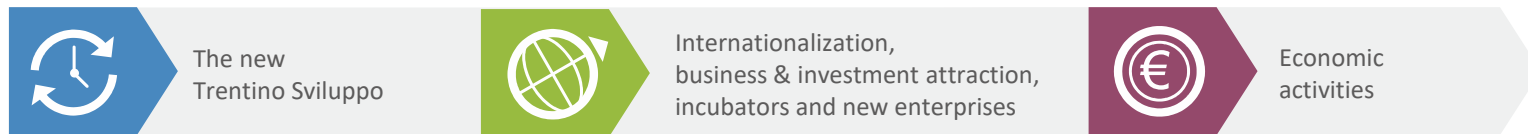


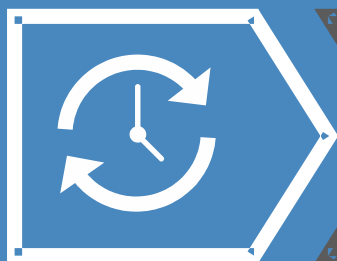
TRENTINOSVILUPPO

BUSINESS DEVELOPMENT AND DESTINATION MARKETING AGENCY



PROMOTING SUSTAINABLE DEVELOPMENT WITHIN THE REGION





The new Trentino Sviluppo

THE NEW TRENTINO SVILUPPO



The new
Trentino Sviluppo

Born within the reorganization of «Tecnofin» system (having its origins in 1976), it became a Development Agency in 1999.

In the last years Trentino Sviluppo changed deeply, **increasing its competences, policy areas, managed resources**, but most of all **developing a new business and market approach**.

2011

- ▶ **1,005,000,000 €** assets managed
- ▶ **1 society** (among many others)
- ▶ Trentino Marketing Spa (60% Autonomous Province of Trento, 40% Chamber of Commerce, Industry, Crafts and Agriculture)
- ▶ **48** employees
- ▶ **0** people within the **business & investment attraction team**

2016

- ▶ **1,086,000,000 €** asset managed (+81 MIO)
- ▶ **1 single society**, in which in 2013 merged: **Trentino Sprint, Ceii Trentino, Progetto Manifattura, Arca Casa Lego, District for porphyry and Trentino stones, Trentino Film Commission, Tecnofin Trentina**
- ▶ Trentino Sviluppo **owns** at 100% **Trentino Marketing Srl**
- ▶ **90** employees (**158** considering also **Trentino Marketing**)
- ▶ **5** people within the **business & investment attraction team**



The new
Trentino Sviluppo



Internationalization,
business and investment
attraction, incubators &
new enterprises



Economic
activities

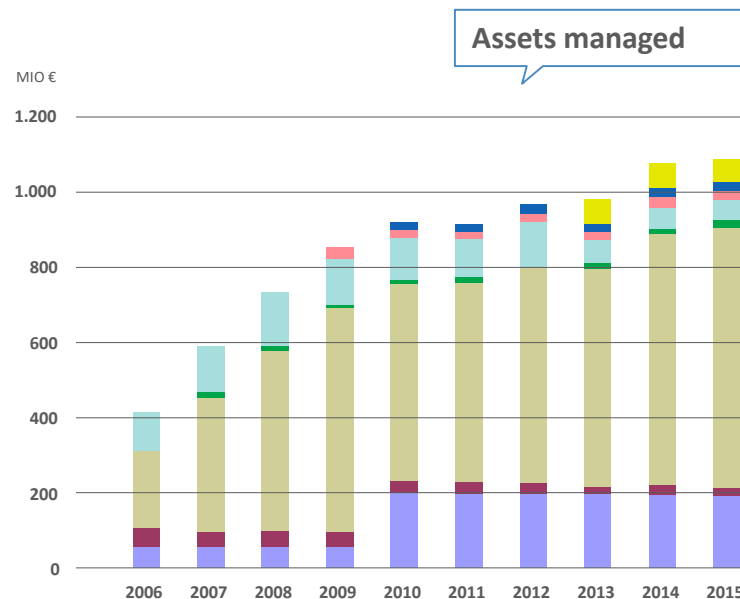
THE NEW TRENTINO SVILUPPO



The new
Trentino Sviluppo

In the present regional scene, Trentino Sviluppo is the reference actor in the following areas:

- ▶ Industrial policies
- ▶ Startups and new entrepreneurship
- ▶ Innovation and business growth
- ▶ Firms and investments attraction
- ▶ Internationalization
- ▶ Infrastructures supporting industrial production
- ▶ Tourism assets



The new
Trentino Sviluppo



Internationalization,
business and investment
attraction, incubators &
new enterprises




Economic
activities


THE TRENTINO SVILUPPO SYSTEM | COMPANIES



The new
Trentino Sviluppo



 The new
Trentino Sviluppo

 Internationalization,
business and investment
attraction, incubators and
new enterprises

 Economic
activities

THE TRENTINO SVILUPPO SYSTEM | THE HEADQUARTERS



The new
Trentino Sviluppo



Rovereto
Via F. Zeni, 8
c/o Polo Tecnologico
Phone +39 0464 443111
info@trentinosviluppo.it
www.trentinosviluppo.com



Trento
Via Romagnosi, 11
Phone +39 0461 219300
www.visittrentino.it



Ex-Manifattura Tabacchi
Rovereto
Piazza Manifattura, 1
Phone +39 0464 443111
www.progettomanifattura.it

Business Innovation Centres



Polo Meccatronica
Rovereto
Via F. Zeni, 8



Progetto Manifattura
Rovereto
Piazza Manifattura, 1



BIC
Trento
Via Solteri, 38



BIC
Pergine Valsugana
Via Dante, 300



BIC
Mezzolombardo
Viale Trento, 115 / 117



BIC
Borgo Valsugana
Via Armentera, 8/10



The new
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Internationalization,
business & investment
attraction, incubators &
new enterprises



Economic
activities

LA GOVERNANCE | CONSIGLIO DI AMMINISTRAZIONE



La nuova
Trentino Sviluppo



**Flavio
Tosi**

Chairman

Personnel management, budget, internal audit, marketing strategies, communication



**Fulvio
Rigotti**

Vice - Chairman

Cableways and tourism assets, Tourism and Promotion Department



**Sergio
Anzelini**

Delegated member

Real estate, industrial areas, economic and financial analysis, business and investment attraction, incubators and new enterprises, internationalization, planning and monitoring, one stop shop



**Tiziana
Carella**

Member



**Giulia
Manica**

Member

BOARD OF AUDITORS

Chairman
Mauro Caldonazzi

Member
Mariarosaria Fait

Member
Patrizia Gentil

SUPERVISORY BODY

Chairwoman
Michela Lorenzini

Tiziana Carella
Daniele Fantato



La nuova
Trentino Sviluppo



Internationalization, business & investment attraction, incubators & new enterprises



Attività economiche



Mauro Casotto

Director

Communication & promotion

- Strategic positioning
- Corporate identity
- Advertising & BTL communication
- Media relations
- Digital communication
- External communication
- Trentino Film Commission

Internationalization

- Market intelligence
- Cluster & industry sectors
- International coach
(personalised services with export manager)
- Missions abroad
- Incoming initiatives for foreign companies
- Integrated market and sector projects



Nicola Polito

Director

Economic activities

- Real estate & industrial areas
- Social equity
- Tourist facilities, economic and financial analysis
- Legal and contracts

Attraction & production centres

- Investment attraction
- Attraction of production activities
- Relocation of production plants



Paolo Pretti

Director

Incubators & new enterprises

- B.I.C.
- New entrepreneurship
- Seed Money

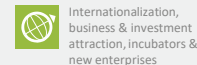
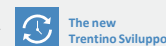
Thematic hubs

