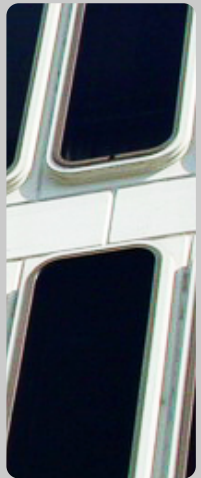


*Envision, plan and
build up the future:
together.*



Institutional presentation of the Torino Chamber of commerce

June 13 2012



CAMERA DI COMMERCIO
INDUSTRIA ARTIGIANATO E AGRICOLTURA
DI TORINO

The Torino Chamber of commerce: mission and nature

- Autonomus Public Institution
- Promote socio-economic development taking care of the economy general interests
- It is an Institution that represents all businesses whatever the sector



The Chamber system



"InfoCamere"





The Networks...

... and the cooperation

- Enterprise Europe Network

- APRE

- PatLib



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

Piedmont Agency for Investments,
Export and Tourism

- The internationalization team

Chamber of commerce : Functions



Administrative functions



Promotional functions



Market regulator functions





Piedmont in Europe





Piedmont: figures year 2011

	Piedmont	% in Italy	Var.% 10/00
Population*	4,457,335	7.4	+ 3.9
GDP (mln Euro)	123,469.1	7.9	+ 22.8
Nr. of business	467,671	7.7	+ 5.2
Employed (in thousand)*	1,844	8.1	+ 6.0
Export (mln Euro)	38,532.9	10.3	+ 29.3
R & D (in thousand)*	2,222,273	11.6	+ 23.8**

