

# «Torino Piemonte, a welcoming region»

**Stuttgart, June 13, 2012**





**Piemonte as a platform:**

**logistics and market**

**industry and services**

**R&D and innovation**

**Knowledge and human capital**

**FDI attraction**



# Strategic position in Europe and the Mediterranean area

- At the crossroads of three European corridors:  
Lisbon-Kiev, Genoa-Rotterdam and South-East Sea
- Three main markets within short reach: Europe, Northern Africa, Middle East
- EU population (27 Member States): over 501 million people (Source: Eurostat 2010)
- Eurozone population (17 Member States): nearly 330 million people (Source: Eurostat 2010)
- The most important intercontinental airport in Southern Europe and 2 international airports
- Back port of Genova, logistics services





# A dynamic diversified economy

- 4.5 million inhabitants (7.4 % of the national total)
- GDP: € 123.5 billion (7,9% of the national total)
- 467,671 companies (7.7% of the national total)
- € 38.5 billion exports of good and services (10.3% of the national total)
- **1<sup>st</sup> Italian region to have established a regional agency dedicated to inward and outward investment**
- **1<sup>st</sup> and unique Italian region to have created a dedicated financial tool for FDI**
- **Torino 1<sup>st</sup> Italian city in terms of attractiveness to FDI**
- **Over 600 local units of foreign companies are located in Piemonte**







# The ideal location for foreign companies....



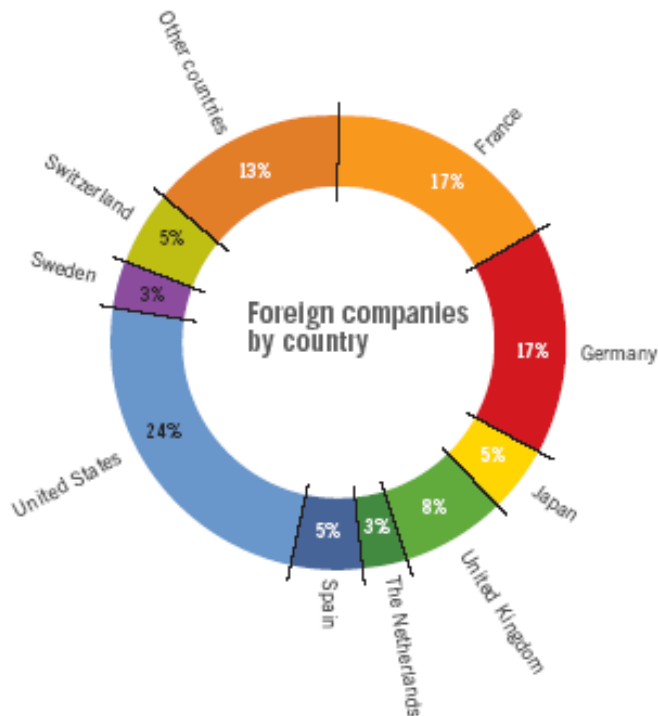
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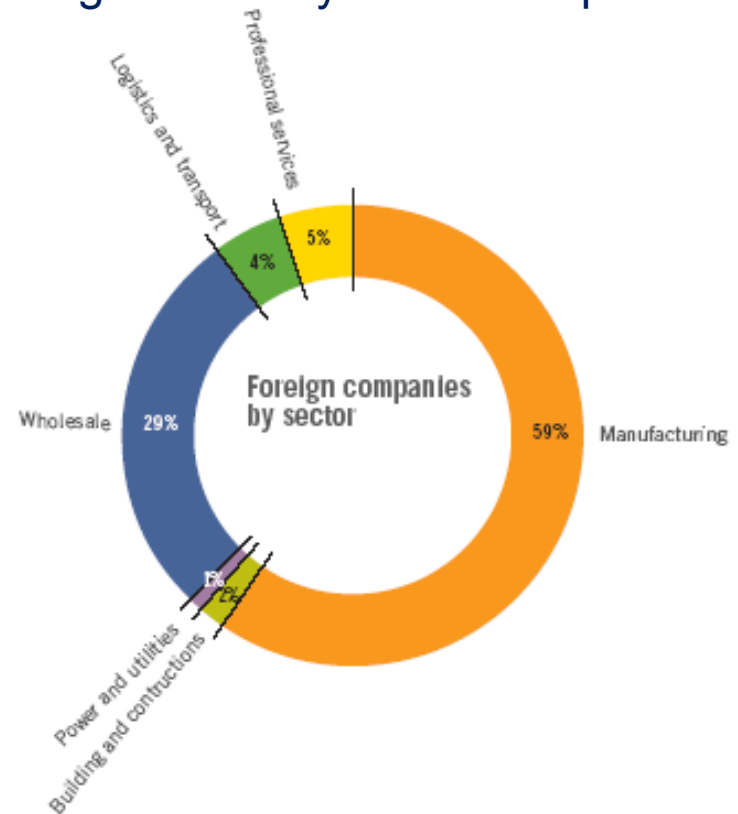
## ....a competitive positioning