- Polo Meccatronica
- ProM Facility
- Progetto Manifattura

Strategic marketing

Staff services

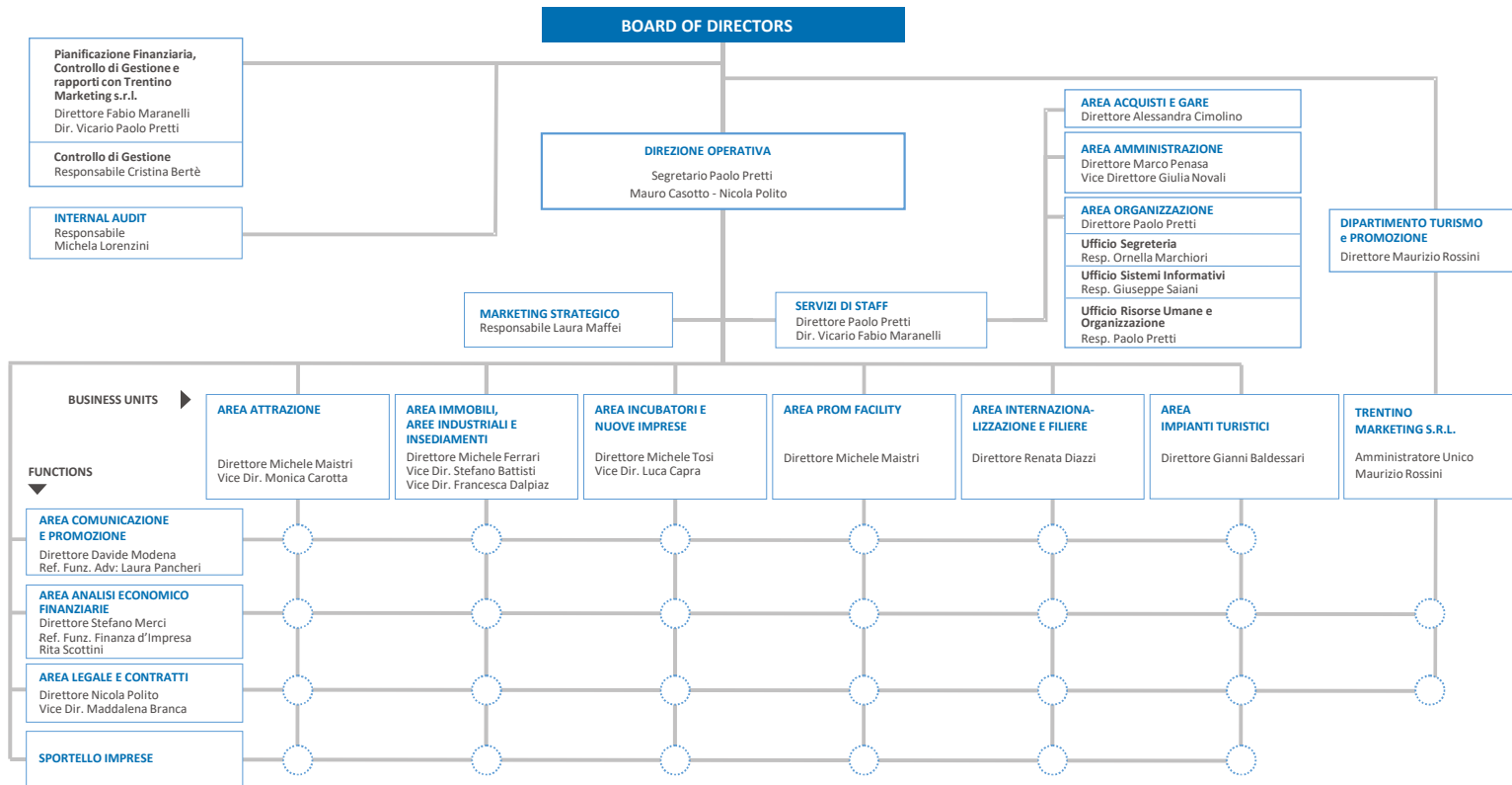
- Purchasing & tender invitations
- Administration
- HR & organization
- Information systems



ORGANIZATIONAL CHART



The new
Trentino Sviluppo



The new
Trentino Sviluppo

Internationalization, business & investment attraction, incubators & new enterprises

