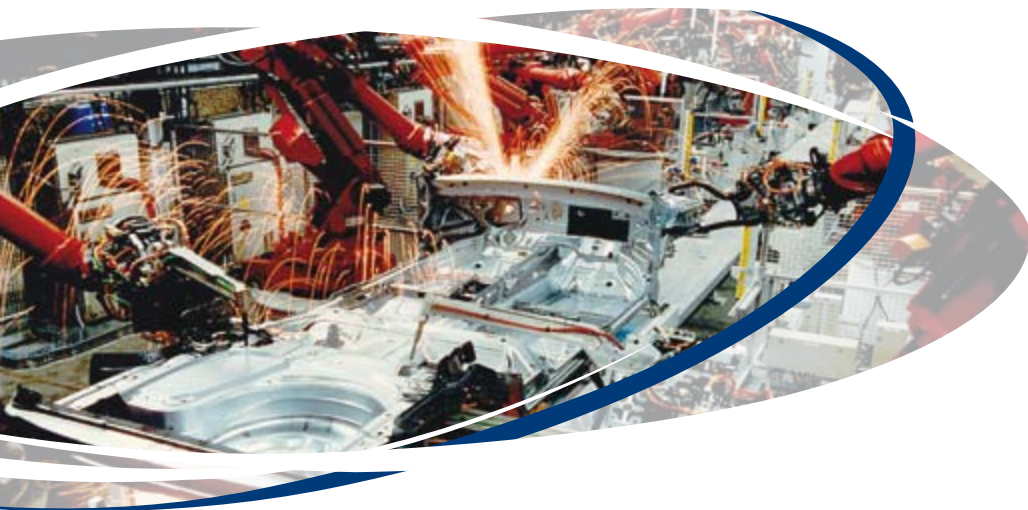
Internationally famous for being the cradle of the Italian car industry - Torino being the hometown of Fiat, the leading Italian automotive group, and of car stylists, such as Giugiaro and Pininfarina - Piemonte has diversified its own economic structure, directing itself more and more toward sectors tied to the economy of knowledge. The region, in fact, focuses on R&D activities and invests in strategic fields including robotics, design, ICT, life sciences, energy and environment technologies, aerospace, logistics, pharmaceuticals and healthcare.

Piemonte has always been a hub for major technical innovations, from the electric engine in the 19th century, to the MP3 file format in the software industry and the common rail for diesel engines in the automotive industry. The region, which was also the birthplace of Italian cinema, today offers enchanting locations, much appreciated by world-famed directors, combined with competitive services and facilities to shoot and produce movies, documentaries, cartoons and animated films.

Piemonte invests 1.8% of its GDP in innovation, in line with the most highly developed areas in Europe, and the private sector investment in R&D constitutes almost 80% of total R&D expenditure. This is one of the highest rates in Italy (where it is about 50%) and in Europe. Piemonte can count on over 200 research centres and 380 laboratories and more than 24,000 employees in R&D. Moreover, the region ranks first in Italy for expenditure on innovation in the manufacturing sector. New technologies are developed with the backing of major companies, as well as small and medium-sized enterprises.

Piemonte has established and maintains close commercial and trade links with neighbouring countries and others further away. With exports worth € 37 billion, it is one of the Italian regions with the highest rate of internationalisation, in terms of services, capital, people and knowledge. As confirmation of its competitiveness, over 660 foreign companies have chosen to invest in Piemonte, ranking second in Italy for foreign direct investments.

Piemonte's fertile cultural and intellectual heritage, combined with innovation and hospitality, make it appealing for higher education and specialist training students. Four major universities, with over 100,000 students enrolled, provide the backbone to Torino-Piemonte's education system: Politecnico di Torino, Università di Torino, Università del Piemonte Orientale and Università di Scienze Gastronomiche. The region's universities have a strong R&D base and Piemonte ranks first in Italy in terms of capacity for collaboration between universities and industry.



Invest in Torino Piemonte



Piemonte Agency is the unique, free reference point for foreign companies that want to locate in Piemonte, providing free, responsive and tailored assistance through the whole investment project.

