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Piemonte

Una Regione ricca di opportunità / A Region Full of Opportunities





PIEMONTE: A COMPETITIVE ECONOMY

The millennial history of Piemonte was strongly influenced by its location and the morphology of the regional territory, that turned it into the “gateway” to Italy from Western Europe.

By virtue of its strategic position the region has attracted the interest of the great powers since Roman times, making it a fundamental junction in the political and economic life of the continent.

Between the end of the Nineteenth century and the early Twentieth century, Piemonte and Torino - which became the first capital of the Kingdom of Italy in 1861 thanks to its pivotal role in the process leading to Italy’s unification - gained a leading role in the economic, political, industrial and cultural life of the country, a place it has maintained ever since.

Until the mid 1990s, Piemonte was one of the regions which led the economic and financial development of Italy. Following a slump in the first years of the new millennium – a period when a complex industrial reconversion was needed to adapt the system to new international production standards – Piemonte resumed its position as leading power of the Italian economy and despite the international recession and consequent unfavorable economic situation, Piemonte has been able to react in terms of industrial production, employment and exports.

Thanks to a strong industrial vocation, a manufacturing tradition which was at the forefront of the economic growth of Italy after World War II and new special plans aimed at boosting employment and competitiveness, the economic indicators of the region have been showing moderately positive signs in the last few years.

- **Population:** 4.4 mln (7.3 % of the national total)
 - 2.3 mln people in Torino capital city (52% of the regional total)
 - 1202 towns and 8 main cities: Alessandria, Asti, Biella, Cuneo, Novara, Vercelli, Verbania and Torino
- **Export:** € 44.4 bn (10.7% of the national total)
- **GDP:** € 127 bn (7.8% of the national total)
- **Employment:** 1.8 mln people (8% of the national total)
- **Companies:** 438.966 (7.2% of the national total)
- **€ 1 bn to boost regional competitiveness** in the framework of ERDF 2014-2020

1st Italian region to have established a regional agency dedicated to inward and outward investment.

1st Italian region to have created a dedicated financial tool for attracting and financing foreign companies willing to locate in Piemonte: the Regional Investment Contract.



Business environment

With 4.4 million inhabitants and an economic structure comprising 439.000 companies, Piemonte is one of the engines of Europe. It produces 7.8% of Italy's national wealth, and its production system has reached high levels of excellence and tertiary sector expansion. The strong industrial vocation of the region remains the soil from which innovation keeps springing up and growing.

As far as export trends are concerned, Piemonte has been witnessing an increase in volumes since the end of 2016 especially regarding a few EU countries (i.e. Germany, Spain, UK, France and Poland), the USA, Switzerland, Turkey and China.

Historic hub for major technological innovations, from the electric engine, cinema and radio in the 19th century to the MP3 file format in the software industry, and the common rail for diesel engines in the automotive industry, in the last decades Piemonte, traditionally the Italian center of the automotive industry, has diversified its own economic structure, directing itself more and more toward sectors tied to the economy of knowledge and to the development of a computer/digital society. It focuses on R&D&I activities and invests in strategic sectors: automotive and sustainable mobility, energy and clean technologies, green chemistry and advanced materials, smart products and manufacturing, aerospace.

New technologies are developed with the backing of major companies, as well as small and medium sized enterprises. In Piemonte, in particular, SMEs play a vital role in the economic and social make-up of the region. These streamlined and fast-acting businesses have strong territorial roots, but their flexibility, their propensity for innovation, their wealth of know-how and their use of high quality processes and production techniques has also made them representatives for Made in Italy worldwide. A key factor in the competitive edge enjoyed by Piemonte's SMEs is the special relationship between businesses and the local territorial system, based on links with other companies in the area and with the local social system, including the availability of suitably qualified and professional human resources.

Industrial districts

The industrial district model has proven particularly successful in Italy and especially in Piemonte, which can boast several districts: groups of small and medium sized companies that share the same production specialisation, the same geographical area and which are linked to one another by means of a network of industrial and economic relationships.

These integrated systems started off and developed autonomously with specific production specialisations acquiring and consolidating the advantages over time of being one of the production excellences of the region: these small and medium enterprises have been able to create a highly efficient network combining industrial potentials with extreme flexibility by establishing joint ventures between companies in the fields of R&D, logistics, marketing and infrastructures.

The most important industrial districts in Piemonte are certainly the textile and clothing district of Biella and Valsesia, the jewellery district of Valenza Po, the industrial district of Canelli and Santo Stefano Belbo, the tap district of Cusio, and the household goods district of Omegna. Most industrial districts in Piemonte are specialised in the mechanical sector, particularly in the Torino, Canavese, and Alessandria areas. Many work for the automotive industry driven by FCA, but not exclusively: component makers located near Torino have gained international relevance and supply major manufacturers worldwide.

European & Global Reach

Piemonte is strategically positioned on the main European transport routes. The region is in a central location between Northern Europe and the countries bordering the Mediterranean. The region boasts very high accessibility for goods and people throughout Italy and excellent international links, thanks to a close-knit network of road, rail and air infrastructures and connections to the main Liguria's ports.



Piemonte has built a first-rate infrastructure network to exploit its great industrial production capacity, promote increasingly larger and more efficient flows of goods to the region and to attract tourists all year round with approximately 1,000 km of motorways and 2,700 km of roads of regional and interregional importance, 2,000 km of railways, 75 railway stations, of which 10 of higher level in main cities, two international airports (Torino Caselle and Cuneo Levaldigi,) and three domestic airports.

Public infrastructures in Piemonte were greatly boosted for the 2006 Olympic Winter Games. Key works included the expansion and modernization of the Torino-Milano motorway and the completion of the Torino-Pinerolo motorway. The line 1 of the automatic underground was opened in Torino and many major works were completed throughout the region.

This remarkable modernization effort - total investments of approximately € 11.5 bn from 2001 to 2006 - did not stop after the event.

Despite the need to rationalize public expenditure, the planning, designing and construction of infrastructures has continued at full rate over the past years envisaging further improvement of the system through an intensive program of investments (over € 40 bn) which are due to be completed by 2020, turning the region into an area of considerable logistics interest at the European level.



The airport system

Piemonte has excellent links with Europe and the rest of the world thanks to the international airport of Torino-Caselle and the intercontinental airport of Milano-Malpensa.

Torino-Caselle international airport www.aeroportoditorino.it/en



The city airport (20/30 minutes from the city center) provides daily flights to all main Italian cities and Europe's intercontinental hubs; most major European cities can be easily reached in about 1/1.5 hours. The new airport building is a high-tech structure that offers passengers and customer airlines forefront technologies and innovative facilities, providing more than 5 million passengers/year with maximum comfort and top quality assistance. In 2016 Torino Airport transported 3,950 million passengers and handled 36,700 movements.

Road links: North – South

- Motorway A32 provides the link with Lyon and Paris via the Frejus Tunnel and the Monginevro Pass (part of European trunk route E70).
- Motorway A5 provides the link to Geneva and Paris via the Mont Blanc Tunnel (part of European trunk route E25).
- Motorway A26 provides the link to the port of Genova and Northern Europe, along the Gottardo and Sempione road passes (part of European trunk route E62).
- Motorway A6 provides the link to France and Spain via Ventimiglia (part of European trunk route E717).



Road links: West – East

- Motorway A4 provides the link with Milano and towards Eastern Europe, in particular Slovenia and Austria. It is part of European trunk route E64. The Torino-Milano section has been recently improved with the construction of a fourth lane and the link to Malpensa intercontinental airport.
- Motorway A21 provides the link with Central and Southern Italy (part of European trunk route E70).
- Frejus Tunnel T4: civil works related to the construction of the new highway tunnel are currently under completion on the Italian side and mainly concern the pedestrian bypasses and driveways between the new tunnel (already finished) and the existing tunnel.
- The new Col de Tende Road Tunnel, which will run alongside the existing tunnel, is a permanent road link between France and Italy. Construction works have been temporarily suspended and should be finished by end 2019.