*Data year 2010

**Data year 2009-Var. % 09/02

Source: ISTAT - InfoCamere



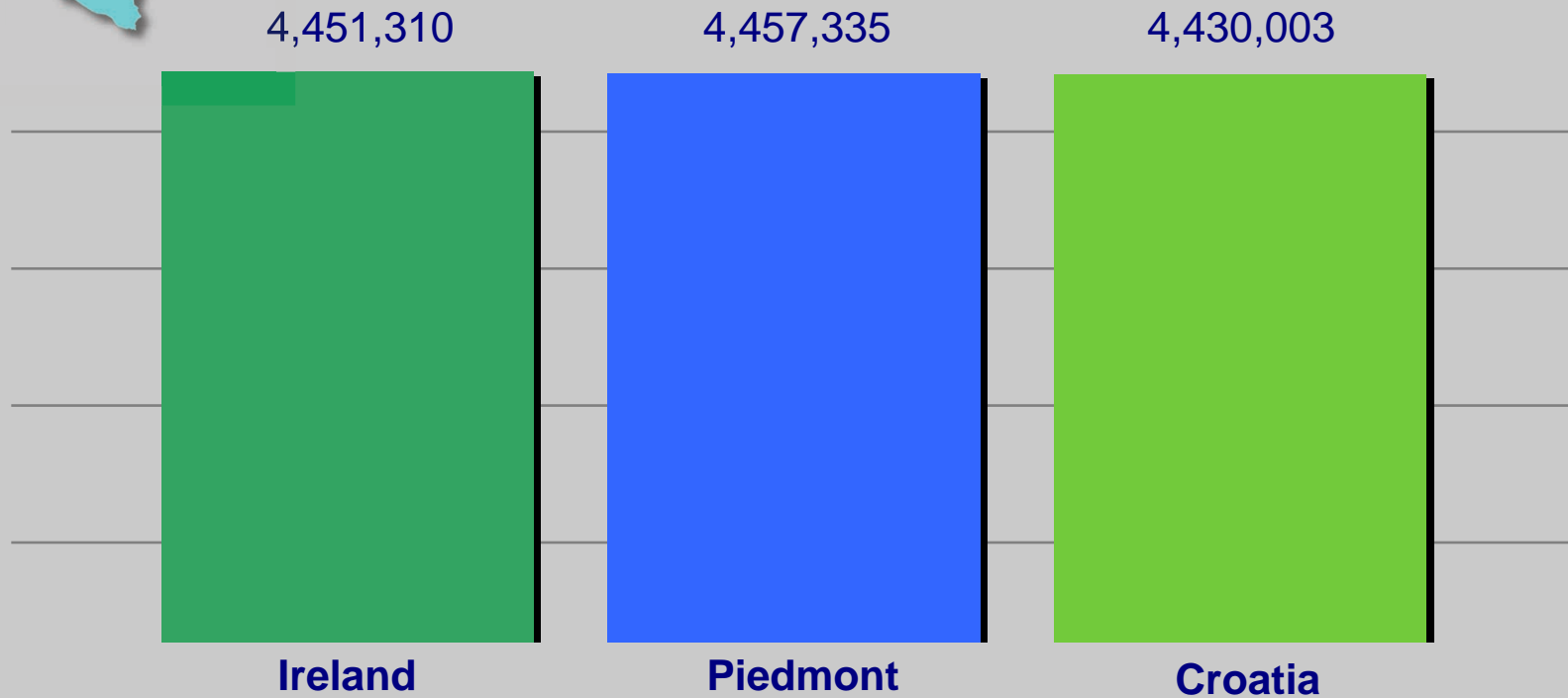
The Territory



Source: ICE



Population *year 2010*

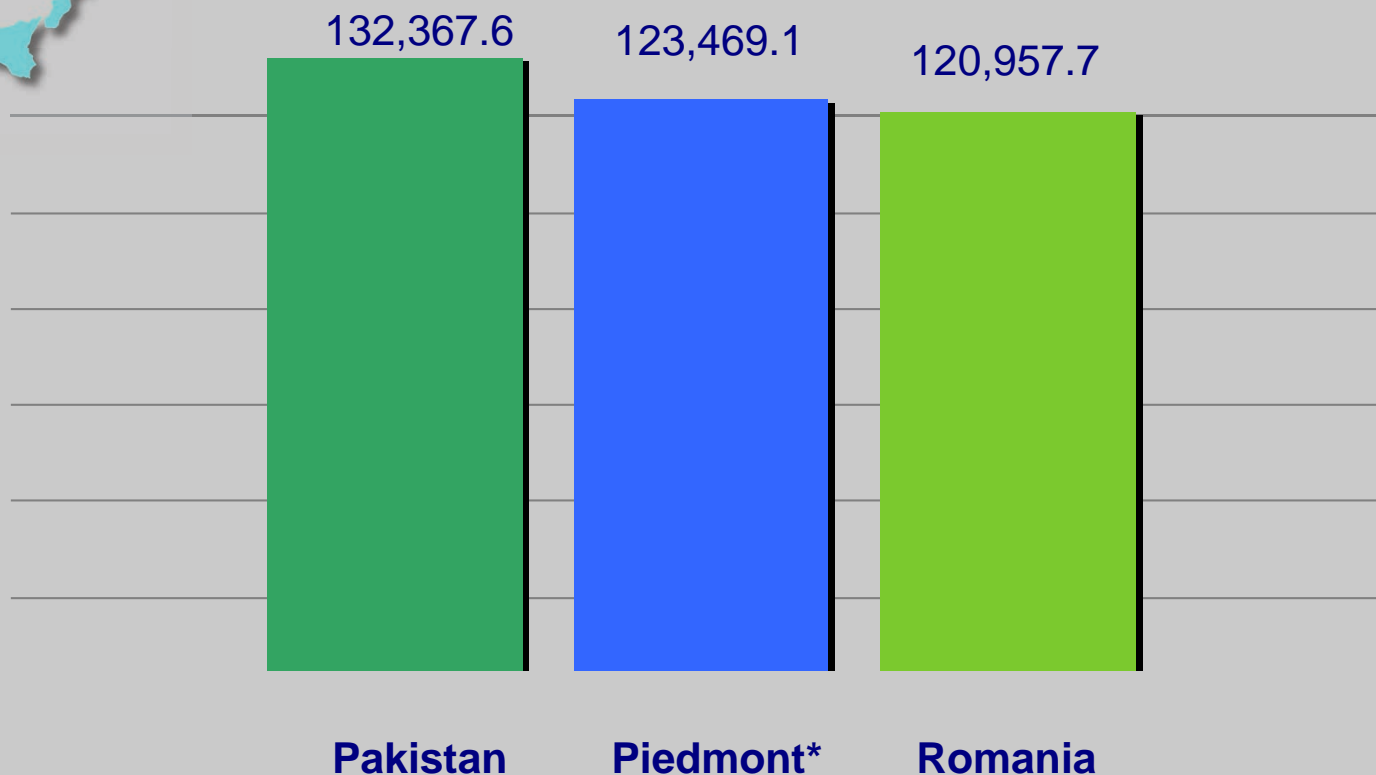


