

## PRESS RELEASE

### Torino and Piemonte ICT excellence at Cebit Bilişim Eurasia

*The technologies from Torino-Piemonte, birthplace of Italian cinema, television, telephone, computer industries and MP3, are on show at the leading business fair and networking event of the Eurasian market, in Istanbul from 7<sup>th</sup> to 11<sup>th</sup> October*

October, 2009 – For the first time **Piemonte** – North Western Italian region home to a highly skilled ICT cluster - exhibits at Cebit Bilişim Eurasia presenting **6 leading companies** at the **Business World Pavilion, Hall 2 – Stand C 09**. The participation is organised within **Think Up**, project promoting abroad a selection of top class Piedmontese ICT firms and offering international buyers a preferential lane to contact them and establish business relations. The project is promoted by the *Torino Chamber of Commerce* with the support of *Piemonte Region* and is managed by 3 technical partners: *Torino Wireless Foundation*, *CSI-Piemonte* (Consortium for Information Systems) and *Piemonte Agency*.

At Stand C09, the 6 Piedmontese companies illustrate their latest solutions in: document & workflow management, finance, hardware design & system management, HRM, security and access control, and those applied to the agricultural and agro-food sectors. These technologies are a top class sample of the wide productive and commercial offer that international operators can find in Piemonte, territory hosting a **competitive ICT industrial pole**, guarantee of **quality and reliability**.

In Piemonte the total number of ICT **enterprises** amounts to 13.000. Among these, 65%, namely some 8.500 companies, are located in between Torino and its surroundings. The variety of products provided by the Piedmontese ICT companies is greatly appreciated on international markets and covers all fields of the traditional regional manufacture: aerospace, industrial automation, automotive, electrical components, finance, home & building automation and security, e-government, e-health, games & multimedia, enterprise software and hardware, telecommunications and intelligent transport systems.

Piemonte is **already a strategic partner for the Turkish market**. As a matter of fact, in 2008 technology exports from Piemonte to Turkey reached 21.1 million €, i.e. 2% of the total exportations to the Eurasian Nation. In particular, in 2008 the main ICT goods directed to Turkey were: measurement, testing and navigation instruments and equipment, all together accounting for 43.5 of the whole ICT share; isolated cables (27.4%); office equipment, mainframes and ICT equipment (11.2%). In addition, compared to 2007, the best performances in 2008 were registered by the TV and radio broadcasting equipment whose sells even tripled, by the thermionic valves and tubes (+24,5%) and by the isolated cables (+16,5%).


## PIEDMONTESE COMPANIES AT CEBIT BILIŞİM EURASIA (Hall 2 Stand C 09)

COMPANY	SOLUTIONS	WEBSITE
3A	ICT solutions for the agrifood business	<a href="http://www.sivaitaly.com">www.sivaitaly.com</a>
EUROGED	Workflow & document management systems	<a href="http://www.euroged.it">www.euroged.it</a>
EURESYS	Software for human resource management, shop floor data collection, time & attendance and access control	<a href="http://www.euresys.it">www.euresys.it</a>
INCOMEDIA	Software for the creation of websites in just 5 easy steps	<a href="http://www.websitex5.it">www.websitex5.it</a>
ITTRADING	Trading solutions for private and professional traders	<a href="http://www.ittrading.com">www.ittrading.com</a>
REVEN.GE	Design and production of innovative server solutions, cluster and storage product.	<a href="http://www.revenge.it">www.revenge.it</a>


### PROMOTER AND SUPPORTER

 <p style="font-size: small;">CAMERA DI COMMERCIO INDUSTRIA ARTIGIANATO E AGRICOLTURA DI TORINO</p>	<p>The <b>Torino Chamber of Commerce</b> plays a key role in fostering the growth of the local economy which it enhances through effective and targeted initiatives for nearly 220,000 companies working in the Province. Foreign companies can contact the Chamber's offices to obtain information about starting a business in the Torino Province or finding a potential partner in a number of sectors (automotive, aerospace, environment, ICT, agro-food, ...). <a href="http://www.to.camcom.it">www.to.camcom.it</a></p>
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### PARTNERS

 <p style="font-size: small;">CENTRO ESTERO INTERNAZIONALIZZAZIONE PIEMONTE Agency for Investments, Export and Tourism Promoted by Regione Piemonte and Chambers of Commerce</p>	<p>Based in Torino, Italy, <b>Piemonte Agency</b> is the key reference point for foreign enterprises wishing to come to know about the local economic system, looking for information on business opportunities in the area and searching for a quality business destination for direct investment. The Agency gathers the expertise of several bodies that have played roles in inward and outward internationalisation and focuses chiefly on attracting foreign direct investment, increasing the presence of local companies and their competitiveness on international markets, promoting the region's tourist offer and products worldwide, training in foreign trade. <a href="http://www.centroestero.org">www.centroestero.org</a></p>
	<p><b>CSI-Piemonte</b> is an ICT consortium founded in 1977 and it is constituted by 82 public stakeholders of the Piedmont region in Italy. CSI-Piemonte serves most of the public bodies (e.g. Local Public Administrations, Universities, and Hospitals) of the region. CSI-Piemonte is the largest Italian ICT company developing public projects, building ICT infrastructure, disseminating on-line value added services connecting local PA's and private SME companies. CSI-Piemonte operates in several different fields of activity: agriculture and forestry, environment and territory, demography, land registry and taxation, production activities, training and work, education and cultural heritage, healthcare and social welfare services, administration, accounting and personnel systems. <a href="http://www.csipiemonte.it">www.csipiemonte.it</a></p>
 <p style="font-size: small;">torinowireless ICT and Innovation in Piemonte</p>	<p>The <b>Torino Wireless Foundation</b> coordinates and promotes the development of the Piemonte ICT District and managed the recently constituted ICT Innovation Pole (a cluster of 70 ICT companies). The Foundation is supporting the most promising high-tech companies and projects and facilitating synergies between the worlds of research, business and finance. Torino Wireless works together with almost 300 ICT companies offering access to leading technologies, funding for innovative research projects, training entrepreneurs, management and market consultancy, networking and cluster projects, and access to Venture Capital. <a href="http://www.torinowireless.it/eng">www.torinowireless.it/eng</a></p>
	<p><b>Regione Piemonte</b>, the local government body with a legal and administrative function, promotes economic, social and cultural growth in Piemonte and the region's development, while respecting the environment. The industrial, commercial and craftwork departments encourage manufacturing activities that are more suitable to international markets, with particular emphasis on small and medium sized enterprises. <a href="http://www.regione.piemonte.it">www.regione.piemonte.it</a></p>

### THINK UP

 <p style="font-size: small;">think up Advanced ICT solutions from Torino Piemonte</p>	<p><b>Think Up</b> is a 3-year project offering international buyers a free reserved lane to meet and develop business with a selection of <b>96 excellent Piedmontese lct companies</b> active in the fields of security, telecommunications, infomobility, e-health, audiovisuals and finance. All companies were chosen on the basis of strict and objective evaluation parameters: technology, innovation and project development skills, as well as the presence of a structured staff for the management of business relations with foreign partners. Participation in international events, trade missions abroad, incoming delegations of international players are some of the actions planned. The project is promoted by the <i>Torino Chamber of Commerce</i> with the support of <i>Piemonte Region</i> and is managed by 3 technical partners: <i>Torino Wireless Foundation</i>, <i>CSI-Piemonte</i> (Consortium for Information Systems) and <i>Piemonte Agency</i>. <a href="http://www.thinkupict.org">www.thinkupict.org</a></p>
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