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Bologna, the ninth stop on Intesa Sanpaolo's “Imprese Vincenti” (winning companies) roadshow



(Sesto Potere) – Bologna, Italy, 18 January 2023 – 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. 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.

Today's stop is dedicated to innovation, and will be hosted at the Sympò event space, where ten "Imprese Vincenti", or winning companies, from the Emilia Romagna and Marche regions will be presented to the large audience, recounting 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 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 PNRR's goals.

They are therefore small/medium-sized 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.

These enterprises, despite their compact size typical of the fabric of Italy's production sector, are strongly export focused, with turnover from abroad making up 70% of the total.

They are companies with a strong profile in innovation and sustainability, often not widely known but able to create added value for the country and the labour market, which celebrate the specifics of the local area, another key element of this new edition.

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" (winning companies) program, which was launched 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 will hear 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.

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, a key industry which represents around 17% of our GDP; 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, a sector which, after suffering badly during the pandemic, has turned out to be key for the Italian recovery thanks in part to a renewed, sustainably-oriented offering. 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.

A strength of the “Imprese Vincenti” (winning companies) programme – which since its inception in 2019 has collected 14,000 nominations and highlighted 500 companies of excellence, of which around 60 have been entered into the Euronext Group's ELITE network – lies in the ability to create an ecosystem of

leading players which support SMEs in their growth process. Confirmed along with their long-standing partners – Bain & Company, ELITE and Gambero Rosso, who will provide their advisory expertise – are Cerved, a technical partner which will assist in the data analysis for selection of the *Imprese Vincenti*, and Microsoft Italia, which will support the SMEs with training and tech support services to accelerate their digital transformation paths.

Also confirmed are Nativa, Regenerative Design Company which will support the companies in a radical evolution towards regenerative models; and Circularity, a company specialised in the development of sustainability and circular economy models, which will, alongside Intesa Sanpaolo, support the businesses in developing business models with ESG goals. Also confirmed is the partnership with Coldiretti, which will provide the companies in the agribusiness sector with its experience in developing competitiveness and sustainability pathways.

Thanks to tools for developing expertise in internationalisation, circular economy, cost management and sales networks, the specialist departments of Intesa Sanpaolo and Intesa Sanpaolo Innovation Center will guide the “Imprese Vincenti” development programs, offering the specialist and strategic support which makes Intesa Sanpaolo a benchmark in the financial sector and beyond.

Comments

Alessandra Florio, (top photo), Intesa Sanpaolo's Director for the Emilia-Romagna and Marches regions, stated: “*The companies featured today are an example of our area's entrepreneurial excellence, and that of the country as a whole. Today's stage 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 contexts, 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 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. We provide our companies with a network of tools to take on contingent situations and, at the same time, we look forward alongside them by providing financial support and strategic investment consultancy. Investments

which the Emilia-Romagna and Marches companies demonstrate a great focus on, leveraging their ability to innovate.”

The “Imprese Vincenti” winning companies of the Emilia-Romagna and Marches regions

AGRI-FOOD:

T&C Srl – HQ: Acqualagna, (PU).

T&C S.r.l. is a youthful company in continuous evolution, founded in Acqualagna in the Marches region. The company was founded in 1990 as a family company and, thanks to the labour of capable people, supported by the best and most innovative technologies, it has grown over the years into a competitive and modern company which exports its truffle-based products all over the world. A female-led company, which handles an ancient and yet modern product, which is extremely precious but not for the lucky few, and so democratic when it is transformed into T&C's products.

www.tectartufi.it

SUSTAINABLE PACKAGING:

Fiorini International Italia Spa - HQ: Trecastelli (AN).

Fiorini International Group is synonymous with excellence, reliability and quality in the production of paper packaging for industrial and commercial use. Constant analysis of trends, consumer habits and legislation, and a continuous focus on research into solutions and materials has allowed for rapid, organic growth in the paper packaging sector, leading the company to diversify its production into three different business units: the Industrial Packaging division, Shopping Bag division, and Luxury division, which operate all over the world.

www.fiorinint.it

CHEMICAL INDUSTRY:

Cereria Terenzi Evelino Srl - HQ: San Giovanni In Marignano (RN).