Source: World Bank , BDDE



Piedmont GDP

Year 2010, milion Euro

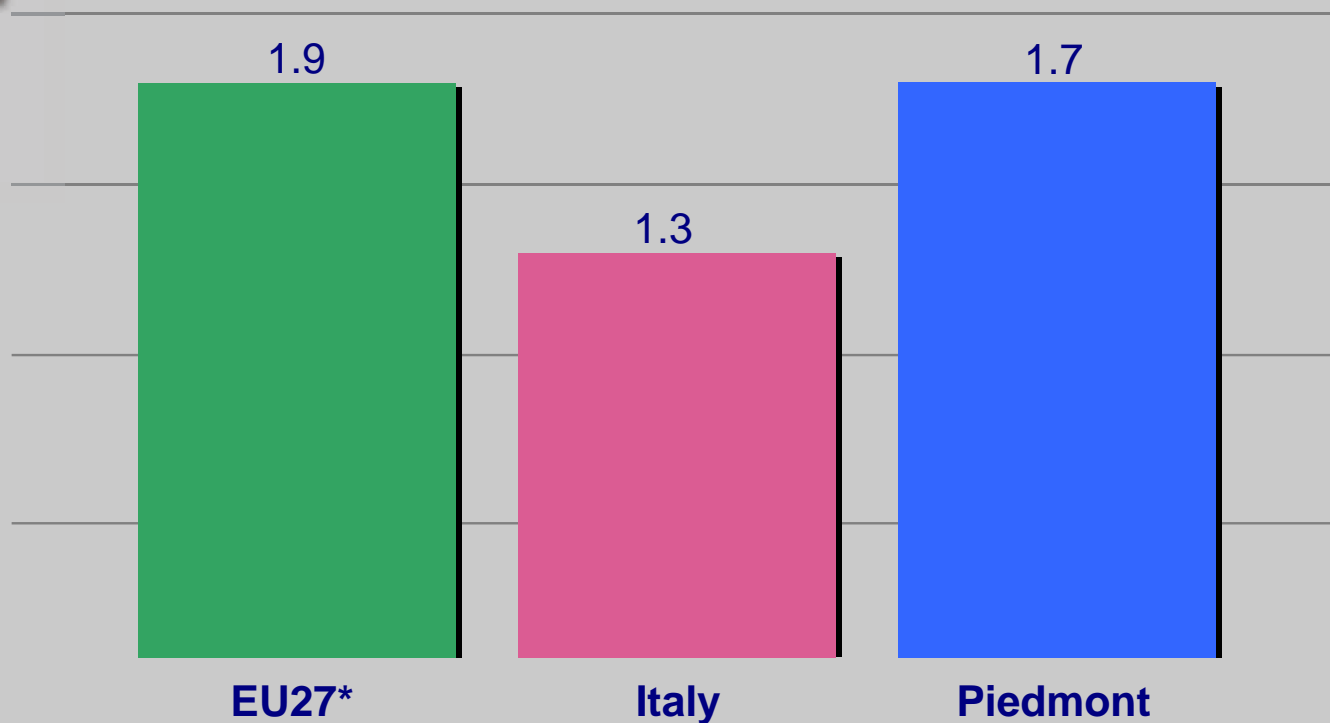


* Data year 2009

Source: World Bank – ISTAT



% R&D investement on GDP *Year 2009*

