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Bruno Belliero
Chairman of Regola srl and Director of the Mosaico consortium



Regola has been working in the ICT field for 18 years and specialises in IT solutions in the medical and healthcare field. Founded in Piemonte, it is now extending its range of action to an international scenario.

Web site: www.regola.it - www.consorziomosaico.it

What are your main activities abroad?

Our first activity abroad, launched successfully a few years ago, was our partnership with Priority Dispatch, a US emergency management giant, for the application of a protocol engine used in emergency systems. We are the first company in Italy to incorporate this technology into medical emergency management.

Thanks to a recent agreement, in Lithuania 3 emergency healthcare centres are now run with our technology.

What is more, we compete for international contracts in different countries, including South Africa. Other opportunities to explore new markets come from ThinkUp project, promoted by the Torino Chamber of Commerce and managed by Ceipiemonte.

What are the main benefits that derive from your activities abroad?

They allow to maintain a broader market. A second advantage regards the means of payment. Payment times abroad are significantly shorter than those in Italy: an important element for a company 80% of whose turnover relies on the public authorities.

What are the principal difficulties on foreign markets?

The first obstacle regards contracts: many companies are cautious when they have to prepare bids or conclude agreements with foreign companies.

Secondly, the high level of capital spending that a company must sustain when it decides to go abroad. Mosaico, a stable consortium in the field of ICT and services to public authorities and healthcare, was set up partly to respond to these issues: it fosters joint participation in national and international tenders.