

Intesa Sanpaolo bank supporting “Winning Companies”

The Italian bank has selected 140 companies engaged in recovery plans. Ten SMEs recognised at the Sympò event space in Bologna

► by Andrea Vaccari



Bologna, Italy - The ninth stop of the "Imprese Vincenti" (winning companies) roadshow was held yesterday in Bologna; this is Intesa Sanpaolo bank's programme for the development of SMEs which represent examples of business excellence able to react successfully to the delicate and continuous changes in context.

In this fourth edition, the operational strands of the PNRR (National Recovery and Resilience Plan) acquire a significant central role, representing both some

of the company selection parameters and the key themes of the tour making the rounds of the main cities in Italy.

The Bologna stop is dedicated to innovation, and was hosted at the *Sympò* event space, where ten "Imprese Vincenti", or winning companies, from the Emilia Romagna and Marches regions were presented to a wider audience.

They recounted the strategic choices that brought them to consolidate their development path and the innovation actions developed in this particular economic context: Nordmeccanica, Italtorniti, Eurocarbo and Diemme Enologia, which operate in the mechanical engineering sector; Fiorini International Italia, in the sustainable packaging sector; Zaccanti in healthcare; T&C in agri-food; A.ST.I.M. in the engineering sector; Cereria Terenzi Evelino in the chemical industry; and Cyberoo in information technology.

Launched last May, the initiative gathered widespread interest around Italy thanks to the opportunities offered to the companies to join national-level growth and visibility assistance programs created by Intesa Sanpaolo and the project partners. Fully 4,000 SMEs, which number a total of 150,000 employees and generate 35 billion in turnover, have nominated themselves on the bank's website.

Of these, 140 were chosen which stood out for investments in recovery and transformation plans in accordance with the directives specified by the PNRR's goals. They are therefore small-medium enterprises which have started up projects or achieved results in terms of digitisation and competitiveness, sustainability and ecological transition, innovation, research and education, health and welfare.

"The companies taking the stage in Bologna," explains Alessandra Florio, director for the Emilia Romagna and Marches regions at Intesa Sanpaolo, *"are an example of our area's entrepreneurial excellence, and that of the country as a whole. This stop on the tour is dedicated to innovation: the companies from Marches and Emilia-Romagna we wish to give a voice to through this fourth edition of "Imprese Vincenti" have set themselves apart by maintaining their level of competitiveness, even in uncertain situations, by investing in innovative projects to make their processes more efficient and improve the quality of their products, including from a social and environmental sustainability perspective. Innovation is a wide and cross-cutting concept which ranges from use of new technologies to improved ESG parameters, and there is no industry and manufacturing sector which is not involved. Investing in innovation means equipping yourself with the tools to increase competitiveness and turnover, and Intesa Sanpaolo, as the biggest bank in Italy, is at the side of the country's economic and productive fabric as an active part of this path."*

After the Milan, Turin, Cuneo, Brescia, Bergamo, Padua, Venice Mestre and Florence stops, the tour continues with a further five dates around Italy to celebrate companies in the area where they actually operate. The next date is on 27 January in Rome, with the theme of sustainable tourism and culture. Two themed focuses are also provided for: one dedicated to agribusiness, the other to social and voluntary companies, which represent an essential component of the country's economy. A particular focus is also placed on tourism.

Finally, a concluding event will be organised at a national level for all the 140 *Imprese Vincenti*, which will provide a multi-faceted comparison of the factors of success of Italian enterprise.

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Alessandra Florio

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