Sea links

- Torino is 150 km from the port of Genova and 100 km from Savona, connected by the A21 and A26 Torino-Piacenza, and A6 Torino-Savona motorways.
- Piemonte is becoming a strategic point for goods distribution in Europe. Its position bordering Liguria makes it the ideal rear logistics service location for the port of Genova: Italy's premier port and amongst the top gateway ports in Southern Europe.
- Liguria Port System also includes the ports of La Spezia and Savona-Vado.

The train system: Torino

Torino is very well linked both to the Italian railway system and to that of neighboring countries. There are a total of four railways stations in Torino, two of them serve international trains:

- Porta Nuova, the city's main station, conveniently central with direct access to the city's bus, tram and underground network. The third busiest station in Italy for passenger flow after Rome Termini and Milan Central.
- Porta Susa, the second busiest mainline station, is located to the north-west of Porta Nuova and leading towards north, on the railway line which leads to Milan.

<i>DESTINATION</i>	<i>TRAVEL DURATION</i>
Milan	0h 45 m
Bologna	2h 22m
Rome	4h 05 m
Genoa	1h 41m
Modane	1h 23m
Chambery	2h 36m
Lyon St Exupery Airport	3h 39m
Paris	5h 37m

Mobility in Torino

Torino is a city that keeps the road system inherited by ancient Romans, that was extended and modernized again by the Savoy royal family. It is formed of avenues and streets geometrically arranged and its easy and fast internal mobility is a pleasant feature in comparison with the traffic problems experienced in other major Italian cities. It is possible to cross the city in about 30 minutes during rush hours thanks to a widespread network of buses and trams which reach every corner of the city, in addition to the metro line.

Turin and its hinterland is the only area in Italy, and one of very few in Europe, to engineer, design and implement the various transport systems and vehicles (by road, rail, rope, air and water), along with the relative road and multimodal control (for road, rail, rope, aircraft) using a strong component of technological innovation, ICT, recognizable in ITS (Intelligent Transport System). On the basis of Turin's mobility conditions in terms of energy dependence and resulting emissions, the impact of innovative



solutions can affect positively the industrial territorial context in which it operates, by gradually move away from nearly full dependence on oil still pursuing the efficiency, quality and safety of the current transport system.

Logistics

Italy is an extraordinary logistics platform for the Mediterranean area with a barrier, the Alps, that has developed over the years a system of mountain passes and border crossings. Fully aware of the importance of the development of the logistics system for the future of the territory and the strategic development of the area the regional authority is making the necessary steps to achieve an integrated logistics system. The challenge is to enhance the industrial system by supporting logistics.

The new Regional Mobility and Transport Plan adopted in 2016 by the Piemonte Region defines the development guidelines in the field of mobility and in the infrastructure intervention program that will be implemented on the territory. Piemonte, Liguria and Lombardy confirm the common intention to support the development of trade, the growth of the logistics sector, the enhancement of sustainable rail traffic, the focus on routes that reduce the cargo volume that today moves between the market zone of the Po Valley Plain and the ports located in Northern Europe. For its part, the Government will work to make all transfer channels of goods towards the hinterland and the European markets more efficient, as well as sea works already authorized by the renewal of the port concessions of the Genoa Port Authority. The new North-West logistics platform, which gathers the three regions, will be centered on the ports of the neighboring Liguria region, the major road links of the Third Tunnel (Valico dei Giovi, Milan-Genoa Line, part of Corridor 24 Genoa-Rotterdam), the Frejus tunnel, the various tunnels that link Piemonte/Lombardia and Switzerland, and on the existing logistics platforms (three in Piemonte: S.I.T.O - Orabassano., C.I.M. - Novara and Rivalta Scrivia - Alessandria). The development of trade flows from Asia require ports of reference for their intercontinental traffic, so that Liguria can be the natural destination, while Piemonte and Lombardy are the natural back-ports.

In April 2016, Piemonte, Lombardy and Liguria established a Steering Committee for North-West Italy in the logistics sector, with the objective of defining and discussing common lines of action for the future. The main identified axes, namely infrastructures and incentives, have been the subject of debate by the technical group of the Committee. The three regions agreed to sign a document which declares the common will to contribute to the national rail freight incentive scheme, called Ferrobonus, and to collaborate in the implementation of the measures to strengthen the use of railways for the exchange of goods between the Ligurian ports and the Piemonte /Lombardy back-port areas. In this respect, the Piemonte Region has established, with a special Regional Law, the creation of a special fund to support rail freight transport.

Sustainable mobility

According to data provided by the Ministry of Infrastructures and Transport, in January 2016 in Italy there were 1700 electric charging points for "green" cars (the document did not take into account the electrical attachments for private use only, but listed the charging points installed in private areas that had open access to the public). In 2017, another 700 charging points should be installed. In a general situation of shrinking investments, the choice to fund the creation of mobility infrastructures - either directly or via other authorities/organizations - is two-fold: to improve competitiveness of the territory and to support the business fabric by creating new demand.

Innovation Culture

Most of the investments for public and private research are concentrated in the Centre-North of Italy and Piemonte is one of the first regions for private investments in Research & Development (R&D).

Piemonte knows how to express all its potential, in terms of both knowledge and production, by focusing on its great tradition, maximising the know-how acquired over time and exploiting a consolidated system of public authorities, universities, research centres (public, private and mixed), CNR research institutes, trade unions, higher education centres, AFAM (higher artistic and musical schools), private foundations and a close-knit network of entrepreneurs. These are complemented by many research-oriented



organizations, such as scientific-technological parks, innovation districts, company incubators and technological districts operating in the ICT field.



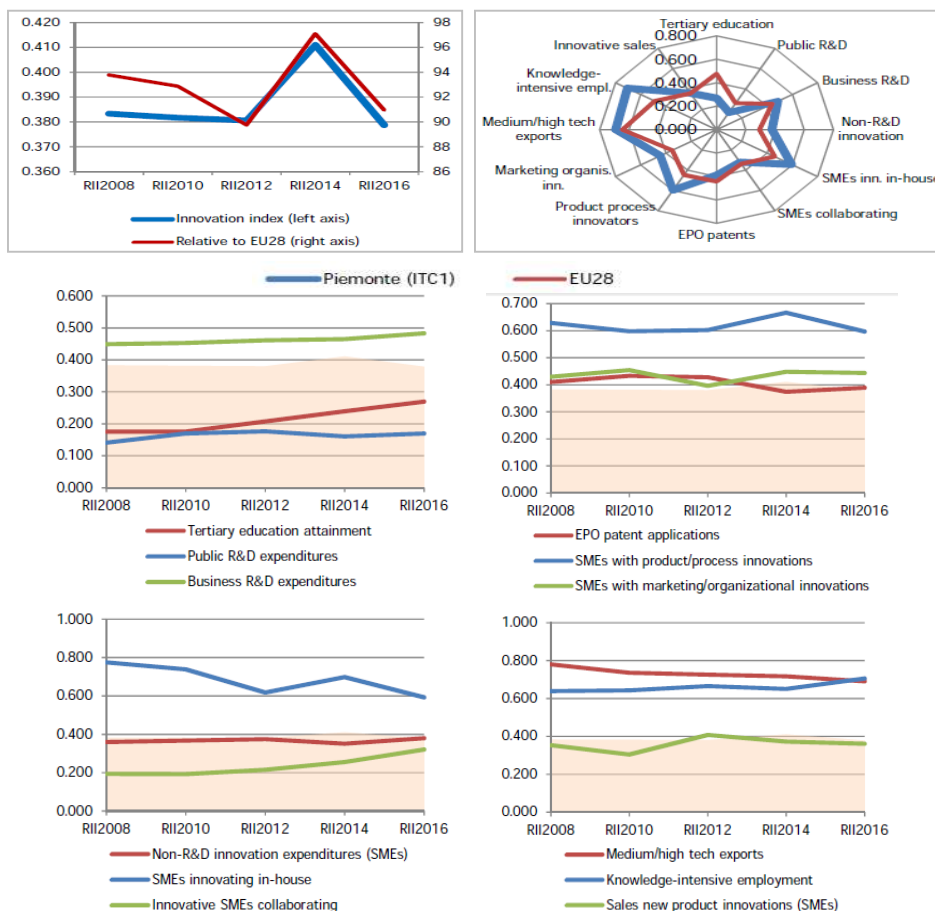
According to the European Innovation Scoreboard 2016 which annually offers a comparative evaluation of the performance of EU Member States and selected third countries in the field of research and innovation, Italy confirms to be a moderate innovator. The gap between Italy's innovation capability and the European average is decreasing:

proof of this is the steady overall improvement in its innovation performance relative to the EU from 78% in 2008 to almost 83% in 2015. There has been a strong improvement in the area concerning open, excellent and attractive research system, with an increase in the number of non-EU doctorate students as well as an increase in the number of international scientific co-publications.

It has to be pointed out that Italy shows a better performance relative to the EU average with regard to the innovator member dimension, which takes into consideration data on SMEs with product and process innovations, SMEs with marketing or organizational innovations and companies with rapidly increasing employment levels in the innovation areas, SMEs with export capabilities in medium and high-tech products. Moreover, the report highlights that in Italy there are two strong regional innovative hubs: one is the Piemonte region.

Piemonte profile - Innovation Scoreboard 2016

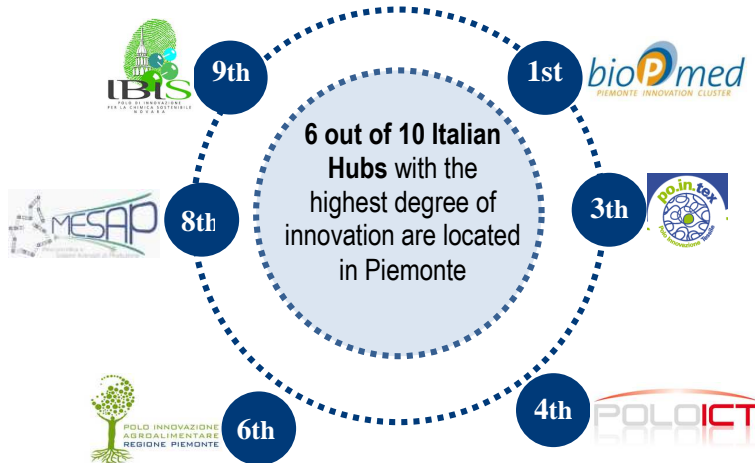
The radar graph shows that relative strengths compared to the EU28 are in Employment in knowledge-intensive industries, SMEs with product or process innovations, and SMEs innovating in-house. The trend graphs on the right show that the relative strengths in the regional innovation system (i.e. the indicators which are most above the shaded area showing the region's Regional Innovation Index) are Employment in knowledge intensive industries, Exports of medium and high tech products, and SMEs with product or process innovations. Relative weaknesses are in Public R&D expenditures, Tertiary education attainment, and Innovative SMEs collaborating with others.



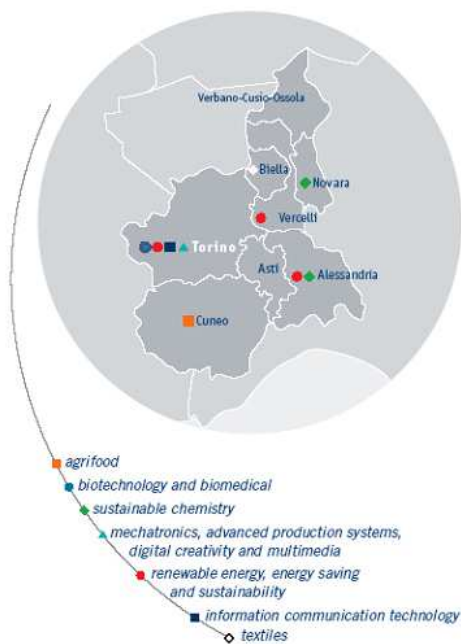


A favorable R&D system

- 200 private and public R&D centres, 7 Innovation Hubs, 4 Science & Technology Parks
- 1st Italian region in terms of private investment in R&D
- 50% of the region's European patents come from automotive companies
- 3rd Italian region for hi-tech patents



Innovation Hubs



Piemonte was the first Italian region to formally establish innovation hubs as new industrial policy tools to support the innovative skills and competitiveness of regional research system players.

Innovation hubs are groups of independent undertakings (innovative start-ups, small and medium enterprises, large enterprises, research organizations etc.) operating in a particular sector.

Their objective is to boost innovation by promoting intensive interaction, common use of installations and exchange of knowledge and experiences, as well as effectively contributing to transferring technologies, networking and disseminating information between hub members.

They support industrial competitiveness and promote the aggregation of small and medium enterprises, large companies and research organizations to share knowledge and make innovative product and service investments converge along common design and development lines.

LIFE SCIENCES

● **BIOPMED** - Innovation cluster dedicated to health care related product and services. It is based on a community of around 470 companies, 3 universities and different research centers, foundations and associations active in Life Sciences fields. Since May 2009, 80 organizations have signed an agreement to create, build, support and animate the local cluster; such organizations are the core organizations of the cluster.



GREEN CHEMISTRY AND ADVANCED MATERIALS

The new innovation hub CGreen was constituted in 2016 by the merger of :

● **POLIBRE** - The Renewable Energies and Biofuels Innovation Pole is managed by the P.S.T., the Science and Technology Park in Valle Scrivia, in the province of Alessandria.

The various activities of the Pole and of its associated members have been focusing on two well-defined research fields, in fact more than 50 innovative programs have been developed in Biomass, dedicated to the study of agro energetics biomass and Photovolt, dedicated to the study of advanced photovoltaic effects.

◆ **PROPLAST** - The most advanced technological Pole in Italy for the development of plastics materials and materials engineering. PROPLAST Consortium for the promotion of the plastic culture was created in 1997 with the aim to promote the plastic culture in Italy.

◆ **CONSORZIO IBIS** - Innovative Bio-based and Sustainable products and processes: the Sustainable Chemistry Innovation Pole was born in the province of Novara in 2009 with the purpose of networking the skills and experiences of the most innovative chemical companies in the region and stimulating the different players of the value chain. The ultimate objective is that of innovating the chemistry, making it more compatible with the environment.

TEXTILE

◇ **PO.IN.TEX** - The key players of the Innovation Textile Cluster, which has Città Studi as its Managing Coordinator, are the companies that invest in textile innovation, in both traditional and non-traditional sectors. It groups more than 100 affiliates and 4 Research Organisations. Pointex is partner of Textile2020 project "The world's largest Advanced Textile Materials cluster" (network with more than 900 companies and institutions).