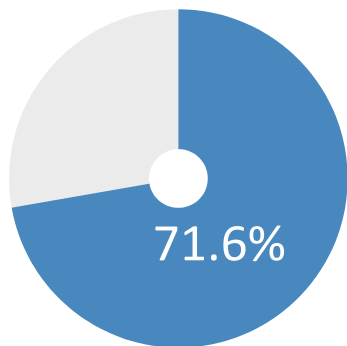
Attività economiche

THE TEAM

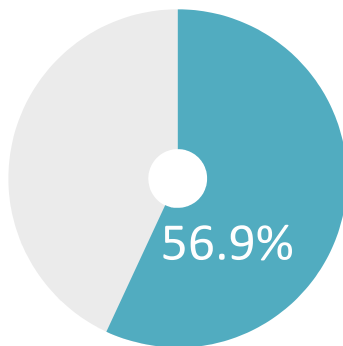


The new
Trentino Sviluppo

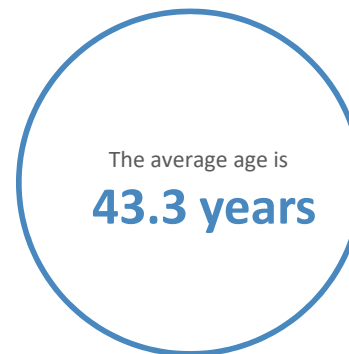
Trentino Sviluppo is currently carrying on its activities through an organizational structure counting **143 employees**, as well as **4 employees** of the **Autonomous Province of Trento**, **1 seconded** from the **Bruno Kessler Foundation** and **3 temporary workers**.
A total of: **151**



108 graduates



86 women



The new
Trentino Sviluppo



Internationalization,
business & investment
attraction, incubators &
new enterprises



Economic
activities



**Internationalization,
business and investment attraction,
incubators and new enterprises**

PROGETTO MANIFATTURA - GREEN INNOVATION FACTORY



Internationalization,
business and investment
attraction, incubators and
new enterprises



Progetto Manifattura is converting the historical Tobacco Factory of Rovereto into a **business innovation centre for environmentally sustainable constructions, renewable energies, environment technologies and natural resources managing.**

The started **activities** consist of:



9 acres
the total area

1

Integration and support to enterprises having their base here (47 by now), with a special declination of the services according to the maturation grade reached by each company.

2

Renovation of the historical buildings in order to broaden the spaces available for further business initiatives.

3

47 MIO euro tender procedure (at the procurement stage by now) to build a new area, hosting new production units destined for soft manufacturing activities.

4

Progetto Manifattura, within the renovated historical buildings, hosts also the CIMEC Research Centre (Interdepartmental Centre for Mind and Brain) of the University of Trento.

Results

Number of companies based here: **48**
of which **15** startups
Employees: **205**
Total turnover: **260** million euro



The new
Trentino Sviluppo



Internationalization,
business & investment
attraction, incubators &
new enterprises



Economic
activities

POLO MECCATRONICA (MECHATRONICS HUB)



Internationalization, business and investment attraction, incubators and new enterprises



Polo Meccatronica is a system project, involving key players from the public and private sector and trade associations. A common area for enterprises, students and researchers. An innovative hub serving a widespread chain of qualified industries operating in the automotive, robotics, sensors, industrial automation and biomedical field.

The started **activities** consist of:



10 acres
the total area

2017

The new spaces and laboratories of Veronesi V.T. Centre are inaugurated in **January** within Polo Meccatronica. Since **March**, the rapid prototyping lab, named ProM Facility, is fully operational in temporary spaces (6.400 sq.m., 5 MIO euro the value of the machinery).

2018

A new building will host the Mechatronics prototyping labs (ProM Facility). Enlargement of the production area by constructing new buildings.

2022

Construction of two new school-buildings for G. Marconi T.I. and G. Veronesi V.T. C. (1.400 students, more than 1.600 people including teachers, technical and administrative staff).

Results

Number of companies based here: **31**
of which **4** startups
Employees: **236**
Total turnover: **37** MLN euro



The new Trentino Sviluppo



Internationalization, business & investment attraction, incubators & new enterprises



Economic activities

THE BUSINESS INCUBATOR SYSTEM - BIC

(BUSINESS INNOVATION CENTRE)



Internationalization,
business and investment
attraction, incubators and
new enterprises

6

BIC

Progetto Manifattura,
Polo Meccatronica,
Trento, Pergine
Mezzolombardo
Borgo Valsugana

110

hosted firms

750

employees

380

million euro
the total turnover

All together they
represent

the **3rd**
Industry in Trentino
for turnover

the **5th**
for number of
employees

“Preincubation” programme
(co-working + tutoring spaces):

▶ **Greenhouse**

(Progetto Manifattura)

▶ **Starter**

(Polo Meccatronica)

Since 2013:

110 hosted initiatives

37 active

23 still within the hubs

Since 2014:

4 editions

20 modules/annual session

850 participants

70 hours/annual session

Innovation
Academy



The new
Trentino Sviluppo



Internationalization,
attraction, hubs and
new enterprises



Economic
activities

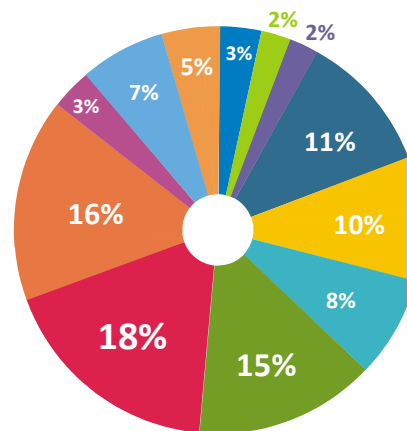
THE BUSINESS INCUBATOR SYSTEM - BIC | BUSINESS SECTORS



Internazionalizzazione,
attrazione, incubatori
e nuove imprese

Trentino Sviluppo is a **certificatted enterprise incubator**.

90 companies have set up within its 6 Business Innovation Centres.



- Chemistry
- Chemistry - Biotech
- Construction
- Sustainable construction
- Electronics
- Renewable energy
- ICT
- Mechanics
- Mechatronics
- Plastics, rubber
- Services
- Environmental technology

La nuova Trentino Sviluppo

Internationalization, attraction, hubs and new enterprises

Attività economiche

NEW ENTREPRENEURSHIP

(with a special focus on WOMEN and YOUNGSTERS)



Internationalization,
business and investment
attraction, incubators and
new enterprises

New **“set of measures”** supporting new entrepreneurship promoted by the Autonomous Province of Trento since 2015.

Main news

- ▶ Clearer and simplified regulation
- ▶ Different tools within the same proposal
- ▶ One stop shop (Trentino Sviluppo)
- ▶ Opportunity to anticipate the subsidy (no longer granted only at the moment the final balance)

Since 2015 (1st and 2nd call)

2.600 contacts with Trentino Sviluppo - one stop shop
713 applications submitted (86% youngsters and women)
646 applications funded
60 million euro the total investment
23 million euro the granted contributions

Call 2016/2017 (3^o call)

Focus on innovation.
Applications deadline: **15 February 2017**



The new
Trentino Sviluppo



Internationalization,
business & investment
attraction, incubators &
new enterprises



Economic
activities

INNOVATIVE STARTUP



Internationalization,
business and investment
attraction, incubators and
new enterprises

Trento is the **most innovative province in Italy.**

(Cerved SME Report 2016).

Trentino is the province with the **highest density of innovative startups.**

(144 every 10.000 capital companies).

D2T Start Cup

Call for business ideas
aimed at the youngsters (16-35 years).

Dal 2006:

9 editions

226 submitted initiatives

438 people under 36 involved

19 winners

13 enterprises created

370.000 euro of prizes

Seed Money

Fund co-financed by EU (EFRD), Italy and the
Autonomous Province of Trento, in order to promote
the dissemination of entrepreneurship initiatives
in innovative and high tech fields.

Since 2009:

316 projects/enterprises applying

100 financed

86 still active, with **335** employees

11,1 million euro allocated

9,5 million euro provided



The new
Trentino Sviluppo



Internationalization,
business & investment
attraction, incubators &
new enterprises



Economic
activities

INTERNATIONALIZATION



Internationalization, business and investment attraction, incubators and new enterprises

Supporting international market access of small and medium-sized enterprises by ensuring effective foreign marketing activities, participation on international exhibitions, B2B events, and fairs, providing the required knowledge to success the market competition with the support of consultations, elaboration of market researches and sector studies.

Main activities
March–November 2016:

▶ One stop shop

379 firms involved, of which...
147 received tailor-made assistance

▶ Roundtables

7 (UK, South Korea, Russia, Gulf Countries, Germany, Poland, Sace)
150 participants

▶ 73 market and sector analysis

▶ International coaching

28 feasibility reports,
3 initiated and **3** in starting phase

▶ Integrated sector projects

206 firms involved

▶ Market integrated projects

106 firms involved

▶ Incoming

25 companies

▶ Missions

4 international missions and
28 firms involved

▶ Participation in fairs and events

4 participations, of which
3 abroad (Berlin, Madrid, Nuremberg)

▶ Organization of promotional events

3 events

▶ Partnerships

ITA – Italian Trade Agency and Italian Chambers of Commerce abroad in the following Countries: Germany Munich, Germany Frankfurt, Portugal, Switzerland, Bulgaria, Hungary, Poland, Czech Republic, Moldova, Russia, Uk, Usa Chicago, Thailand, South Korea, Vietnam, Qatar, United Arab Emirates, Turkey, China, Usa Miami, Usa Texas, Morocco, Ecuador, Serbia, Argentina, Chile, Brazil, Tunisia, South Africa, Hong - Kong, Denmark, Israel.



