



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

Promoted by Regione Piemonte and Chambers of Commerce

PROMOTING MEMBERS

Regione Piemonte

(Regional Government)

Unioncamere Piemonte

(Union of Piemonte Chambers of Commerce)

Camere di commercio di

(Chamber of Commerce of):

Alessandria, Asti, Biella, Cuneo, Novara, Torino, Verbanio-Cusio-Ossola, Vercelli

OTHER MEMBERS

ABI (Banks Association)

Camera di commercio di Aosta

(Aosta Chamber of Commerce)

Casa Piemonte

(Craftsmen Regional Union)

Città di Torino

(Torino City Council)

Cna Piemonte

(Piemonte Confederation of Small Business and Craft Firms)

Coldiretti Piemonte

(Regional Agricultural Association)

Confartigianato Piemonte

(Handicraft Federation)

Confcommercio Piemonte

(General Confederation of Trade, Tourism, Services and SMEs)

Confindustria Piemonte

(Federation of Employer's Association)

Federapi

(Federation of Small Enterprises Association)

Politecnico di Torino

(Polytechnic University of Torino)

Provincia di Torino

(Torino Province Council)

Unione province Piemontesi

(Association of Piemonte Provinces)

Università degli Studi di Torino

(University of Torino)

Università del Piemonte Orientale

(University of Alessandria, Novara and Vercelli)

Piemonte Agency is the key reference point for foreign enterprises wanting to find out about the Piedmontese economic system, looking for information on business opportunities in the area and searching for a quality business destination for direct investment in Italy.

The Agency was created in 2006 by Piemonte Region and Unioncamere Piemonte in conjunction with business associations and the academic world, in order to strengthen the international role of the territory and its potential.

It gathers the expertise of several bodies that have played roles in inward and outward internationalisation:

Centro Estero Camere Commercio Piemontesi (founded in 1976 to support the international business relations of local SMEs); *ITP*, Invest in Turin and Piedmont (the first Italian regional agency dedicated to attracting investment); *Consorzio Piemontese di Formazione* (created in 1982 to organize managerial training programmes on international trade for both Italians and foreigners); *MKTP* (planning and implementing location marketing strategies since 2001); all international activities run by *IMA* (Agroalimentary Marketing Institute) and by *ATR* (Regional Agency for Tourist Promotion).



International network

The international network includes the field offices run by the Piemonte Region (Antenna Piemonte), those by the Chamber of Commerce of Torino (Desk) and the bureaux set up by Unioncamere Piemonte. The field offices guarantee foreign interlocutors the latest information on the region and the business opportunities it offers. For specific target countries, the network supports marketing activities and actions aimed at improving the competitive positioning of Piemonte to foster business investment attraction.

Belgium

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sede.bruxelles@unioncamerepiemonte.be

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Investment attraction field offices:

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DISCOVER PIEMONTE

Piemonte, located in North-Western 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 1860. In 2006 it was the venue of the winter Olympic Games and was appointed to be the first World design Capital in 2008.

The region is dynamic in industry as in services, with a skilled, flexible and versatile workforce. It hosts research, education facilities and competency centres of

international standing that contribute to the consolidation of an increasingly knowledge-based economy and society, but also offers a historical and artistic setting. With over 4 million inhabitants, a per capita income that is 20% above the European average, Piemonte has a strong productive structure comprising around 465,000 companies.

Internationally famous for being the cradle of the Italian car industry - Torino being the home town of Fiat, the leading Italian automotive group, and of car stylists, such as Giugiaro and Pininfarina - the region hosts top-class enterprises active in other fields: agrifood and wines, ICT, textiles, clothing, jewellery,

environment, writing instruments, cinema & animation.

Piemonte produces 8.4% of Italy's national wealth and in recent years has re-balanced its various economic macro-sectors, renewing its economic profile and raising the interest of foreign investors. Piemonte is an extremely welcoming region: it offers a first-class environment for living and doing business, where strong public and private sector cohesion makes it possible to turn ideas into real action. The region 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.

With exports worth € 34.7 billion, Piemonte is one of the Italian regions with the highest rate of internationalisation.

As confirmation of its competitiveness, over 700 foreign companies have chosen to invest in Piemonte, ranking second in Italy for direct investments by foreign companies.



Piemonte Agency is the unique, free reference point for companies that want to locate in Piemonte, dedicated to supporting foreign companies in all stages of development.

INVEST IN TORINO PIEMONTE

Piemonte Agency collaborates with foreign companies to share knowledge of the many opportunities the region has to offer, providing comprehensive services to assist them with their investment projects. The Agency also cooperates with companies which have already invested in the region, in order to anticipate strategic shifts and facilitate operations in the area.

The inward investment team provides free, responsive, tailored assistance at every stage of the investment project, including follow-up.

In the assessment phase, the company will be provided with specific economic and market data, information on the legal, labour and tax system, on the incentives and grants

available, competencies, know-how and key sectors, as well as

real estate. In the start-up phase, assistance will consist in advice on how to set up a legal entity in Italy, specific site selection (production, services or R&D activities), identification of grants and incentives (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, and pre-feasibility studies. Piemonte is the first and only region in Italy to have created and implemented an innovative financial instrument, the **Regional Investment Contract**, to encourage the arrival and development in Piemonte of new investments in industry, services and research from abroad.