The company produces and distributes perfumes, cosmetics and artistic and luxury Home Fragrance collections in over 120 countries, with candles representing the key to the company's historical success, and perfume the new driver of international success. Quality and safety of the products made with artisanal care, with the greatest care taken in the selection of certified raw materials and in the definition of production processes, ensuring the utmost peace of mind for customers.

cereriaterenzi.com

INFORMATION TECHNOLOGY

Cyberoo – HQ: Reggio Emilia (RE).

Cyberoo is an innovative SME specialised in B2B cybersecurity, and is the first company in the sector listed on Piazza Affari, on Euronext Growth Milan, the Borsa Italiana market dedicated to SMEs with strong growth potential. The company provides all-round IT security solutions, meaning not just protecting IT systems from external attacks, but creating a fully fledged strategy able to protect, monitor and manage the information of the IT ecosystem. Cyberoo automates the detection of threats and faults with a 24/7 proactive strategy.

www.cyberoo.com

MECHANICAL ENGINEERING:

Eurocarbo Spa – HQ Corropoli (TE).

The company is engaged in production of brushes for electrical equipment for vehicles, brushes for industrial machines, carbon for pumps, volumetric pumps, sealing rings in carbon and silicon carbide for mechanical seals. Underlying the company's success is a thorough selection process of the best raw materials, and monitoring of all the phases of the process, combined with company policy strongly focused on customer satisfaction.

www.eurocarbo.it

Nordmeccanica Spa – HQ: Piacenza (PC).

Leader in the production of lamination and metallisation machinery. The story of Nordmeccanica over the last thirty years is the story of the coating and laminating sector itself. From the first models created in the 1970s through to the most recent and extraordinarily innovative Triplex SL One-Shot, Nordmeccanica has grown in a harmonious manner in terms of its technology, production capacity and the expansion of its exports: from the initial 3,000 m² of production space to the current 30,000m² and 65% sector market share worldwide, with over 3,500 machines installed.

www.nordmeccanica.com

Italtorniti Srl – HQ: Castelfidardo (AN).

The company is specialised in the creation of high-precision custom parts, in small and large production runs, in special steels, stainless steels and alloys, aluminium, brass, bronze and plastics, while maintaining the

key characteristic of the highest quality production. Quality which is ensured by continuous technological investments. The company's strength is the completeness of its services in terms of types of machining processes and materials used; this is made possible by working with internationally experienced suppliers and partners.

www.italtorniti.it

Diemme Enologia Spa – HQ: Lugo (RA).

Diemme Enologia is a company which designs, produces and markets winemaking machinery and technology in Italy and around the world. Machinery for pressing of grapes, destemmers, selection tables, conveyor belts, grape holding and distribution systems. In the 1980s and 90s it developed new grape pressing technology and began to expand into foreign markets, and is now the third largest manufacturer worldwide of grape pressing technology.

dme1923.com

ENGINEERING:**A.ST.I.M. Srl – HQ: Ravenna (RA).**

A company founded in 2007 and headquartered in Ravenna, it is primarily engaged in creating high-tech integrated products, systems, services and solutions able to cover the defence, protection and security requirements of governments, institutions, armed services, citizens and communities, in all possible scenarios: air, sea, land and cyberspace.

www.astim.it

HEALTHCARE:**Zaccanti Spa – HQ: Bologna (BO).**

The company has been active in the healthcare sector for almost seventy years, supplying equipment, tools and training with a particular focus on innovation and technology applied to medicine and surgery. The field of operations and research embraces traditional surgery, passing through minimally invasive surgery – the company's specialty – and goes as far as robotic surgery and telemedicine, augmented, immersive and mixed reality for diagnostics, surgery and even thematic teaching.

www.zaccantispaspa.it