



A Consortium controlled by the Industrial Association of Liguria to promote the Members international activities and partnerships

Region Liguria and Genoa



The District of Electronics of Region Liguria

- **Member enterprises, total: > 200**
- **Total 2010 employees: > 14.000**
- **Total 2010 turnover: about 3.0 billion €**

Large multinational Companies: Ansaldo Signal, Selex Elsag, Selex Communications, Ansaldo STS, Esaote Group

SME Network:

- ✓ **150 Enterprises**
- ✓ **Total 2010 turnover: > 600 Million €**
- ✓ **Total 2010 employees: > 2000**



The main offer

The Products

Integrated Hw and Sw Systems
Electronic and mechatronic Hw products
SW Applications
Web-based applications

The Services

Consulting
Transfer of know-how
Partnership on Innovation and Development Projects
Instruction and training

The Sectors

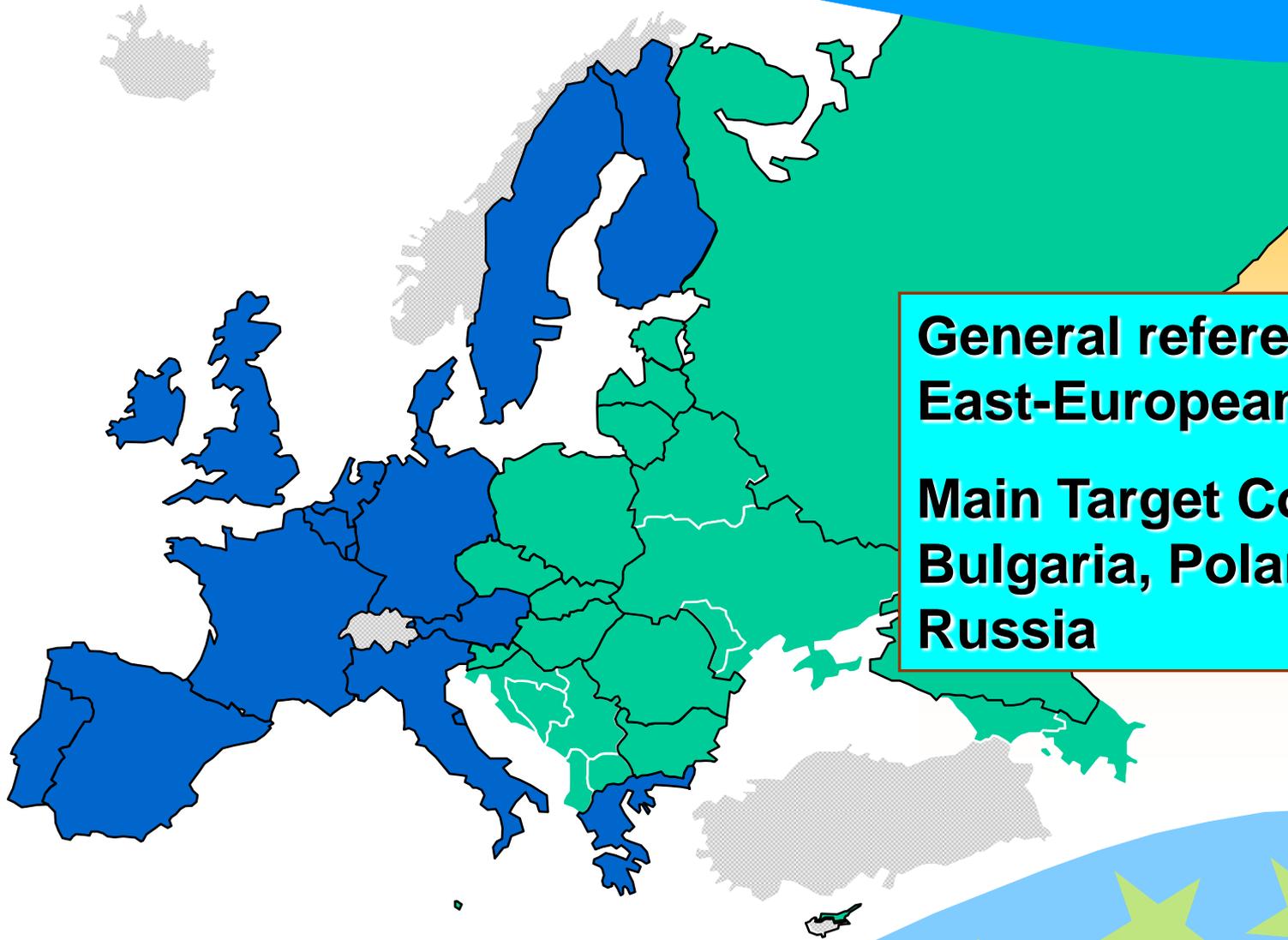
Environment and Territory
Process Automation and Control
Robotics
Health Care
Security
Logistics and Transportation
Computer Vision
Electronics, Electromechanics.
Mechanics
ICT



- **Incorporated in 2005 by a group of high-tech SME's, members of the Industrial Association of Genoa (Confindustria)**
- **Now directly participated by Confindustria and by SIIT, the District of Intelligent and Integrated System Technologies of Liguria**
- **Supported by focused funding by Partners, Region Liguria, Italian Institute for Foreign Trade (ICE)**