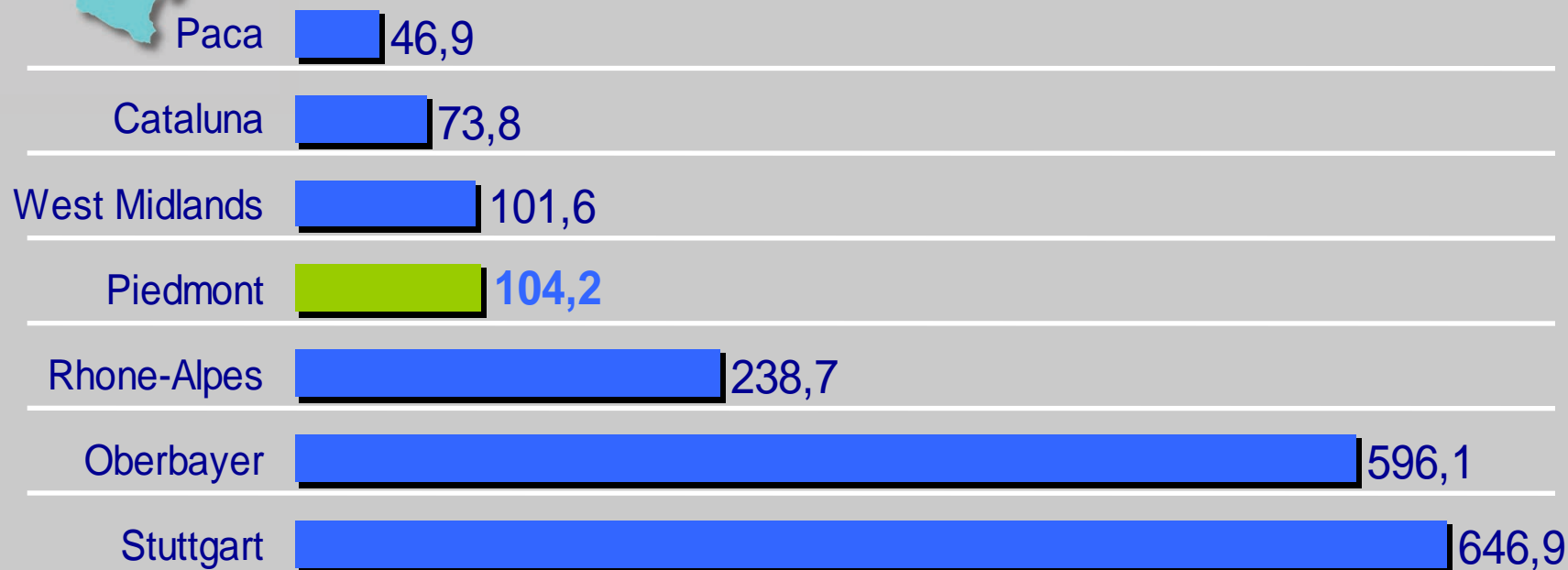


* Data 2008

Source: ISTAT-EUROSTAT



EPO patent applications: comparison among european regions *per mln. inhabitants - year 2009*