The new
Trentino Sviluppò



Internationalization,
business & investment
attraction, incubators &
new enterprises



Economic
activities

BUSINESS AND INVESTMENT ATTRACTION



Internationalization,
business and investment
attraction, incubators and
new enterprises

Promoting the opportunities offered by the region of Trentino as an integrated system of research, education and innovation, with the aim of attracting foreign direct investments (FDI), as a motor for economic growth and welfare, new employment, generation of knowledge with respect to technology, skills and experience.

Main activities
March-November 2016:

► Organization/participation in promotional events

20 events (3 international)

► Participation in trade fairs

14 fairs (8 abroad)

► Lead generation

110 companies met, 28 startups met, and more than...
200 meetings while participating in fairs/events

► 13 firms established or in the process of settling here

► After Care:

19 meetings with companies, 9 initiated projects

Supporting foreign capital enterprises established in Trentino

► Partnerships

Alliances and agreements with many different partners to improve the lead generation and the FDI attraction activities



The new
Trentino Sviluppo



Internationalization,
business & investment
attraction, incubators &
new enterprises

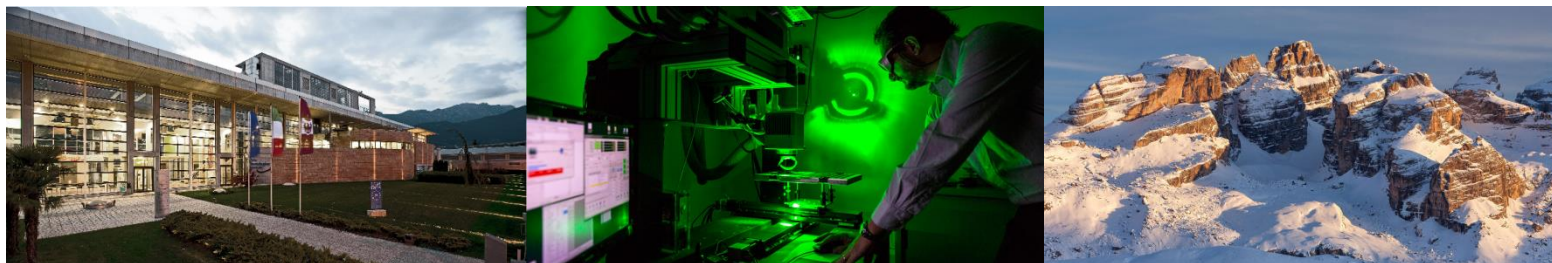


Economic
activities

WHY IN TRENTINO – 7 GOOD REASONS



Internationalization,
business and investment
attraction, incubators and
new enterprises



1.

Less fees, more innovation

Firms settling in Trentino do not pay the Regional fee on productive activities (IRAP) and they are supported through incentives if they invest in innovation.

2.

Quality of life and safety

We offer the best life and working conditions.

3.

Single contact-point

One-stop-shop for contacts, a dedicated team supporting enterprises in the different settlement phases.

4.

Ready-to-use spaces

Buildings and industrial areas are available, offered in the best conditions.

5.

Responsibly autonomous

A trustworthy and fast region, counting on an efficient public administration.

6.

Research for growth

We have been investing in research and innovation all along, because only big targets turn companies great.

7.

Sustainable development

We support green & clean innovation in order to ensure the well-being of people and the environment.



The new
Trentino Sviluppo



Internationalization,
attraction, hubs and
new enterprises



Economic
activities

WHY IN TRENTINO – THE VOICE OF ENTREPRENEURS



Internationalization, business and investment attraction, incubators and new enterprises



We launched our venture eight years ago, and today Rovereto is for us a definitive choice. In Trentino we found a good university, qualified personnel and a fast and efficient public administration.

Guidalberto Guidi



Our relationship with the Province of Trento and Trentino Sviluppo? I'd call it an exemplary case of cooperation between public and private.

Marco Bonometti



We took a definitive path: all Bonfiglioli mechatronic activities (the most advanced within the Group) will be located in Polo Meccatronica.

