



Italians to offer full spectrum of support

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Suppliers, designers and engineering firms from the Torino-Piemonte region in northern Italy will showcase their product range at the Auto Expo. **Darius Lam** reports.

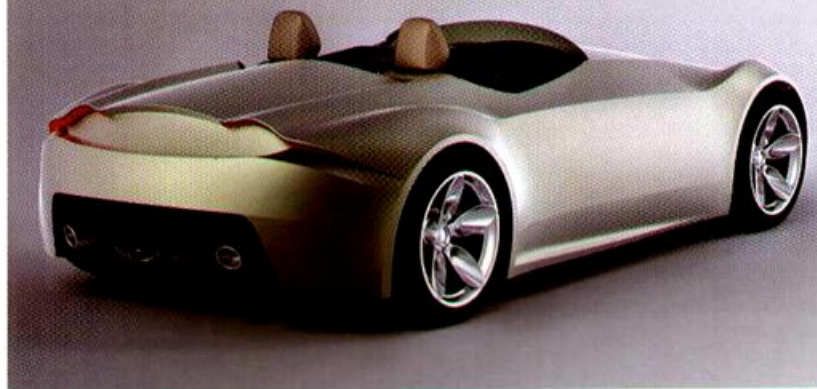
The Italian auto sector will be well represented at the Auto Expo with several companies from the Piemonte region showing off their skills and expertise in Hall 15 H-1, Stand 22.

These companies are active in the fields of automotive components, spare parts and accessories, garage equipment, design, engineering and electronics. The delegation is coordinated by Piemonte Agency on behalf of the Torino Chamber of Commerce, in collaboration with Unione Industriale di Torino (Torino Industrial Manufacturers' Association).

The Piemonte region is the heart of the Italian automotive industry and is where Fiat is based. Piemonte-based companies have been participating in the Expo since the past 10 year. Within the Italian pavilion, set up by the Italian Trade Commission in Hall 15 H-1 Stand 22, these companies will showcase their skills and display their products and capabilities. Visitors can also meet companies that are part of the 'From Concept to Car' project promoted by the Torino Chamber of Commerce and offers international buyers free, preferential access to over 150 companies based in Piemonte.

The region has a

Vehicle styling is a key area of specialisation for Italian exhibitors at the Expo.



complete range of enterprises that have skills ranging from styling and prototyping, to engineering, equipment and plant, robotics and automation, components and modules, to standard and niche production. The manufacturing structure of the auto sector here is characterised by smaller companies.

The 'From Concept to Car' programme offers a comprehensive range of skills to Indian OEMs.

EXHIBITORS

- **Autostudi Styling Design:** CAD and CAE engineering.
- **General Cab s.r.l.** Engine cooling, HVAC systems
- **Mabiel Srl** -Insert tape for rubber profile on car doors, safety belts.
- **Mecaprom Vehicles and Powertrain Systems India:** Production of engines and transmissions.
- **Officine Meccaniche Piemontesi srl:** Machine Tools
- **Redat Spa**-Turbochargers, Balancing machines
- **Scanferia Bruno SRL**- Dies for sheet metal stamping
- **SCS-Euroacoustic srl**- NVH consultant



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In Piemonte the auto components industry includes 370 Tier 1 companies, employing about 78,000 people and offers high production values, whereas the automotive sector is even larger, totalling 1,021 companies and more than 130,000 employees. The Piemonte automotive components industry alone accounts for 51 percent of the Italian output and also represents 40 percent of the Italian exports in this sector.

It also ranks second in the hierarchy of European regions and claims to offer high levels of innovation, specialisation and productivity. In the last three years, more than 50 percent of the Piedmontese companies - a percentage which is way above the national average - have been investing in upgrading their technological capabilities, while more than 35 percent have been investing in improving the technical contents of their components.

The region also has several public and private car research centres of international standing such as the Fiat Research Centre, General Motors Powertrain Europe and the Polytechnic University of Torino. As a result, the Piemonte automotive enterprises are responsible for more than 50 percent of the European patents for the whole of the territory. ■