



Throughout its history, Torino has never stepped away from a challenge nor from the need to change direction and rethink its future. The city has found its inner strength to react and has used its vast resources to reinvent itself often acting as a **laboratory for the future** of the entire countrywide system. Italian cinema, television, fashion and automobile were originally based in Torino where they found a breeding ground to grow.

With its vast artistic and cultural heritage – from the Egyptian to the Cinema Museum, from the Reggia of Venaria to the great exhibitions – Torino, that the Financial Times has defined "*a hybrid between Paris and New York*" and the Wall Street Journal describes as "*Unique and different from the rest of Italy*", has shown **new vocations** to the world.

Today Torino is an important centre of research and high education with its excellent Polytechnic and University to drive the city towards new technological and relational skills: from an innovative PhD program on soft skills and new technologies for business employees, to the creation of a competence centre where companies are guided toward the "4.0 Industry". All this confirms Torino as the Italian capital of "**Open Innovation**", enabling it to become the second most innovative city in Europe under the prestigious "**iCapital**" award in 2016.

Since 2009 the city underwent a process to become a "**Smart City**", signing the Covenant of Mayors, adopting since 2010 its own Action Plan for Energy (TAPE) and signing in 2017 – first in Italy – a Memorandum of Understanding with the Innovation Team of the Italian Government for the creation of a large infrastructure of Big / Open Data for the development of the city and of the country.

A great entrepreneurial ecosystem of excellences pervades the city where worldwide known companies in technology, manufacturing and creative field were born. After a century as an automotive capital, Torino has diversified its ambitions and focused on industries with high-knowledge content, giving great importance to **research** and **innovation**, in particular in the strategic areas promoted also at regional level such as automotive, ICT, aerospace, biomedical and high quality food.

Open for Business, the new strategy launched in 2016 by the Municipality of Torino in collaboration with Piemonte Region, Unione Industriale (Business Association of Torino), Chamber of Commerce, University, Politecnico of Torino and CEIP (Piemonte Agency for Investments, Export and Tourism), is the mandate operational plan to foster the raise of new businesses in the city, in the metropolitan area and in the region. Open for Business is an overall mapping and marketing strategy for investment and manufacturing plant attraction that is meant consequently to foster the local business development and the start-up endorsement, boosting the beneficial proximity to the universities, to the several public and private research centres and to the rich know-how of large and small companies. All this is supported by a substantial bureaucracy reduction process and a coordinated communication strategy between all players, to make Torino an area truly open to the business of the future.

Torino looks like a cutting edge in innovation and combines a number of skills in different sectors with an extraordinary cultural heritage and a good quality of life. A perfect mix of culture, knowledge and innovation.

The choice of the Piedmontese capital for the **G7 of Industry, Labour and Science** "*is the right acknowledgment to the quality manufacturing vocation of a city that, in the darkest years of the crisis, has been able to change skin*" (©ANSA - 06 aprile 2017 - [Torino, da factory town a città multiculturale](#)).