AGRIFOOD

■ **POLO Agrifood - MIAC Scpa** - The mission of the cluster is to serve enterprises of all sizes and supply chain consortiums, providing answers to their demand for innovation and to their R&D project needs and to create accessibility to advanced services. It is managed by Tecnogrande, which is the Science & Technology Park and Incubator for the agro-industry in Piemonte.

ICT

■ **ICT INNOVATION CLUSTER** - The ICT Cluster is a dynamic and constantly growing network that counts more than 200 members, coordinated by the Torino Wireless Foundation.

The Torino Wireless was established in 2003, as a wide partnership between public and private regional and national actors, to lead the foremost Italian hi-tech district focused on ICT, a shared and coordinated project for the knowledge based development of the Piemonte Region.

SMART PRODUCTS AND MANUFACTURING

▲ **MESAP** - The regional technology pole for the design and production of the advanced industrial automation. Piemonte shows rooted tradition in all basic fields and industrial applications both for mechatronics and advanced production systems (mechanics, electrical and electronic engineering, ICT) and has developed excellent integration competences, often creating entire industrial supply chains.



ENERGY AND CLEAN TECHNOLOGIES

The new innovation hub CLEVER was created in 2016 through the integration of POLIGHT and ENERMHY.

- **POLIGHT** - Innovation Pole dedicated to Green-building & Hydrogen Technologies. The cluster is coordinated by Environment Park, the Science and Technology Park for the environment, a developer and innovation accelerator for businesses looking to use eco-efficient solutions to expand their markets (Green Building, Plasma Nano-Tech, Green Chemistry, Advanced Energy and Clean Tech).
- **ENERMHY** - This cluster brings together companies (small, medium and large companies) from many manufacturing sectors (taps and fitting, valves, chemical, rice processing...) as well as innovative start-up's and research organisms active in the domain of renewable energy and mini-hydro technology. They all have in common the development of technology and scientific research in one of the three technological domains related to efficiency and low environmental impact: plant integration systems (INTIMP), the use of non-food biomasses for energy (by-products of agro-industrial activities) (BIOMA) and mini hydro (MHY).

Business Mindset

With a long tradition in industrialization and innovation, Piemonte has recently launched the Smart Specialization Strategy (the Strategy – S3), in the framework of the Cohesion Policy 2014-2020 and the strategy Europe 2020. The main goal of the Strategy is to strengthen the R&D&I system as one of the main pillars to foster entrepreneurial explorations in the most promising sectors. The Strategy aims to transform the traditional industrial sectors through the discovery of emerging and new sectors supporting new ideas, products, services and models in order to give new answers to social needs.

The subsidy system in Piemonte focuses both on the start-up of new initiatives, and the development of existing companies. The subsidies, which can take the form of soft loans, non-repayable grants or free-of-charge guarantees support companies according to the European regulation on state aid and can vary according to the type of beneficiary, the kind of investment and the nature of expenses.

The system is one of the richest and most effective among the European developed regions, addressing all the relevant industrial sectors, focusing in particular on research and innovation, manufacturing, sustainability and energy efficiency. The broad panorama of official sources and subsidized tools allows Italian and foreign businesses to cover the various stages of growth and development.

All the regional incentives can be granted through a preliminary evaluation process managed by Finpiemonte SpA, which coordinates the procedures related to the assignment, delivery and monitoring of the subsidies promoted by Regione Piemonte and financed by European, national, and regional funds. Regional in-house Agencies, Finpiemonte and Piemonte Agency can support the foreign investor in exploring regional business opportunities by linking with potential partners investigating and evaluating potential locations speeding up and facilitating administrative procedures, authorizations putting the company in contact with the local entities involved in the business start-up coordinating the assistance of the different bodies involved in the investment (public authorities, academy, research bodies, etc.).

**Piemonte has always facilitated the arrival of new investments
thanks to a rich financial support system**

In 2007 it was the first Italian region to create a financial tool to support foreign companies. In the framework of the ERDF 2014-2020 it has devoted about € 1bn to boost regional competitiveness

Funding for R&D&I

- Setting up and strengthening labs and research centers
- Creating and developing Start-ups
- Technology transfer from research to SMEs through Innovation Poles
- Collaborative research on major challenges through Technological Platforms: Intelligent Factory, Life Sciences, Bioeconomics, Aerospace, Automotive
- Supporting industrialization of research results (IR2 Call), through relevant investment programs aimed at industrializing the results of R&D activities already partially acquired



Services for Investors

Piemonte Agency is the first Italian organization dedicated to territorial development and internationalization at regional level.

It was created in December 2006 by Piemonte Region and Unioncamere Piemonte (the Union of Chambers of Commerce of Piemonte) jointly with other business partners and the academic world, in order to strengthen the international role of the region and its potentials.

Piemonte Agency's mission is to be the one stop shop to get in touch and make business with a region rich in opportunities, excellence, innovation and competitiveness. The Agency provides a complete range of free services to foreign companies:

- wishing to locate in Piemonte
- searching for suppliers and partners in a variety of sectors
- needing technical training on foreign trade

The Agency also acts as a liaison between foreign investors and public authorities, academic/research networks, industry.

website : www.centroestero.org
e-mail: investment@centroestero.org

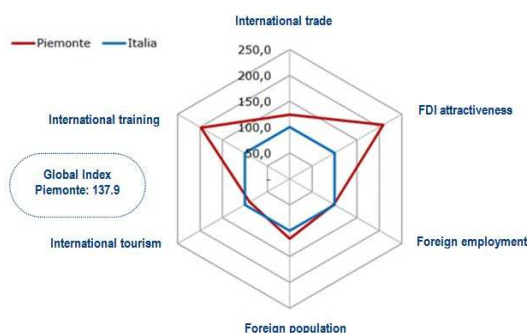
Internationalization

The international vocation of the region is clearly shown by its export data and degree of internationalization of its companies. In fact, as far as export is concerned, in 2016 Piemonte's sales abroad reached 44.4 bln €, i.e. 10.7% of the national total. Piemonte trade destinations cover the whole world: Europe of course is a close and "traditional" market, absorbing 57.5% of Piedmontese export, while the shares on an extra European level reached 42.5%.

The main export market for Piedmontese businesses continues to be the European Union, with France and Germany in the lead, followed by Spain, United Kingdom, Poland, Belgium and Czech Republic. Still within the European sphere, it is worth noting the role played by Switzerland, Russia and Turkey. Outside Europe, the United States is clearly an important market, while the region also enjoys a significant presence in China, Japan, South Korea, Hong Kong, Brazil, India and Australia.

Piemonte's international vocation has benefited from the region's favorable geographical position and long-standing industrial and economic relations. However, it also remains a key objective for the years to come since the need to bolster the region's international competitiveness is vital for the success of its economy. To achieve this, Piemonte's internationalization strategies span a number of sectors: services, human resources and knowledge, not to mention capital inflows and outflows, large brands that sell abroad and multinationals which invest in R&D facilities in the region.

Piemonte's Global Economic Internationalization Index



Among Italian regions, Piemonte is strongly oriented to internationalization: the region's international performance overcomes the Italian average in FDI attractiveness, trade, training and foreign presence as represented in the chart.