Piemonte is an extremely welcoming and promising region for Italian and foreign investment, with a strong economy where public and private sector cohesion makes it possible to turn ideas into real action, fostering the conditions for continuous growth. The Region is constantly promoting initiatives to create the conditions to favour the arrival of foreign investments qualitatively integrated with the region's traditions and potential, acting in synergy with regional development strategies.

Piemonte Agency is dedicated to supporting and aiding companies that want to locate in Piemonte in all stages of their investment project. The inward investment team can advise companies on every aspect of starting and running a business in Piemonte, providing assistance at every stage of the project. It also cooperates with companies which have already invested in Piemonte in order to facilitate operations and development in the region.

Services are free, responsive, tailored to the company's needs and totally confidential:

- » Assessment and information phase
 - specific economic and market data
 - legal, labour, tax
 - incentives and grants
 - economic and industrial climate, competencies, know-how and key sectors
 - real estate.

- » Start-up and assistance
 - advice on how to set up a legal entity in Italy
 - site selection for production, services and R&D activities
 - selection of grants and incentives for investment, R&D, training
 - introduction to local and regional institutions, R&D networks, science and technology parks, innovation hubs
 - links to universities and centres of excellence
 - pre-feasibility studies
 - Regional Investment Contract.

Commissioned by the Region, Piemonte Agency manages the Regional Investment Contract, an innovative financial instrument aimed at encouraging the influx of foreign direct investment in Piemonte.

Piemonte Agency is the one-stop shop for companies that have an investment project in Piemonte and accompanies them through the entire negotiation phase, giving the investor guarantees in terms of financial support and time scheduling for the project.



Business Promotion





Piemonte offers a network of highly qualified companies fuelling innovation and enabling the commercial system to be a leader in the world market of cutting-edge products and competitive industrial know-how.

Piemonte Agency matches the local production offer with the needs expressed by international markets. In order to present a worldwide competitive, top-class entrepreneurial system, Piemonte Agency assists local companies in their international activities. With the help of a team of experts they are constantly updated on the latest regulations and are supported in all international trade related matters.

Piemonte Agency's targeted approach can: plan incoming trade missions for foreign business delegations willing to familiarise themselves with the area and start commercial relations; organise international events and b2b meetings in Piemonte; organise delegations of enterprises from the region to attend fairs where foreign buyers can meet their competitive offer; develop tailor-made industrial cooperation projects, such as know-how transfer and establishment of joint-ventures; find possible suppliers, partners or other figures to match requests and offers; carry out projects for partners' research in mutual cooperation with other international organisations.

The sectors involved in the activities belong to the region's economic tradition. Particular attention is focused on:

- » Manufacturing: automotive and heavy duty vehicles components, railway, aerospace, engineering, styling, robotics, automation, production equipment, subcontracting
- » Technology and life sciences: ICT, biotechnologies and biopharmaceutics
- » Environment: eco industries, waste, water and soil management, hydrogen solutions

- » Home system: building materials, home textiles, houseware, sanitary fittings and accessories, fancy goods
- » Fashion system: clothing, fashion accessories, jewellery, cosmetics
- » Industrial design

Piemonte Agency manages long-term projects promoting a pool of best-in-class local companies of specific fields of productive excellence selected on the bases of objective criteria of distinction and quality.

The projects, all featured by the development of a strong common brand, devise targeted promotional and marketing plans. Each project is run by dedicated teams made up of technical and commercial experts, working to facilitate and match specific and targeted foreign contacts with potential Piedmontese suppliers.

Invitations to buyers, participation in international events and world-wide trade missions are just some of the activities undertaken.

Among the long time projects:

- » "From Concept to Car" www.fromconcepttocar.com
- » "Torino Piemonte Aerospace" www.torinopiemonteaerospace.com
- » "Think Up" (ICT) www.thinkupict.org.

In addition, Piemonte Agency manages a project supporting local companies in the participation, either individually or in groups, in international tenders and in cooperation projects in Developing Countries.



Agrifood Marketing





The Piedmontese fine wine and food tradition, appreciated all over the world, is one of the symbols of Italian excellence, featuring many typical and wholesome products, rich in quality and variety.