Source: Eurostat, Giornata dell'economia 2010



Companies in the territory



AZIMUT
YACHTS



pininfarina

GIUGIARO
DESIGN

LAVAZZA
ITALY'S FAVOURITE COFFEE



IRIDE

 **AleniaAeronautica**
A Finmeccanica Company

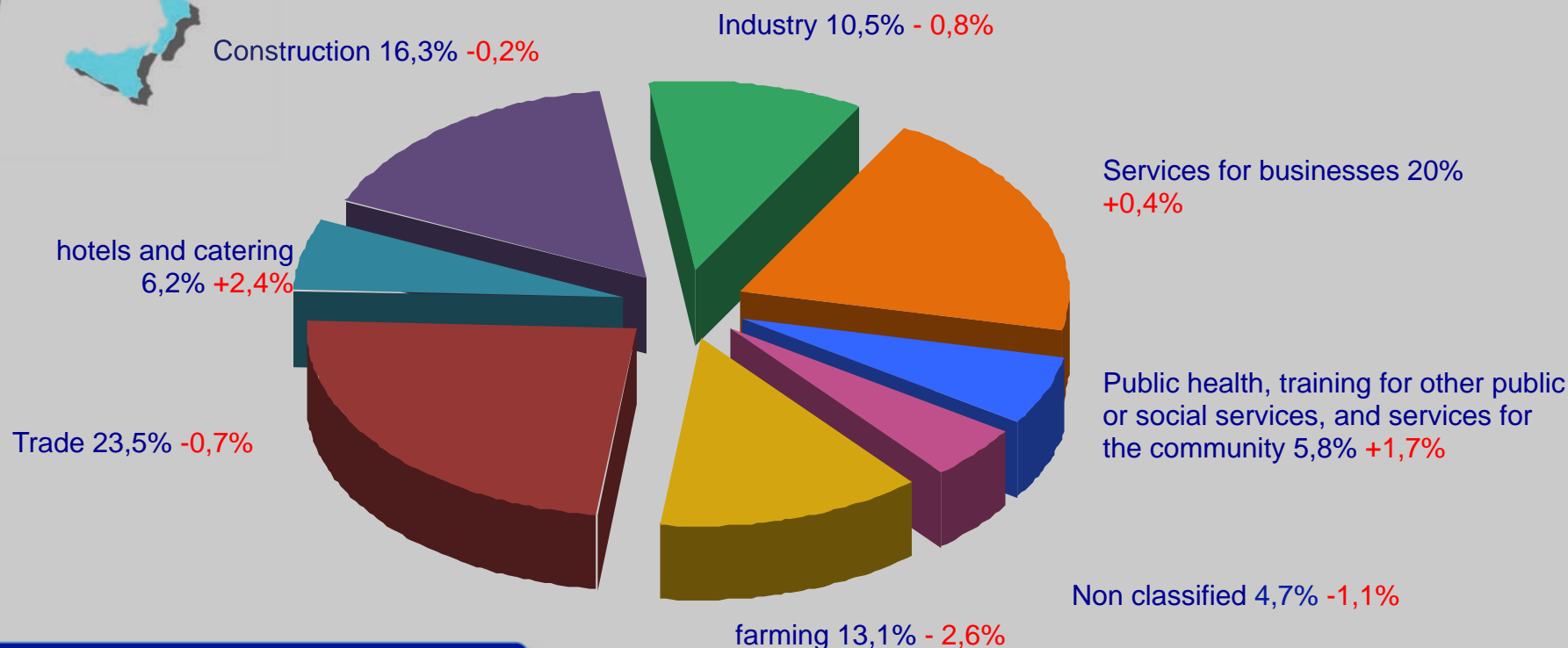
Avio
propulsione aerospaziale

ALESSI

FERRERO



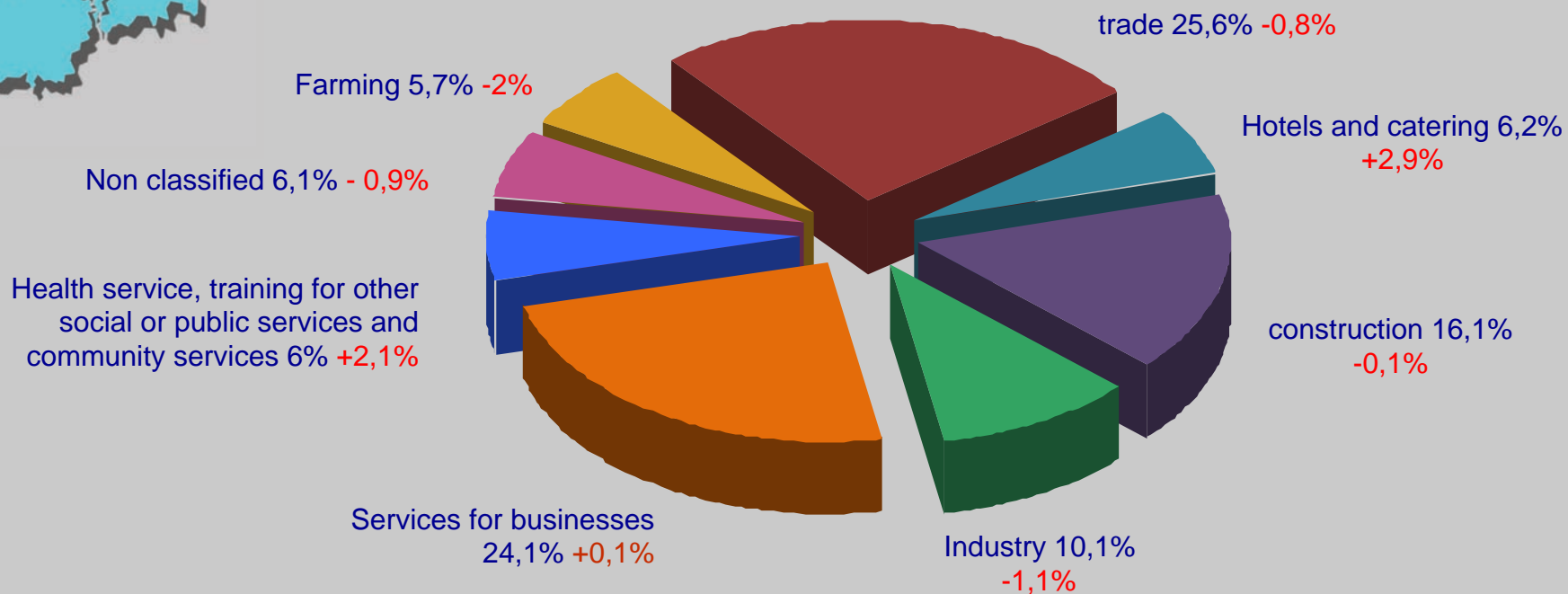
Companies registered in Piemonte as per sector, year 2011



Total companies: 467.671
-0,4% with respect to end of 2010

Source: elaborazione della Camera di commercio di Torino su dati "InfoCamere"