The Contract aims to create synergies with the local fabric - industry, services, vocational and specialist training,

research etc. - to favour the growth of opportunities in terms of employment and increase in knowledge, as well as collaboration in the development of positive externalities in the local areas. The beneficiaries are SMEs and large companies, with a foreign shareholder or controlling shareholding not present in Piemonte, which intend to locate an operating unit in the region. Commissioned by the Region, Piemonte Agency manages the Regional Investment Contract, and accompanies the foreign company through the entire negotiation phase, giving the investor guarantees in terms of financial support and time scheduling for the project.

Piemonte Agency is the one-stop shop for companies that have an investment project in Piemonte.

www.centroestero.org/EN/invest

For a confidential discussion, please contact: investment@centroestero.org

BUSINESS PROMOTION

Matching the local production offer with the needs expressed by international markets is one of the activities carried out by Piemonte Agency.

With the help of a team of experts, all local companies are updated on the latest regulations and supported in all international trade related matters. In order to present a worldwide competitive, top-class entrepreneurial system, the Agency assists local companies in their international activities. With this objective it can: plan incoming trade missions for foreign business delegations willing to familiarise themselves with the area and start commercial relations; organise international events in Piemonte; organise delegations of enterprises from the region to attend international fairs

where foreign suppliers 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 these activities are all part of the region's economic tradition:

Cinema and audiovisuals: virtual reality, cartoons & animations, sets and locations services

Environment: eco industries, waste management, energy transmission, hydrogen solutions

Fashion system: clothing, fashion accessories, jewellery, cosmetics

Manufacturing: automotive

and components, heavy duty vehicles, railway, aerospace, engineering, styling, robotics, automation, production equipment, subcontracting,

Home/office systems: writing instruments, building materials, home textiles, houseware, sanitary fittings and accessories, fancy goods

Technology: ICT, biotechnologies and nanotechnologies. Three long-term projects promote a selection of companies belonging to specific fields of excellence:

From Concept to Car
www.fromconcepttocar.com

Think UP (ICT)
www.thinkupict.org

Torino Piemonte Aerospace
www.torinopiemonteaerospace.com

The project's offices, based in the Agency, work to facilitate and match targeted contacts with potential suppliers.



Piemonte offers a network of highly qualified companies fuelling innovation and enabling the commercial system to be a leader on the world market of cutting-edge products

www.centroestero.org/EN/promotion

For information please contact:
sectors@centroestero.org



AGRIFOOD MARKETING

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 and the prestigious truffle.

More than 21,000 acres are employed for fruit orchards, while 11,000 are for horticultural products: every year, the region produces 450,000 tons of fruit and more

than 350,000 of vegetables and the agrifood sector contributes a total of 13% to national exports.

The excellence of a region historically dedicated to agriculture, and the adoption of environment-friendly growing techniques, are the best guarantee of a quality worthy of the maximum acclaim.

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 strengthening the region's image as a prosperous wine and food centre.

The Agency plans and coordinates image-building, marketing and entrepreneurial activities in the region, as well as abroad, and 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 biological agricultural and wine producers.



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

www.centroestero.org/EN/agrifood

For information please contact:
agroalimentare@centroestero.org



TOURISM PROMOTION

Piemonte offers a new world of unspoiled countryside and traditions, inviting visitors to discover its history, culture and exquisite tastes.

Piemonte offers hospitality, services and infrastructure, stunning architectural beauty, breathtaking natural sites and is the ideal place to relax in contact with the heart of European culture.

With a great number of world class winter resorts, it is no wonder that this spot was ideally suited to host the spectacular and unforgettable 2006 Winter Olympics edition.

The strength of the tourism industry also lies 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 17 Savoy royal residences - recognized as World Heritage Sites by UNESCO in 1997 - among which the palace of the Venaria Reale.

Moreover, Piemonte boasts a wealth of artistic resources hosted by its array of museums, among which, the Museum of Modern and Contemporary Art in Rivoli castle, the world-renowned Egyptian Museum (second only to Cairo) and the National Museum of Cinema, both in Torino.

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 enable the entire system of tourism in Piemonte to take a giant leap forward.

The conventions and exhibitions sector has taken advantage of the heritage of the Olympic venues and the presence of high-level accommodation, making Torino and Piemonte an ideal location for events and incentives travel.

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

www.centroestero.org/EN/tourism

For information please contact: tourism@centroestero.org



FOREIGN TRADE TRAINING

The Agency collaborates with the University of Torino's Faculty of Economics in the management of the University B.A. in Foreign Trade and cooperates with several Italian and foreign universities in under- and post-graduate courses, higher technical education, training and life-long learning

Piemonte Agency helps local and foreign entrepreneurs, managers and officers to be updated on key subjects related to international trade and commercial strategies. Tailor-made courses and conferences are organised to harness skills and increase knowledge on both commercial and technical topics and be more competitive on foreign markets. The Agency also organises programmes designed to support female entrepreneurs to face the challenges offered by global markets. The international and transnational courses are

meant for businessmen and officers from countries in transition or developing countries and offer new tuition and trade opportunities, providing 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 deal with international economics,

company organization and management, institution building, marketing; communication and negotiation skill, intercultural communication, cross-country management and negotiation techniques, contracts, customs, fiscal regulations and forms of payment transportation and logistics, financing, business plans, technical topics referring to specific sectors, such as agrifood, the car industry or tourism.

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

www.centroestero.org/EN/training

For information please contact: training@centroestero.org