Main Target Territories



**General reference framework
East-European Countries**

**Main Target Countries:
Bulgaria, Poland, Romania,
Russia**



Modus Operandi

- **Support** to the definition of the portfolios of products and services of the SME's suitable for internationalization
- **Identification** of funding opportunities offered by institutional Bodies
- **Creation** and maintenance of relations in the Target Countries with administrations, enterprises, enterprise associations, learning and research institutions
- **Creation** and maintenance of relations with Bodies and Organizations supporting credit to export
- **Coordination** of the presence of the SME's in the Target Countries (participation to thematic events, opening of local representations)
- **Implementation** of projects aiming to create tools for the promotion of transnational collaboration



■ **Multitarget**

- 2007: Coordination of the presentation of functional demonstration systems of the products of high-tech SME's

■ **Bulgaria and Romania**

- 2009/2010: Network Structure for the support to local High-Tech SME's through the SME's of Region Liguria

■ **Russia**

- 2009/2011: Center for Technological Collaboration between the SME's of the Ural and the Liguria Regions



The Demonstrators

Ekaterinburg, Russia	Infomobility	Public Transport on Demand
Constanta, Rumania	Security	Integrated access control and videosurveillance system
Sofia, Bulgaria	ICT	IT assistance to agriculture and breeding
Dalian, China	Health Care	Multifunctional Sanitary Help Desk
Budapest, Hungary	Health Care	Diagnosis and monitoring of degenerative diseases
Lodz, Poland	ICT	Local and distributed diagnostics in railways
Tallin, Estonia	Robotics	Integrated robotic and videosurveillance system
Zawya, Libya	Energy	Support tool to production planning in oil downstream
S. Petersburg, Russia	Health Care	Transfusion Centers Management System
Gliwice, Poland	Automation	Localization of a Computer Telephony Integration System

The results

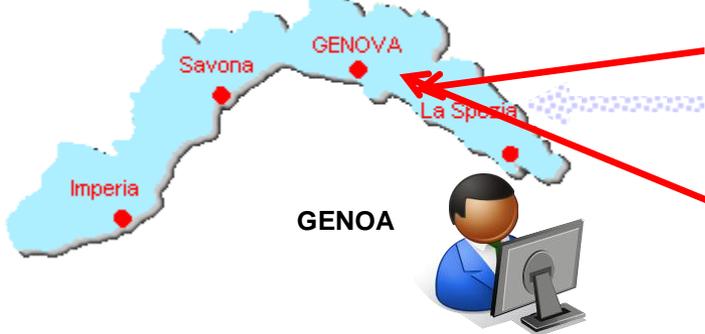
- Request for direct supply of products
- Requests to provide wider-scope pilot systems
- Selection of the technology for incorporation in future planning
- Agreements for sharing and joint development of technology
- Commercial agreements for distribution in local market
- Joint presentation to institutional funding Agencies of projects based on technology



Bulgaria and Rumania: the Network Structure



Odisseus S.r.l.
Liguria Innovation Technologies



SPOTLIGHT

WELCOME

This portal aims at establishing a communication network supporting the transfer of competences and technologies to enhance the development of SMEs in the sector of advanced technologies.

Services available for registered users, includes:

- A Tool for registering your company and let it visible with general information and a description of activities and products.
- A tool to find and insert specific business offerings and requests
- A tool for searching and browsing the complete directory of offerings and requests.

LOGIN

user:

password:

Region LIGURIA Region VARNA Region COSTANTIN



CONSTANTA

VARNA



RAPIV www.htbi-varna.org
REGIONAL AGENCY FOR ENTREPRENEURSHIP AND INNOVATIONS-VARNA



■ **Project team:**

- ICE (promoter)
- Varna District, Constanta County and City, Industrial Association of Varna (sponsors)
- Region Liguria, Confindustria Genoa (coordinators)
- Odisseus (project leader and Liguria local executive partner)
- RAPIV and PIMM Constanta (local executive partners)

■ **Results (updated December 2011):**

- Accesses to the website: 872
- Registrations: 106 Enterprises (47 Liguria, 26 Varna, 33 Constanța), 3 Associations
- Searches implemented: 313
- 1 collaboration agreement signed



- **Promoted** by the City of Ekaterinburg, Liguria International, the Industrial Associations and private enterprises of both Parties
- **Capitalizing** on a history of profitable relations between Region Liguria and Oblast Sverdlovsk
- **Proposed** as the end results of analyses conducted by Odisseus on the local industrial context
- **Based** on favourable characteristics of the territory of the Region of the Urals
- **Meant** to favour :
 - a facilitated access of the high-tech enterprises of Liguria to the large industrial market of the Region of the Urals
 - a facilitated access of the local enterprises to the high-tech products and services developed in Liguria
 - the sharing of efforts by both industrial contexts for penetrating third markets



- **Mobility and Logistics**
- **Industrial Automation**
- **Electronics, Electromechanics and Mechanics**
- **Robotics**
- **Open to support collaborations in any other industrial sector of possible interest**



■ The services

- Promotional
- Commercial
- Technological
- Organizational

■ The structure

- Physically based in an office in Ekaterinburg in contact with an Italian counterpart in Liguria (Odiseus)
- Using as tools a website in the form of a Network Structure, a technological DataBank and a request/offer search engine

■ The situation

- Project temporarily frozen in late 2010 due to funding restraints on both sides
- Development of ICT tools continued using Italian funding: Website open to users in April 2011





Today and the future