Source: *Unioncamere Piemonte 2015*

Piemonte

Una Regione ricca di opportunità / A Region Full of Opportunities

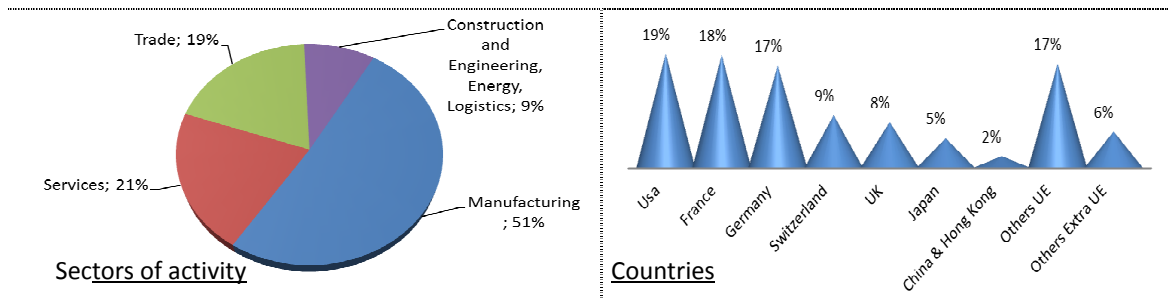


Piemonte is a region open to foreign companies willing to find a quality business destination for their activities.

Over 1,000 companies have chosen in the last years to locate in Piemonte, employing about 110,000 people.



The pie charts below show the countries of origin and sectors of activities of the foreign-invested companies active in Piemonte (the foreign investor owns at least 10% or more of the voting stock or ordinary shares of the investee company, according to the accepted threshold for a FDI relationship, as defined by UNCTAD).



Source: Observer – Osservatorio Multinazionali in Piemonte 2016 by Piemonte Agency, University of Torino, Torino Chamber of Commerce.



What Investors Say

"... the know-how is a key asset for our company. That's why we have kept part of our production here in Piemonte. Our people here have all the necessary skills to provide a good product at a competitive price..."

Pierre Louis Bertinat, former President of Alstom

"Piemonte plays a key role in the Italian economy and, in particular, in the automotive sector, that is a leading force for the national economic development, both from the industrial and the technological sides. This industry is currently experiencing many changes, thus creating great opportunities for development that we must grasp".

Pierpaolo Antonioli, Managing Director & Executive Director Global Diesel Sector GM Global Propulsion System – Torino S.r.l.

"We chose Torino for the fantastic quality of its research."

Jennifer Tour Chayes, Research Manager at Microsoft Research

"...If you need high quality research, here in Piemonte you can find what you need: a good ratio between quality and cost. Thanks to a fruitful relationship between Politecnico, University and Industry there's broad availability of skills and competences..."

Luca Martinotto, R&D Director at ITT Corporation

"Among the decisive elements for choosing Torino were the presence of the research and development centers of the Polytechnic, the University of Turin and T-Lab, the Telecom Italia research center but also the favorable geographical position."

Giuliano Berretta, Chairman of the Board, Eutelsat Communications

"The great specialization of Piedmont's industrial fabric was a decisive factor."

E. Ronconi, Vice President Fuel System at Hutchinson

"...companies that, in my view, can stand alongside their counterparts in Silicon Valley and Israel, with respect to innovation, approach and professionalism. The Piemonte ICT world is an excellent find..."

M. Hodgson, British Telecom, London

"... Torino was our choice in Italy because of the presence of skilled people we need to ensure our future development."

Damien Barthélémy, General Manager at Credit Safe Italia



TALENT & EDUCATION

Over 110,000 students are enrolled in technical subjects, the sciences and humanities at the region's four major universities: the Politecnico of Torino, the University of Torino, the University of Piemonte Orientale and the University of Gastronomic Sciences. These universities provide the backbone to Torino-Piemonte's education system and have a strong R&D base as well as a good track record of corporate collaboration. They play a key role in promoting and establishing co-operation and exchange on both a national and international level.

FOCUS ON University of Torino (www.unito.it)

The University of Torino is one of the most ancient and prestigious Italian Universities: it was founded in 1404 by a papal Bull issued by Pope Benedict XIII. In 1506 Erasmus of Rotterdam obtained his degree here. In the 19th Century the University grew substantially to become one of the most prestigious Universities in Italy: many of the leading figures in 20th century Italian political, Nobel Prizes winners and two Presidents of the Italian Republic are graduated here. The University is open to international research and training. It ranks 3rd in scientific research performance among all Italian universities. The academic offerings covers every field of knowledge:

- its Medical Diagnostic, Biosensoristics and Nanotechnologies research centers are amongst the best ones in Italy
- some of the degree courses offered are unique in Italy, such as Military Strategy, Biotechnology, Sport Sciences, Restoration and Conservation (in Venaria).

Two most relevant distinctive features are: cross-competence approach to research, with multidisciplinary teams from different scientific areas (e.g. chemistry, computer science, physics, medicine, mathematics); open access policy to its research instrumentations and labs (e.g. use by industrial partners of: advanced microscopies for detection of the finest details of products and the microstructure of materials; High-Performance Computing and cloud engineering infrastructure).

At the international level, there are several partnership arrangements: India, China, developing countries in Asia, Latin America, Eastern Europe, the Mediterranean Area and with a number of international organizations operating in the region. 120 buildings in different areas in Torino and in key places in Piedmont and 70 university libraries comprising about two millions books.

The Academic Ranking of World Universities (ARWU) ranks it among the top 200 Universities worldwide, and in the top 5 in Italy. US News Best Global ranks it the 6th best university in Italy.

67,000 Students (A.Y. 2014/2015)/ 5.2 % international students	1,800 Post-graduate and post-doctoral students	4,000 Academic, administrative and technical staff	Over 500 International cooperation agreements with other universities	11,700 Graduates in 2015	General data	
7 Programmes entirely in English	38 Professional II level master's programmes	25 PhD programmes	40 Specialisation schools, 1 institute of Higher Studies SSST	11 Professional development courses		30 Bi-national double degree programmes

FOCUS ON Politecnico of Torino (www.polito.it)

For over 150 years, Politecnico of Torino has been one of the most prestigious technical universities both at a national and international level for education, research and technology.

It is one of the top-twenty European technical universities and in 2017 it ranked as best University in the world in the global employability ranking elaborated by UK Institute QS (94% of graduated find a job in less than 1 year).

- Ranked among the first 25 European technical Universities Engineering/Technology/Computer Science
- 2014 QS World University Ranking:
 - Engineering & IT in the world: 58
 - Engineering & IT in Europe: 16



The Politecnico campus model is similar to the Anglo-American Universities model, with four main locations in Torino, featuring multi-purpose facilities for teaching, for basic & applied research activities and student services. Politecnico of Torino is a “Research University” that is particularly focused on the balanced development of basic and applied research.

Developing this type of research and promoting the exchange of knowledge with industrial partners are therefore strategic objectives.

The Politecnico offers companies interested in innovation: its own scientific skills, research and consulting services with an interdisciplinary, multiservice and customer oriented approach, a support for lab tests and analysis and in particular the possibility of sharing laboratories and services within the Business Research Center located within the Cittadella Politecnica.

The large number of partnerships includes: Alenia Aermacchi, GE-Avio, ENI Corporate, FCA (Fiat Chrysler Automobiles), Ferrari, General Motors Powertrain Europe, HP, IBM, Indesit, Italdesign Giugiaro, Michelin, Microsoft Italia, Nokia, Philips, Piaggio, Pininfarina, Pirelli, Siemens, SKF, STMicroelectronics, Telecom Italia, Thales Alenia Space.

33,461 Students (A.Y. 2014/2015)/16% international students from 120 countries	6,356 Graduates in 2015. Employment rate of second cycle Master) students one year after graduation 84.7% (above the national average of 68.7%)	205 Specialization Master students	700 PhD students	General data
16 Courses fully delivered in English	10 II level Specialization Masters	3 Interuniversity Specializing Master programs	7 Lifelong Learning programs including 5 in cooperation with other university and external bodies	
428 Cooperation agreements with foreign universities	425 Erasmus + "EU PROGRAMME COUNTRIES" agreements	112 Double Degree agreements	6 PhD Program	Internationalization

International education in Torino

Colleges for higher education and professional training, private centers and institutes for post-graduate education are additional educational resources in the Region.