Fausto Carboni



Work is created where there are valuable human resources and in Trentino there are. The partnership with public entities is a further simplifying factor.

Luca Arighi



We received offers from other Italian regions and foreign Countries. We chose Trentino for cultural affinity, the reliability of its institutions, the rapidity of response and the quality of education and research.

Nadir Spezzapria



I experienced in the USA the internet economy boom and today I live that spirit within Progetto Manifattura. This is the reason why we chose this green Silicon Valley.

Paolo Lugiato



Many of the companies with the highest growth rate operate within technology clusters where creative ideas are concretised into innovative products. This is the reason why we decided to open here the first Watts research centre worldwide.

Fabrizio Fedrizzi



The new Trentino Sviluppo



Internationalization, business and investment attraction, incubators and new enterprises



Economic activities



PRODUCTIVE ASSETS



Economic activities

Trentino Sviluppo acts as one stop shop, providing the enterprises that want to enhance their presence in Trentino or settle in the region with support and advisory services. It provides also: setting up of new production areas, real estate management, renovation of buildings and financial restructuring operations.

1 million

sq.m. own production areas

120

areas and productive assets

New deal (March 2015)

- ▶ **Flexible proposals** offered to healthy firms interested in launching new initiatives or developing their market.
- ▶ New ways of **enhancing abandoned production buildings** focused on investment and employment more than on the mere economic value of the sheds (“Whirlpool model”).
- ▶ Careful **timing** (one of the main reasons why firms decide to invest in Trentino instead of in other Italian regions or countries).



The new
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Internationalization,
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new enterprises



Economic
activities

POSITIVE EFFECTS ON THE ECONOMY OF THE REGION



Economic activities

According to the studies of **FBK-IRVAPP** researchers, that analyzed 15 operations carried out by Trentino Sviluppo to support productive activities in 2015:

22,7
million euro
invested by
Trentino Sviluppo

**will generate
in 5 years
(2015-2019)**

133,3
million euro
monetary handling
within the region

197,3
million euro
considering the related economic
activities (1,1% of the regional GDP)



1

euro invested by
Trentino Sviluppo

**will generate
in 5 years
(2015-2019)**



5,8
euro in:

- ▶ labour incomes
- ▶ direct investments of enterprises



9
euro considering the
related economic activities



The new
Trentino Sviluppo



Internationalization,
business and investment
attraction, incubators and
new enterprises



Economic
activities

CABLEWAYS AND TOURISM ASSETS



Economic activities

In Trentino

500

km of ski runs

230

ski lifts

20

ski areas

56

employees working in the lifts

1.500

jobs in the sector

Trentino Sviluppo

59 million

euro in the capital participation schemes of 15 cableway-companies

14

ski sectors

86

cableway installations

“Lean Cableways” project

(2015), a new strategy to:

- ▶ generate scale economies
- ▶ support medium-small operators
- ▶ share and promote new innovative and efficient managing solutions
- ▶ coordinate, supervise and monitor the investments since the planning



The new Trentino Sviluppo



Internationalization, business and investment attraction, incubators and new enterprises



Economic activities

CABLEWAYS AND TOURISM ASSETS



Economic activities

Strategy

- ▶ distinction between resorts of local relevance and market resorts
- ▶ purchase within the public assets of the installations (artificial snow facilities, ski lifts, accumulation basin) and subsequent provision through lease agreements
- ▶ reduction of Trentino Sviluppo participation
- ▶ agreements with banks, local authorities, private economic actors in order to boost the ski resorts

The assets purchase, the redeployment of the cableways portfolio and the agreements with different stakeholders brought the following results (2014-2016):

- ▶ **6 shareholdings down**
by Trentino Sviluppo, that means 36 million euro capital less invested in equity (from 95 million to 59 million)
- ▶ **44 million euro invested in 16 locations**, of which:
 - ▶ **10,6 million** interventions in order to restore the economic and financial stability (purchase of existing assets)
 - ▶ **33,4 million** in investments and development actions

Performance of the intervened companies as a “Group”:

- ▶ from a negative income of 7,6 million euro to **balanced budgets**
- ▶ more than 20,6 million the **debt relief**



The new
Trentino Sviluppo



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new enterprises



Economic
activities

TRENTINOSVILUPPO

BUSINESS DEVELOPMENT AND DESTINATION MARKETING AGENCY