Piemonte is a region of great tastes and is characterized by a range of delicacies of exceptional high quality, based on artisan or semi-artisan techniques, and including a wide spectrum of specialties: wines and spirits, sweets and chocolates, cheeses, cured meats, sauces, rice, pasta, the prestigious white truffle and fruit (mainly apples, kiwi, plums and peaches). Just a few names to evoke fragrances, tastes and aromas: Ferrero, the world's third largest confectionery and chocolate manufacturer; Lavazza, Italy's leading coffee roaster; wine multinationals like Martini & Rossi, Cinzano and Gancia (the inventor of spumante).

With 44 different D.O.C. (i.e. with controlled origin) and 14 D.O.C.G. (i.e. with controlled and guaranteed origin) wines, Piemonte is the region that produces the largest number of best known, noble, and world-appreciated wines of Italy, such as Barolo and Barbaresco. A snapshot of the wine industry shows 52,000 hectares of land under vines, with an average annual production of 450,000 tons of grapes processed into around 3.3 million hectolitres of wine (60% of which deserves the "denomination of origin" status). The extensive vineyards benefit from the richness of the land, which produces really excellent grapes thanks to the ideal soil and climate.

Piemonte also accounts for around 60% of national rice cultivation (120,000 hectares), Italy being the country that boasts the largest rice production in Europe. The rice is grown in an environment friendly way and sees the production of a number of prized and traditional varieties, with an increasing attention to organic production.

Homeland of chocolate, in Piemonte the skills of artisans are combined with creativity and innovation. The production cycle in the region is complete and goes from the toasting of the raw cocoa beans to semi-finished pastes, to the finished product in the case of confectionaries. Among the specialities the "Gianduiotto", a small chocolate made with cocoa, sugar and the famous hazelnut "Tonda Gentile delle Langhe".

Following the priorities expressed by the Agriculture Department of the Region, all international activities conducted by Piemonte Agency aim to promote local products as well as strengthen the region's image as a prosperous land.

Piemonte Agency plans and coordinates image-building, marketing and entrepreneurial activities, including the participation in international events where buyers from all over the world can discover, make links and start business relations with the top-class local agrifood, traditional and organic agricultural and wine producers. Many of the initiatives envisage the organization of guided educational tours and tastings that provide an emotional journey through the rich Piedmontese tradition, involving all five senses.



Tourism Promotion



Piemonte offers a new world of unspoiled countryside and traditions, inviting visitors to discover its history, culture and exquisite tastes: a territory to enjoy, the perfect host for leisure and business travel.

The region offers hospitality, services and infrastructure, stunning architectural beauty and breathtaking natural sites. There are the Olympic mountains and much more: high summits, including Monte Rosa and Monviso, provide splendid snow at 53 ski resorts for over 1,300 km of slopes and a wide range of outdoor sports like hiking, climbing and cycling. Historical traditions also make Piemonte the ideal place to relax in contact with the heart of European culture.

Many territorial public policies have concerned the development of tourism investments that have reached unprecedented figures.

The global event of the Torino 2006 Winter Olympics was one of the vehicles to transform the worldwide celebration of snow and ice sports into a unique opportunity to enable the entire system of tourism in Piemonte to take a giant leap forward. The MICE (Meeting, Incentive, Congress and Events) sector in particular has taken advantage of the heritage of the Olympic venues and the presence of high-level accommodation, making Torino and Piemonte the ideal location for events, conventions and incentive travels.

The strength of the tourism industry lies firstly in the architectural richness of the region that goes from Roman ruins to the latest post avant-garde buildings passing through Rococo, Baroque and Art Nouveau styles. In recent years, major efforts have been concentrated on restoring and conserving the 17 Savoy royal residences, recognized as World Heritage Sites by UNESCO in 1997. The most impressive example is the palace of the Venaria Reale, reopened in 2007 thanks to notable investments not only by the Piemonte Region, but also by the Italian Government

and the European Union. Intellectual liveliness and love for arts have always been distinctive features. Piemonte boasts a wealth of artistic resources hosted by an inestimable array of museums: almost 130 in the province of Torino, and another 200 in the rest of the region, among which, the Museum of Contemporary Art in Rivoli castle, the world-renowned Egyptian Museum (second only to Cairo) and the National Museum of Cinema, both situated in Torino.