Companies registered in the Province of Torino as per sector, year 2011

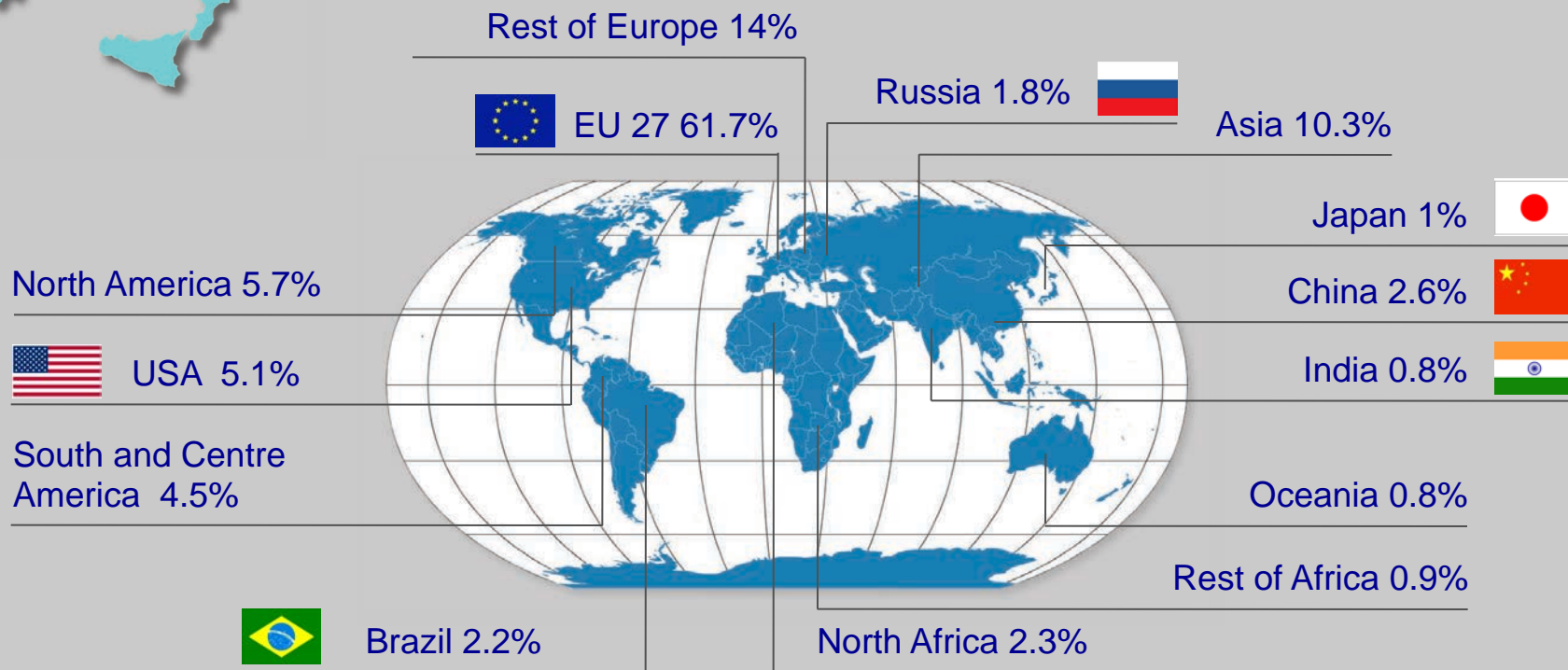


Total companies: 237.433
-0,2% with respect to end of 2011

Source: elaborazione della Camera di commercio di Torino su dati InfoCamere"



Piedmont's exports as per geographical area, year 2011



Source: elaborazione della Camera di commercio di Torino su dati Istat



The first 5 foreign countries with Piedmont-based companies in 2008

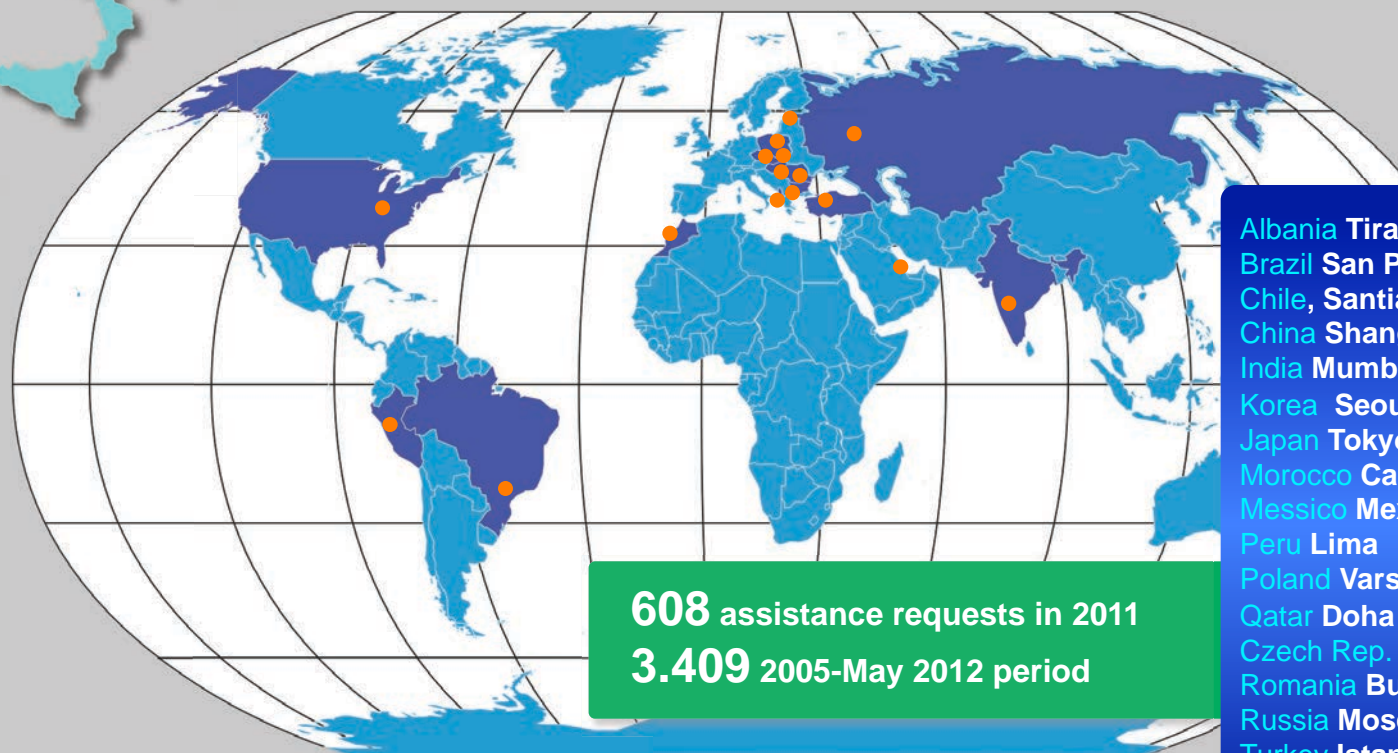
	nr. business	Turnover*	Employees
USA	159	9,839	37,708
France	113	5.937	19,183
Germany	110	2,534	8,221
UK	53	3,000	10,382
Switzerland	34	1,003	4,933
Total for Piedmont	662	30,285	105,504

