

**FORUM DI STRESA – LE INNOVAZIONI NECESSARIE**  
**G8 Young Business Summit**  
**Stresa, July 2<sup>nd</sup> – 3<sup>rd</sup> 2009**

**Friday, July 3<sup>rd</sup> 2009**  
**09.30 – 11.30**

**Workshop**

**PUTTING INNOVATION INTO ACTION: CLUSTERING CASE STUDIES**

Regional Innovation systems play a key role for achieving national innovation policies objectives as they can locally lead strong dynamics of innovation generation. Innovation performance can contribute to improving the overall economic competitiveness of individual regions by increasing productivity of firms. These key success factors were taken into account by the National and Regional government to design the Piedmont strategy actuation model for the innovation based development of the region. Such model, aiming at the development of a strong interaction among government, private and public research institutes and businesses, can today leverage on two important assets: Torino Wireless's Technology District and the so-called Innovation Poles.

During the workshop entrepreneurs will have the opportunity to know (and to discuss about it) the detailed implementation models, with an overall view of the evolutionary path and actions taken to put each model into action. The key distinctive characteristic of such models will be shared to understand some critical success factors for creating a collaborative ecosystem, where both private and public players co-invest on a shared and coordinated project for the knowledge based development of a local system (the Piedmont Region in our case study). Technology district and Innovation Poles experience will be deepened to understand how to build attraction poles for talented human resources, investments and entrepreneurship, and to exploit a new effective dialogue between producers and users of the knowledge capital, letting the three worlds (research, businesses, government) interact better. Entrepreneurs will have the opportunity to discuss how this asset could be leveraged to rise the opportunity to accelerate the innovation process with their own business.

To describe how District and Innovation Pole models work in the entrepreneurial world is the focus of the second part of the workshop: a real case study will be discussed to understand how, starting from an innovative idea, companies can establish a strong partnership based on clustering policies and on the collaboration with research institutes. The ultimate goal is to accelerate the launch on the market of very innovative products, thanks to technology and knowledge transfer, managerial competences sharing, investment costs sharing, development of strong synergies on the go to market strategy.

**Mario Manzo**, Torino Wireless Foundation, Chief Executive Officer

**Luca Antonio Conterio, Maura Turolla**, Telecom Italia

**Laura Morgagni**, Torino Wireless Foundation, Head of Enterprise Acceleration Department

**Giancarlo Vercellino**, Torino Wireless Foundation, Innovation Services

**Felice Di Luca**, IT Cluster's co-Founder & CEO

***Torino Wireless***

*Torino Wireless is a **private non-for-profit foundation**, built on a **wide public-private partnership** involving national and local governmental bodies, research centers, enterprises and banks, aiming to coordinate and strengthen the Piedmont technology district.*

*Torino Wireless act as a **bridge between enterprises, research center and the local innovation policies**, facilitating technological innovation and driving forward the territory development.*

*The Foundation has a particular **focus on supporting the high potential enterprises** to grow faster and better and to create and maintain a competitive advantage with services starting from the access to R&D organisations and to Venture Capital, to collaboration opportunities and clustering projects, to advisory and coaching services with a holistic approach (research, technology, market potential and managerial competences).*

*For further information [www.torinowireless.it](http://www.torinowireless.it)*