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ISIS Papyrus, a leading international software company, whose headquarters is in Austria, develops solutions for communications and process management. Relocated to Ivrea in Piemonte in 1988, it is cautiously but steadily growing in terms of its workforce and business volumes.

Web site: [www.isis-papyrus.com](http://www.isis-papyrus.com)

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***What are the main advantages of investing in Piemonte?***

The choice of Ivrea as ISIS Papyrus' main Italian office has allowed the company to draw on the skilled manpower that has developed out of Olivetti IT activities, and the graduates of the universities in Torino. Human capital is certainly an advantage in Piemonte.

***What problems have you come up against?***

The regional subsidies (e.g. the Regional Pacts) can be interesting, but in our opinion they do not have a huge impact to persuade large companies to invest in Piemonte. We have had problems with bureaucracy and because of the limitations this imposes on subsequent company decisions. It would be more effective to involve the companies that invest in Piemonte in real investment projects, for example, ensuring that local companies are involved in sector tenders as soon as these are announced. In my opinion this is only feasible if there is a clear database of the businesses that invest in Piemonte. Moreover, the Italian labour law penalises companies that believe in long-term relationships and hire people under permanent contracts.

***What advice would you give to a businessman wishing to invest in Piemonte?***

To identify the strengths that can make the investment sustainable in time, whether it is the human capital or the location in a particular place. To consult local experts in labour law and... not to be scared by the bureaucracy.