* Mln Euro

Source: elaborazione della Camera di commercio di Torino su banca dati Reprint – R&P e Politecnico di Milano



Helpdesk abroad

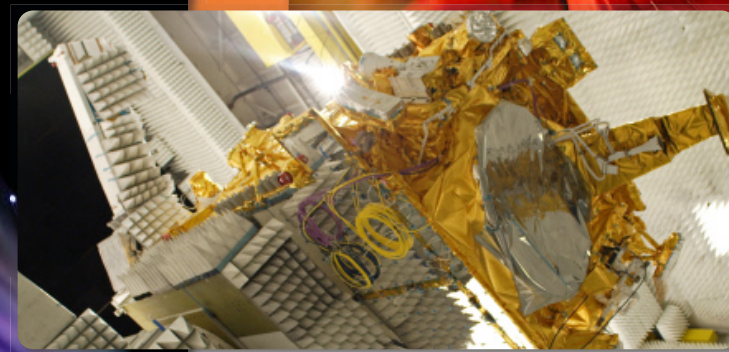
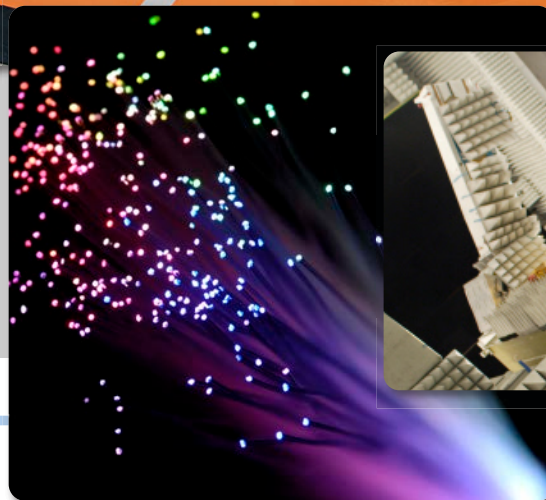
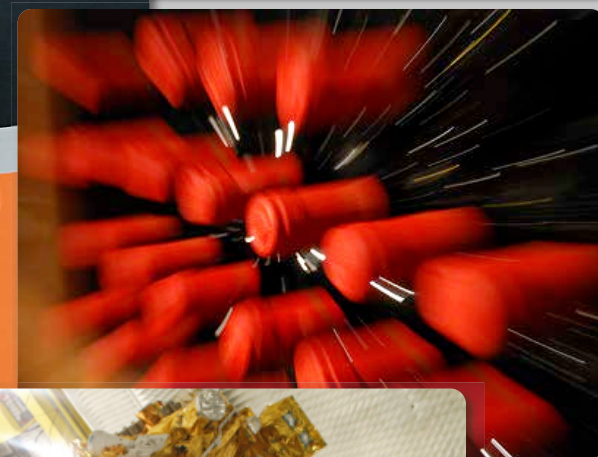


Albania Tirana
Brazil San Paolo
Chile, Santiago
China Shanghai
India Mumbai
Korea Seoul
Japan Tokyo
Morocco Casablanca
Messico Mexico City
Peru Lima
Poland Varsavia
Qatar Doha
Czech Rep. Praga
Romania Bucarest
Russia Mosca
Turkey Istanbul
Slovak Rep, Bratislava
USA Los Angeles

Fonte: elaborazione della Camera di commercio di Torino

Production cluster in Piedmont

- Automotive
- Aerospace
- Information
Communication
Technologies
- Mechatronic
- Environement
- Design
- Agro Food



Sector projects

Methodology

- Cluster projects
- Multi-annual projects
- Selected beneficiaries
- Dedicated team-work

Services

- Organization of workshops, B2B and seminars
- Participation in international fairs abroad
- Supporting technological innovation
- Business opportunities scouting
- Training programs



Projects





Automotive: figures and activity fields

	nr. companies	employees	turnover 2010	Cars turnover 2010
Piedmont	905	90,286	22.850	16.990
			Estimate in billion of Euro*	Estimation in billion of Euro**

Activity fields

- Italian Automotive cluster
- Complete Production System
- Specializations:
 - styling, engineering e prototyping;
 - systems, robotics and automation;
 - components and modules, mass and niches productions

*projection of sample estimate of revenue on the economy

**projection of sample estimate of revenue on the automotive cluster

Source: Osservatorio componentistica autoveicolare - Anno 2010



From Concept to Car and China

- Since 2008 - Desk From Concept to Car in Hefei
- Since 2011 - Desk From Concept to Car in Changchun
- Since 2011 - 2 Chinese OEMs c/o Ceipiemonte (BAIC and SOKON)

- Italian Automotive cluster
- Complete Production System
- Specializations:
 - styling, engineering e prototyping;
 - systems, robotics and automation;
 - components and modules, mass and niches productions