- Over 600 local units of MNE have already chosen to locate in Piemonte
- About two-thirds come from USA, F, UK and **Germany** – over 100 companies
- **136 HQs of foreign companies are active in Torino**
- Piemonte receives 14% of FDI inflows, ranking 3rd in Italy and 1<sup>st</sup> for productive and services facilities

### Country of origin



### Sectors of activity





# German investments: a potential for expansion

- More than 100 companies located (manufacturing, services and R&D)
- Over 8,000 employees
- Over € 2,2 billion turnover



**BENTELER**  
AUTOMOTIVE

Elastogran



**BASF** Group



**FAG**

SCHAEFFLER GRUPPE



**ZSCHIMMER & SCHWARZ**  
ITALIANA S.p.A.

**SIEMENS**



**BOSCH**  
Invented for life

**MESSER**



Das Auto.

**Webasto**

*Feel the drive*



**NEUMAYER TEKFOR**



**SIEGWERK**



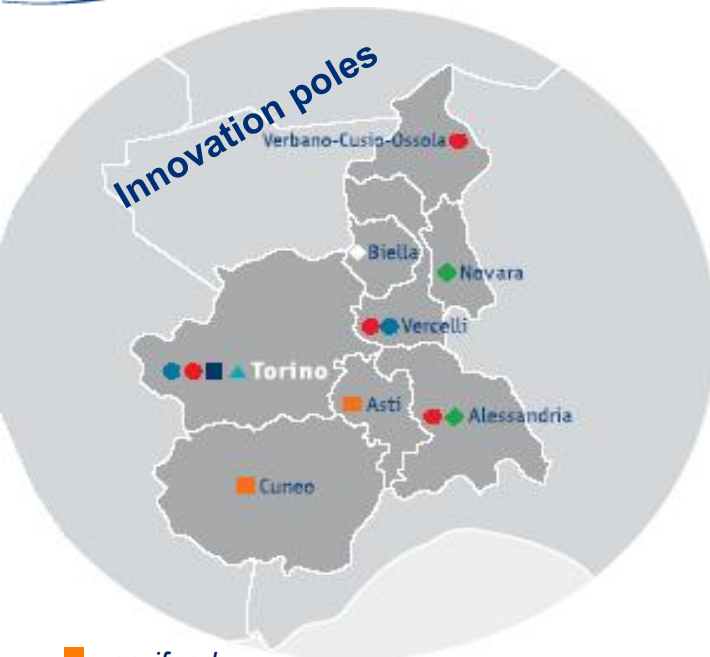
**KOSTAL**



**LIEBHERR**



# R&D and innovation



- *agrifood*
- *biotechnology, biomedical*
- ◆ *sustainable chemistry*
- ▲ *mechatronics, advanced production systems*
- *renewable energy, energy saving, sustainability*
- *information communication technology*
- *digital creativity, multimedia*
- ◇ *textiles*

- **1st Italian region in terms of**
  - ✓ expenditure on innovation in the manufacturing sector
  - ✓ high-tech patents
  - ✓ private investment in R&D: 20% of the national total
- over 220 private and public R&D centres, 12 innovation hubs
- 380 labs, 6 S&T Parks, 4 universities and incubators
- 12 innovation hubs
- 1,000 R&D contracts between universities and companies
- more than half the amount of ERDF funding is used to support research and innovation





# Investments and commitment to strategic sectors



- **Sustainable mobility and infomobility**
- **Smart & Clean Energies**
- **Smart & Clean (Nano) materials**
- **Intelligent Transport Systems**
- **Information Communication Technology**
- **Aerospace platform**
- **Life Sciences and biomed**
- **Cinema and multimedia**
- **Industrial design**



# Highly qualified human resources

## ■ Main international organisations in Torino:



## ■ Top level universities

- 4 Universities: **Università di Torino, Politecnico di Torino, Università degli Studi del Piemonte Orientale, Università di Scienze Gastronomiche**



- **advanced training centres (master courses)**





Piemonte Agency is the **first Italian regional agency dedicated to internationalisation** that includes among its stakeholders institutional development actors, public and private business associations, the academic and research worlds.