The oldest of the three agencies located in Torino is the ITCILO (International Training Centre of the International Labour Organization) which was established in 1965.

It organises courses and studies on development, social politics, employment-related strategies and relationships between trade and governments.

Over 10,000 participants attend training or post-degree courses partially in their country of origin and partially in Torino every year.

The second is the UNICRI (United Nations Interregional Crime and Justice Research Institute) which has the objective of helping governmental and non-governmental organisations in implementing policies in the areas of crime prevention and criminal justice. Its programme is focused on international cooperation. Studied issues include security governance, counterterrorism, juridical reform, juvenile and international justice systems, corruption, human trafficking, control of illegible drug and weapon markets and other criminal justice system-related matters.

The third is the UNSCC (United Nation System Staff College) which was established in Torino in 2002. This organisation is responsible for training United Nations staff and strategic partner personnel in various strategic areas, such as those of development, peace and security, professional growth, management experience, and learning support.

Moreover in the 1994 the European Training Foundation is was based in Torino.

An EU agency that helps transition and developing countries to harness the potential of their human capital through the reform of education, training and labour market systems, and in the context of the EU's external relations policy.



A SELECTION OF RESEARCH CENTERS

- **CSP**

<http://www.csp.it/en>

A research and development lab officially recognized by MIUR (the Italian Ministry of Education and Research). It works in industrial research and experimental development projects at a local, national and international level. Domains range from Energy, Environment and Smart building, to Health, well-being & disability, Digital networks, Digital creativity, Knowledge & learning, to Agrofood, Secure society & Civil Protection. CSP network of international relations has widened considerably and it now takes in about 50 partner bodies in more than 15 European countries.

556	800	58	134	22	6
People working in CSP between 2001 and 2014	SMEs involved in CSP Technology Transfer Programme	Cooperative projects in 2014	Customers and Partners in 2014	Living Labs	European projects active in 2015

- **IEIIT – CNR**

<https://www.cnr.it/en/about-us>

Institute of Electronics and Computer and Communication Engineering of the Italian National research Council. The CNR is the largest and most important public research institution in Italy, the only one under the Research Ministry performing multidisciplinary activities. It relies on a pool of resources of more than 8,000 employees, of whom more than half are researchers and technologists, 1,500 technicians; some 4,000 young researchers are engaged in postgraduate studies and research training.

Applied Electromagnetics & Electronic Devices	Computer Engineering & Networks	Engineering for Health and Wellbeing	Systems and Control Technologies	Wireless Communication Systems
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IEIIT Research Groups in Torino

- **ISI Foundation**

<https://www.isi.it/en/home>

The ISI foundation has been established in 1983 in Torino, where it still has its headquarters. It is a private Foundation conducting research rooted in the area of Complex Systems Science, a field that the institute has contributed to shape for more than three decades.

The combination of data, theory and impact is the founding essence of all the ISI research domains, which feed each other through borderless collaborations among multidisciplinary scientists, providing a solid, growing and high-potential knowledge capital that can be leveraged in all possible endeavors.

- **INRIM – Italian National Institute of Metrological Research**

<http://www.inrim.it/gen/index.shtml>

It is the national public body that carries out and promotes scientific research in metrology; its main premises are located in Torino. Its research activities in measurement science, materials science and innovative technologies are recognized at world-wide level.

In addition to physical and engineering metrology, its main R&D areas are in fundamental physical constants, materials, metrology for chemistry, nanotechnology, innovation, quantum information and artificial vision.

The INRIM site in the south of Torino features 37,000 m² of laboratories and offices; it includes 18 buildings and 50 main laboratories. In the city center, there is another INRIM site extending over ca 11,000 m². Two additional INRIM units are hosted by the Torino Politecnico and by the University of Pavia.

- **ISMB Istituto Superiore Mario Boella**

<http://www.ismb.it/en/>

A research and innovation center operating in the ICT domain, founded in 2000 by Compagnia di San Paolo (Banking Foundation) and Politecnico of Torino.

ISMB relies on around 150 researchers working in close cooperation with companies, academia and



public administration and plays an active role not only in devising innovative solutions, but also in their implementation and consequent developments.

The ISMB activities are varied, from research taking place mainly through projects to the realization of several scientific publications and patents, going through high and professional education based on the specializing masters (post graduate academic programs) and specialized courses for companies.

- **ISMB hosts the MICROSOFT INNOVATION CENTER**

<http://www.mictorino.it/web/>

The Microsoft Innovation Centers (MICs) are state of art technology facilities for collaboration on innovative research, technology or software solutions, involving a combination of government, academic and industry participants. MIC-Torino started the operations in June 2007 as part of ISMB. The overall MIC -ISMB objective is to foster innovation and growth in national and international software economies and create a sound ecosystem around the Microsoft embedded and cloud computing technologies partnering with industrial players.

- **CRIT Center for Research and Technological Innovation**

<http://www.crit.rai.it/EN/home.htm>

The Centre contributes to the evolution of the broadcasting and multimedia system and supports the Rai Group (Italy's national broadcasting company) in its choices in the technological field and the phases of experiment and introduction of new products and systems. It is active in several European and national projects and co-operates with universities and industries for research activities, in the definition of new standards and the development of new services.

- **TILab**

<http://www.telecomitalia.com/tit/en/innovazione/i-luoghi-della-ricerca.html>

<http://www.telecomitalia.com/tit/en/about-us/business/activities/telecom-italia-lab.html>

TILab is Telecom Italia Group's Research Centre working to ensure its tradition of technological innovation started back in 1964 in Torino by CSELT, the Research Centre and Laboratories for Telecommunications. Mission: to pilot technological innovation, new technology scouting, surveys, feasibility assessments and research into prototypes.

Key numbers

- 1,000 people employed in 5 branches across Italy,
- over 50 research projects with universities and research institutes (EU, USA, Japan),
- over 3,000 patents filed: considering the amount of patents filed in the mobile category, Telecom Italia is Telco number 1[^] in Europe and 5[^] world wide
- over 12,000 m2 of laboratories based in Torino, Rome, Trento, Naples and Milan

Besides TILab, the Joint Open Labs (JOLs) aim to strengthen the Group's research activities. Their research and innovation laboratories set up within university centers, are the result of partnerships and agreements between Telecom Italia and major Italian universities in specific fields of scientific and technological interest. In Torino there are 3 JOLs involving the Politecnico of: JOL CRAB Torino (Cloud robotics and new application scenarios), JOL SWARM Torino (Internet of things and processing technologies), JOL MOBILab Torino (Mobile services for the social scene). TILab's premises also host the LAP Accredited Testing Lab. Using advanced labs and test plant infrastructure, LAP works both for the internal departments of Telecom Italia and for external companies in ICT sector, offering testing services from different typologies ranging from hardware to functional aspects, from fixed to mobile terminals, from PABX to optical systems, from ICT safety to interoperability with Telecom Italia network, fully emulated in our test plants.

- **GM Global Propulsion Systems**

<http://www.gmpowertrain.com>

General Motors Global Propulsion Systems - Torino Engineering Center has grown from a small Italian enclave of 80 people for diesel motor research to become giant automaker General Motors' global center for diesel and electronic development with more than 700 people. In 2015 it celebrated its tenth anniversary, ready to begin a new phase of growth with fresh investments, new hiring, and a new 2,500-square meter area for specialized laboratories and offices.



It is the first research site in Italy to be integrated within a university campus (strong collaboration with the Politecnico of Torino).

