

The “winning companies” challenge: here are the innovation award winners

Intesa Sanpaolo's “Imprese Vincenti” (winning companies) roadshow hits Bologna, featuring ten companies from the Emilia-Romagna and Marches regions



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

This stop was 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 large audience, recounting their company histories, the strategic choices that brought them to consolidate their development path and the innovation actions developed in this particular economic context.

Here are the companies: 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 together total 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 goals of the PNRR (national recovery and resilience plan). These companies will be provided with the tools to deal with all the phases of their business' lifecycle,

facilitating investment in intangible factors (intangible assets, R&D, supply chain, training) and in the pillars of development, in other words internationalisation, sustainability, innovation, digitisation and special-purpose financing. The success of the "Imprese Vincenti" programme, which was started in 2019 and is now in its fourth edition, lies in the ability to evolve by adapting to the changing requirements of companies and the economic contexts.

This year, in particular, we have heard from companies which have moved past the Covid phase and helped in the GDP recovery, and now find themselves faced with the energy crisis and thus having to invest in and accelerate sustainability and innovation choices.

"The featured companies are an example of our area's entrepreneurial excellence, and that of the country

as a whole," says Alessandra Florio, Intesa Sanpaolo's director for the Emilia-Romagna and Marches regions. *The Emilia-Romagna and Marches companies we have showcased through the fourth edition of "Imprese Vincenti" have stood out for maintaining their level of competitiveness by investing in innovative projects. Investing 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."*

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