**Piemonte Agency for Investments, Export and Tourism** is aimed at

- attracting foreign investment and creating new opportunities of qualified labour
- promoting the presence and competitiveness of local companies on international markets
- promoting the region's tourist offer and products worldwide



CENTRO ESTERO INTERNAZIONALIZZAZIONE  
**PIEMONTE** *Agency for Investments, Export and Tourism*  
Promoted by Regione Piemonte and Chambers of Commerce

**Piemonte Agency** is the unique, free reference point for companies wishing to locate in Piemonte. The **inward investment team** can advise you on every aspect of starting and running a business in Piemonte, providing assistance at every stage of the project



The goal of the Invest in Torino Piemonte unit is to **attract high added value investment** through:

- the region's **competitive positioning**
- the promotion of the **local factors of attractiveness**
- **technical assistance** to foreign investors
- the **networking of new investments**
- the **consolidation of foreign companies** already active in Piemonte



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# Technical assistance

## ■ **Assessment and information phase**

- specific economic and market data
- legal / labour / tax
- incentives, grants, fiscal bonuses
- 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
- Support in identifying a location for manufacturing, services, research
- Selection of grants and incentives for investment, R&D, training projects
- Interface with local and regional institutions, science and technology parks
- Link with universities and centres of excellence
- Pre-feasibility studies
- Regional Investment Contract: preliminary verification of eligibility requirements, verification of adherence to the strategic indications given by Regione Piemonte, accompaniment in the negotiation stages prior to the final definition of the programme and in relations with public bodies and local authorities





# To foster the attraction of FDI

Regione Piemonte has established a full set of legal and financial levers to thrust competitiveness:

- **Regional Operational Programme 2007-2013**

over half the funds are dedicated to R&D and innovation (innovation hubs, technology platforms, R&D projects, etc.); special focus on renewable energy and ITS; land and urban regeneration

- **Extraordinary Employment Plan**

foresees several measures to foster employment and new investment:

- active labour policies
- competitiveness
- simplification
- access to credit



- **Regional Competitiveness Program 2011-2015**

a strong commitment for businesses, finance and new business, research and innovation, internationalization



# Funding for new investment

- **Piemonte is the first Italian region to have created the Investment Contract**, an innovative tool to foster the establishment and development in Piemonte of investments from abroad, the relocation of businesses that have transferred their manufacturing plants abroad, and the location of manufacturing plants and research centres not yet present in Piemonte.

The Contract guarantees **financial support and the certainty of procedures and implementation times of investment projects for businesses that choose to locate in Piemonte.**



- **All measures to support business are managed by Finpiemonte SpA** (the regional financial company) which coordinates the procedures related to the granting, delivery and monitoring of the subsidies promoted by Regione Piemonte and financed with national, regional and municipal funds.



# The Regional Investment Contract



- foreign-owned or controlled companies not present in the region, which intend to invest in Piemonte according to eligible initiatives' typologies
- foreign-owned or controlled companies present in the region, which intend to develop a new investment in Piemonte, different in terms of function from the existing one, according to eligible initiatives' typologies
- Piedmonte's companies which have moved abroad their production plants, but which intend to re-invest in Piemonte
- Italian companies not yet present in the region, which establish a productive investment
- Research bodies based in Piemonte are also eligible as they develop research projects in collaboration with the beneficiary



# Results

- More than 90 companies attracted over the last 10 years
- 15 companies in the past two years thanks to direct financial support, creating more than 1,000 jobs and € 250 million in investment



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ANHUIJIANGHUAAUTOMOBILE CO., LTD.



MOTOROLA



ThyssenKrupp Tailored Blanks





# **Torino Piemonte, a range of opportunities!**

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