GM continuously invests in its Torino Center to provide it with the most advanced tools for research and development: nineteen test benches, twelve laboratories, a roller bench and 2 workshop areas make GM Global Propulsion Systems – Torino a showpiece for the study on propulsion systems. In addition, the Torino Center is developing a new generation of fuel efficient diesel engines and controls and new advanced propulsion systems, which will improve fuel efficiency, reduce emissions and offer new technologies to drivers around the world. The Center has engineering responsibility for the current 1.0L, 1.3L, 1.6L, 2.0L, 2.2L, 2.5L, 2.8L and 6.6 L turbo diesels used mainly on Opel, Chevrolet and GMC cars and pick-up trucks around the world.

Today, GM Global Propulsion Systems – Torino is a leading player in the Piedmont area, providing highly qualified employment, purchasing components for the production, directly generated from the engineering center, as well as goods and services.

- **CRF**

<https://www.crf.it/EN>

The Centro Ricerche FIAT was set up in 1978 to increase the competitiveness of the FIAT group in the international marketplace.

Today CRF develops innovative power units, vehicle systems, materials, methods and processes to improve the competitiveness of FCA products and represent FCA as part of European and national collaborative research. FCA's activities in R&D and innovation employ about 20,000 people in 85 sites in the world; the CRF of Orbassano (Torino) is the most important research center in EMEA.

With a permanent staff of over 900 people, the Centre currently holds a portfolio of 2,573 patents and patent applications, which protect 592 inventions. In 2014 it had a portfolio of 264 open projects, of which 17 were finalized (13 within the framework of Horizon 2020). A project underway will establish a new excellence center with 500 people in automotive electronics next to the existing one.

- **FPT Industrial**

<http://www.fptindustrial.com>

FPT is a brand of CNH Industrial, dedicated to the design, production and sale of powertrains for on and off road vehicles, marine and power generation applications.

The company employs approximately 8,200 people worldwide, in ten manufacturing plants and six R&D Centers. The FPT Industrial sales network consists of 93 dealers and over 900 service centers in almost 100 countries. A wide product offering, including six engine ranges from 31 kW up to 740 kW and transmissions with maximum torque of 200 Nm up to 500 Nm, and a close focus on R&D activities make FPT Industrial a world leader in industrial powertrains.

The Torino Research Centre designs and develops diesel engines and transmissions for commercial and industrial vehicles. The Testing Center of Ala di Stura is considered one of the excellences worldwide not only for the development and certification of engines and advanced after treatment systems but also for the development of axles and gearboxes, so for the clients belonging to the group so for the non-captive customers. In 2014 the company started a process of renovation that has led to a radical change of the area where experimentation and development will be at “zero environmental impact”.

- **CARS @ POLITO**

[Centre for Automotive Research and Sustainable mobility of the Politecnico of Torino](#)

The mission: Centre of multidisciplinary research in the field of Automotive Engineering and Smart Transport Systems.

Its research fields are:

- Green vehicles
- Affordability and competitiveness
- Safe and integrated mobility
- Urban mobility and logistics
- Mobility solutions based on the concepts of sharing economy (MAVEN)



Testing bench for Powertrain and Hybrid Vehicles with experimental study of:

- Components of hybrid transmissions,
- Complete hybrid vehicles,
- Control Strategies for the Energy management,
- Support for deployment
- Assisted and autonomous driving systems
- Complete cell and battery testing systems

- **Bioindustry Park LIMA laboratory**

www.bioindustrypark.eu

LIMA works on a basis of 5 synergic, complementary platforms (Molecular Biology, Proteomics, Chemistry and Structural Biology, Imaging, Bioinformatics), supported by state of the art scientific equipment. Moreover, LIMA provides a centre for training on analytical and research methodologies and techniques, where researchers from public institutions and industry can interact.

- **The Centre of Excellence in Preclinical Imaging – Università di Torino**

The Centre, located inside the Bioindustry Park, offers universities, research centres and companies knowhow and methodologies based on imaging techniques in order to facilitate and speed up the development of new diagnostic and therapeutic solutions. It is equipped with various imaging technologies such as MRI, nuclear medicine, X-ray, optical imaging, ultrasound, PET-SPECT technologies and is coupled sinergetically with facilities and labs of companies located in the park area e.g. Bracco Imaging, AAA, Istituto di Ricerche Biomediche “Antoine Marxer” RBM controlled by Merck-Serono etc.

- **Institute for Cancer Research and Treatment**

www.ircc.it

IRCC, a private non-profit institution, has the mission to make a significant contribution to fighting cancer by understanding the basics and by providing optimal diagnostic and therapeutic services.

It hosts 2 divisions and 4 laboratories with clinical facilities and over 100 international researchers.

IRCC houses one of the five Italian Centers for Advanced Scientific Research established in 1997 by the G. Armenise - Harvard Foundation, devoted to the study of signal transduction in normal and cancer cells.

- **CNR-National Research Council**

www.area.to.cnr.it

At regional level CNR offers a set of R&D laboratories with over 160 researchers, specialising mainly in phytovirology, proteomics and agrifood, immunogenetics and oncology, mycology.

- **Oncology Department Ospedale Molinette, Torino**

The department runs research activities thanks to the interaction between various medical, surgical and diagnostic specialisations – such as pathological anatomy with research laboratories of molecular biology, tumour immunology, and cytogenetics - of cancer radiology treatment and evaluation by epidemiologists. Most of these activities are run within the Centro Oncologico Ematologico Subalpino (C.O.E.S). The same centre also houses the Centro di Ricerca di Medicina Sperimentale (C.E.R.M.S.) where basic and translational research are run aimed at various sectors, from onco-hematology to molecular diagnostics for the identification of new pharmacological therapies, to the experimentation of anti-tumour vaccines and the search for innovative therapeutic protocols, through clinical trials to be brought alongside existing ones for the various kinds of tumour.

- **Tera Foundation for Oncological Hadron Therapy www.tera.it**

Tera develops radiotherapy techniques based on the use of hadron particles, and applications of physics and informatics to medicine and biology. Hadron Therapy makes use of beams of protons (hydrogen ions), carbon ions and neutrons.

- **Edo Tempia Foundation www.fondoedotempia.it**

The non-profit institution focuses on the study of genic expression in tumoral tissues. The pharmacogenomics research lab is based on the availability of state of the art microarrays technology, and activities are ongoing both for the use of microarrays techniques in preclinical studies and for the study of molecular profile of tumours in order to improve diagnosis.



- **Cavalieri Ottolenghi Foundation** www.ottolenghi.unito.it

The Foundation performs research of excellence in basic neurosciences oriented towards the prevention, diagnostics, and cure of neurological disorders. It also studies the molecular mechanisms that regulate normal nerve growth and nerve damage and repair, and investigate on the molecular mechanisms of neuronal ageing, and how normal ageing is affected in diseases like Alzheimer.

- **NIT- Neuroscience Institute of Torino** www.unito.it

The Institute promotes and runs experimental, theoretical and applied research in the field of the neurosciences, from the study of the cellular and molecular bases of the nervous system to the analysis of advanced integrative and mental activity functions, in normal and pathological conditions.

- **LISiN** www.lisin.polito.it

The Department of Electronics is home to the Laboratory of Engineering of the Neuromuscular System and Motor Rehabilitation. It focuses on three main areas: the hardware and software design, which provides prototypes of biomedical equipment and promotes technological transfer towards partner companies for final engineering and small series production; signal processing and modelling, which provides the mathematical tools for the simulation, interpretation and extraction of information from the EMG signals; basic physiology and clinical applications.