One of the most evocative areas is picturesque Lake Maggiore - a legendary destination for travellers due to its beauty and mild climate - with the Borromean Islands, famous all over Europe for their splendid "palazzo" and wonderful landscaped gardens. Nearby, the charming Lake Orta with its pretty isle of San Giulio and peaceful Lake Mergozzo offer visitors fascinating views. Another extraordinary tourist destination is in the south of Piemonte: the hills of Langhe, Roero and Monferrato, the land of excellent wines like Barolo and specialties like the white truffle of Alba, know how to satisfy lovers of enchanting scenery and gourmets.

Piemonte Agency enhances this role and promotes the region's tourist resources by participating in tourism fairs, organizing workshops, educational tours for media and trade representatives, events, b2b and b2c meetings.



Foreign Trade Training



The steady globalisation of international markets compels businessmen to be ready to deal with constantly shifting economic scenarios: specialist training is crucial in establishing a successful network of managers and public administrators.

Piemonte Agency helps local and foreign entrepreneurs, managers and officers to be updated on key subjects related to international trade and the most advanced commercial strategies. Tailor-made seminars, courses and conferences are organised with the aim of harnessing skills and increasing knowledge on both commercial and technical topics (quality, health and safety products, environmental protection and social responsibility), to be more competitive on foreign markets.

Piemonte Agency pays very special attention to the future managerial generation and collaborates with the University of Torino's Faculty of Economics in the management of the University B.A. in Foreign Trade. Moreover, it cooperates with several Italian and foreign universities in under - and post-graduate courses, higher technical education and training and life-long learning.

Through a customized training approach Piemonte Agency also organises programmes designed to support female entrepreneurs to face the challenges offered by global markets.

A relevant part of the training activity focuses on the design and layout of international and transnational courses. Aimed at businessmen and officers from countries in transition or developing countries, they offer new tuition and trade opportunities and provide updated information on major legal-economic changes. All programmes are personalised according to the participants' needs and provide integrated activities combining training and workshops, visits to companies and institutions, and b2b meetings aimed at fostering business matchmaking as well as international exchanges and cooperation.

The main topics examined during the training sessions deal with international economics, company organization and management, institution building, international marketing; communication and negotiation skills; intercultural communication, cross-country management and negotiation techniques; international contracts; customs, fiscal regulations and forms of payment; international transportation and logistics; international financing; business plans; technical topics referring to specific sectors, such as agrifood, the car industry or tourism.

The activity directed to foreign managers and officers is also performed through international and EU programmes, as well as through Programmes issued by the Italian Ministries (i.e. the Ministry of Labour).

The learning methods include lectures, case studies, senior management inputs, guest speakers' seminars, debates and group sharing of experiences, simulations, group exercises, role-play sessions, networking, action-oriented learning, on-the-job training and distance-learning.

The teaching staff includes more than 200 experts belonging to the Quality Trainers Roster, composed of: academic staff, management consultants, managers, officers of public and private organizations, banks etc.

The training department of Piemonte Agency is accredited by Piemonte Region as a training agency and certified under ISO 9001:2000.



International Network

Piemonte Agency is extending its presence and activities to many strategic countries in the world.

The international network was created to promote the development of business between Piemonte and foreign countries. It includes the field offices run by the Piemonte Region (Antenna Piemonte), those by the Chamber of Commerce of Torino (Desk), the bureaux set up by Unioncamere Piemonte (the Union of Chambers of Commerce of Piemonte) and those by other partners.

The field offices guarantee foreign interlocutors the latest information on the region and the business opportunities it offers, encouraging industrial, commercial and technological cooperation.

An international network dedicated to marketing the region and attracting investments operates in a number of target countries. It works with Piemonte Agency to promote the region's key sectors, the construction of networked relations with clusters, innovation hubs and business systems to foster the influx of foreign direct investment, capital and highly qualified human resources.

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More details on the activities and services provided by Piemonte Agency
are available on www.centroestero.org/EN

Promoting Members



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