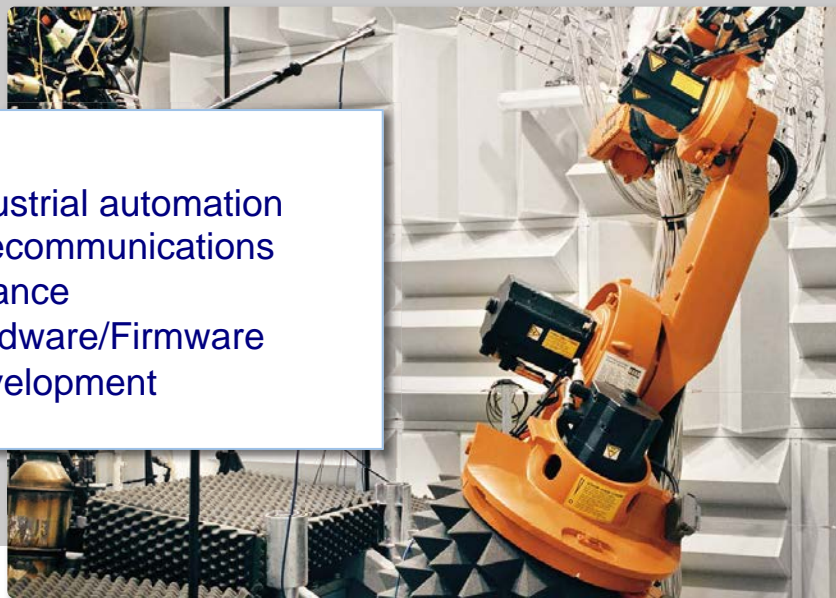
ICT: figures and application fields

	Torino	Piedmont	Italy
Total companies	5,354	7,987	100,532

Activity fields

- Multimedia
- Security
- Intelligent Transport System
- ERP

- Industrial automation
- Telecommunications
- Finance
- Hardware/Firmware
- Development



Source: Elaborazioni Camera di commercio di Torino su dati InfoCamere



ICT: activities



Think-up – an international
Piedmont ICT marketing project



TOSM – Torino Software Meeting

Le best practice del territorio

- **TOPIX:** Torino & Piemonte Internet Exchange
- **TORINO WIRELESS FOUNDATION:** steer R&D in ICT applications associated to market needs
- **CSI-PIEMONTE:** one of the most important Italian Public sector ICT companies



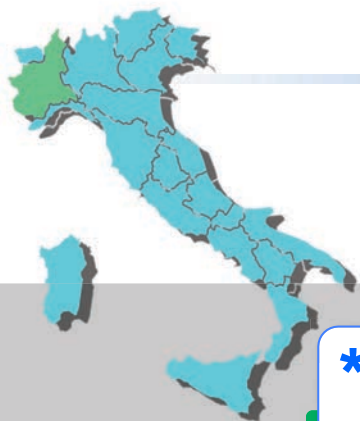
Mechatronic: figures and activity fields

	n. of businesses	n. employees	turnover
Piemonte	1.300	125.000	20bln. €/year

Activity fields

- automotive and railway industry
- aeronautics e aerospace
- automation, robotics, machine tools
- ICT
- domotics (house automation) and household appliances
- installation systems, packaging
- textile
- power and environment
- chemistry
- agro food
- building and building material
- medical industry

Fonte: Elaborazioni Camera di commercio di Torino su dati InfoCamere



Mechatronics: activity



InToMECH – international marketing project for Piemonte mechatronics



**Mecatronic Connection 2012
Torino, November 27-28**



Piedmont technological parks



ENVIRONMENT
PARK



TecnoParco
del Lago Maggiore

PSN
Parco Scientifico Tecnologico
e delle Telecomunicazioni
in Valle Susa

Highly qualified business oriented services

Global Access Program

From the USA one of the best program to develop a business plan to expand abroad.

The California University, that attracts the best talents world wide, has a 5-person team available to develop a business plan to access a new market abroad.

2600 hours research, 100 interviews with prospective customers and competitors.

The Chamber of commerce selects and finances 7 companies from Torino for the GAP project every year.

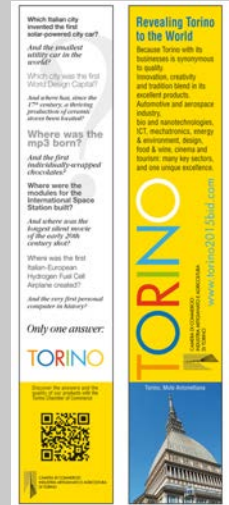
Highly qualified business oriented services

Assist in “USA Canada Messico” Program

Legal and fiscal assistance to set up a branch abroad

Provided through advice agencies operating in the said countries helping to handle and analyze legal fiscal and employment issues related to setting up a branch abroad. The service is financed every year by the Chamber and available for a limited number of Piedmont companies.

TORINO CHAMBER OF COMMERCE'S MAJOR EVENTS



***Torino is candidate city to host the 2015
9th World Chambers Congress***
Learn more: www.torino2015bid.com