SUSTAINABLE DEVELOPMENT

Piemonte is a complex region from the point of view of the territory's configuration: plains, hills, mountains, lakes and rivers blend with vast cultivations, industrial activities and the urban fabric. All this makes Piemonte a scenic jewel, but, at the same time, it requires constant attention to the environment, to pollution control and to the defense of biodiversity, threatened by man's activities. The complexity of the territory's morphological layout has not been, however, an obstacle to efficacious environmental policies that Piemonte has been implementing successfully for some decades, policies that have made the region one of the most virtuous in Italy. These regional interventions are broken down into a series of fundamental components regarding the environment – air, water, earth, forests, biodiversity –and the effects, positive or negative, that these have on human activities: energy, agriculture, transport, trade and tourism, and also waste disposal, industrial activities and pollution. Every year the Environment Dept. of the Regione Piemonte and the Regional Agency for Environmental Protection ARPA, present their Report on the State of the Environment in Piemonte, that analyses the past year's figures and data and the trends of the various aspects tied to the environment, in order to devise effective policies and actions and to identify any potential emergencies or critical situations. The manufacturing vocation of the territory goes harmonically along with Piemonte's primary objective to build a sustainable future and to reach energy independence according to the EU policy "20-20-20".

This will is also highlighted by the fact that Piemonte is the European region allocating the highest percentage/amount of EU financial resources to renewable energy.

In terms of economic growth, business opportunities and public investment, one of the key sector for the future in Piemonte is thus the eco-industry. The major industrial competencies can be found in the field of waste management - i.e. recycling and waste collection - energy transmission, waste treatment, photovoltaics, but also geothermal, biomass and hydroelectric energy. However, the major challenge taken by the territory is in the field of research and technology development in the hydrogen industry. For this reason, public local institutions contributed to the creation of HYSYLAB (Hydrogen System Laboratory), a unique example in Italy and Europe of a research and training center related to hydrogen technologies.



QUALITY OF LIFE AND TOURIST ATTRACTIONS

Tourism And Accommodation

The tradition of Piemonte hospitality is ancient, favored by the geographical position that situated the region as a territory of passage from the center - north and the south of Europe.

Until the end of the 1990s, Torino, and the rest of the region, was visited mostly by business travelers, but starting from the beginning of the new millennium, the tourist flow has radically changed. Leisure, food and wine, history, culture, sports and great events: these are the attractions for those who choose Piemonte for their visits and holidays.

The Olympic Winter Games of 2006, that introduced Torino and Piemonte to the entire world, were the great sounding board for the renewed tourist offer, also and especially for the improvements in the quantity and quality of the accommodation facilities. The Olympic Games offered an exceptional opportunity to relaunch the incoming of visitors; it was an opportunity that Piemonte seized and made the most of.

With 6.6 million overnight stays, the metropolitan area of Torino is the first regional tourism product surpassing even the Lake District relying both on the attractiveness of the City capital (3.4 mln overnight stays) and the rest of the province, in particular the mountain territories .

The regional number of arrivals has reached a new record of 4.7 mln people (+ 5.7% on 2014) together with nearly 14 mln overnight stays (+ 4.8%) mainly due to a sharp increase in foreign tourism. Compared to 2014, the number of foreigners has reached 1,884,000 (40% of the total), with an increase of 19.9%, which resulted in almost 6 mln tourists registered in the accommodation facilities (+ 16.4% and 44% of the total).

Arts & Culture

Thousands of years of history form a treasure trove of artistic and architectonic heritage spanning from Roman times to la Belle Époque. The most precious treasures of Piemonte are those from the Baroque era: indeed, the entire region is studded with seventeenth-century jewels; splendid examples of Baroque architecture are the 14 Royal Residences (UNESCO World Heritage Sites), dubbed the “Crown of Delights,” among which there is the Reggia di Venaria.

The architectonic heritage is supported by a rich system of museums throughout the region. Two outstanding examples are: the Egyptian Museum of Torino, which has recently been renovated, is the second most important Egyptian museum in the world after Cairo Museum and the National Cinema Museum, one of a kind in the world, which is hosted in most famous landmark of Torino: the Mole Antonelliana.

If one of the pride and joys of the region is its history, the same can be said of its Contemporary heritage. Torino, birthplace of the Arte Povera, has a highly active network of private galleries, the Civic Gallery of Modern and Contemporary Art (the GAM), The Castello di Rivoli, the Fondazione Merz and the Fondazione Sandretto Re Rebaudengo per l'Arte.

Tasting Piemonte

Products of the highest calibre, like wines, the white truffle from Alba, the Piemonte hazelnut IGP, chocolate..., together with renewed entrepreneurial flair have made Piemonte an unmissable destination for all those who love good food and the good life.

Slow Food, the association dedicated to protecting local cuisines and traditional products, and the University of Gastronomic Sciences in Pollenzo, an international training and research centre and the only one of its kind worldwide, are both based in Piemonte. Several major companies have also turned



local Piedmontese traditions into globally successful brands: a few obvious examples come to mind, Lavazza, Ferrero, Martini & Rossi, Cinzano and Gancia (what's more, the latter invented spumante or sparkling wine).

The whole world has learned to appreciate the great Piedmontese wines: the sumptuously refined reds (Barolo, Barbaresco, Gattinara, Barbera ...), the rounded and delicately scented whites (Roero Arneis, Gavi, Cortese ...), not to mention the pleasantly sweet and inviting dessert and 'conversation' wines (Asti Spumante, Brachetto, Moscato d'Asti, Malvasia...). 52,000 hectares of vineyards on Piemonte's hillsides produce the wines that have made this region world famous: 41 Denominations of Controlled Origin (DOC) labels and 16 Denominations of Controlled and Guaranteed Origin (DOCG) labels.

Flanking these wines is the king of Piedmontese cuisine: the truffle, a scented hypogean fungus whose flavour enriches the simplest dishes and adds originality to more elaborate recipes. Piemonte's woods are home to the world's most prized variety of truffle, as well as several less prestigious kinds.

The Region's pastures produce cheeses as well. Of note are Gorgonzola, Taleggio and the highly esteemed Castelmagno, a crumbly cheese which is produced in only three towns on the high peaks of Grana valley, Raschera, Bra, Murazzano, and Robiola of Roccaverano.

Outdoor Attractions

Piemonte satisfies different kinds of tourists: the lovers of art, sports, the fans of exquisite tastes, and all of those looking for relax and a nature-oriented holiday.

The environment and landscape of Piemonte is dominated by the mountains. The region is located at the foot of the Alpine range with peaks of extraordinary beauty including Monte Rosa, which is the second highest mountain in Europe, Monviso and the Gran Paradiso massif.

A typical Piedmontese panorama is the winding landscape of hillsides covered with vineyards and dotted with medieval towns, towers and castles: the hilly territories of the Langhe, Roero and Monferrato, tucked away between the Maritime Alps and the Ligurian Apennines in southern Piemonte. First and foremost are the pleasures of the palate. With centuries of culinary tradition and meticulous attention to ingredients and quality of local cultivations.

Another typical landscape is represented by flat, water-rich plains that sprawl between Novara and Vercelli, and are mainly dedicated to rice fields. The Po river, the longest river in Italy (652 kilometres) and also the river with the highest flow, springs from the slopes of the Monviso. There are hundreds of small alpine lakes in Piemonte, as well as important bodies of water, like Lake Maggiore and Lake d'Orta. Outstanding mountains that boast the most stunning peaks of the Alps, wonderful lakes that are beloved by their visitors, charming hills where world rinomates wines are produced and that have been included in the UNESCO world heritage sites list: these are the main ingredients which make Piemonte a region of beauty and breathtaking landscapes.

Piemonte
Una Regione ricca di opportunità / A Region Full of Opportunities




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