

# Instructions for use

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Who is acquainted with our magazine knows how much we are attracted by and involved in the *other side* of Tuscany, the one often concealed by the shadow of cypresses, by the reputation of its wines, by the splendour of its artistic heritage; the other side of this region, made of research and innovation, of craftsmanship and excellent productivity, is worth to be brought to light and to be acknowledged in the world.

So, this TXT issue intends to address the world in order to explain the potentials of a region having in its genes inventiveness, discovery, the ability to look forward.

The following pages are therefore a message to who, in the world, is looking for human resources and materials to develop his own entrepreneurial project; a message declined in themes and having the aim to represent stories and exemplary cases. We will tell extraordinary projects, interview the protagonists of industrial realities that, joining passion and effectiveness, have found, abroad, space and consideration, becoming business partners of notable firms, suppliers for multinationals, developers of innovative projects.

At the same time we will try to describe why Tuscany is an ideal location where to research and produce technologies and excellent outputs; we will do so with figures, sometimes of relevant prominence, and describing the methodologies through which this territory manages to put together expertise and resources, generating scopes that guarantee the entirety of the production cycle. We will consequently talk about territorial “clusters” to explain the interconnection between research centres, university labs, companies and institutions, all leading Tuscany to compete in advanced telecommunications, in biotechnology and robotics, in renewable energies. We will do so without forgetting that, right in the relations on the territory, the strength of Tuscany lies on the aptitude for creating a link between its thrust towards “novelties” and the marvels of its past and landscapes.

For this reason, we invite you to explore the potentials of our region and companies in industrial and innovation fields, to discover to what extent Leonardo's genius lives on in the research studies of young researchers and manifests itself in projects' patents considered for our future.



# The figures about Tuscany

Our region places itself at the centre of the Mediterranean, in a barycentric position in comparison to the most developed part of Italy (more than 75% of the Italian GDP is produced in an area having Tuscany as its centre, with a radius of 400 km) and it is provided with ports and airports, connecting it with the rest of the world.

The export of Tuscany is worth 23 billion euros, the 40 % of which is directed outside Europe, a GDP of 106 billions euros, the 30% of which comes from the production and the services based on innovation projects and products.

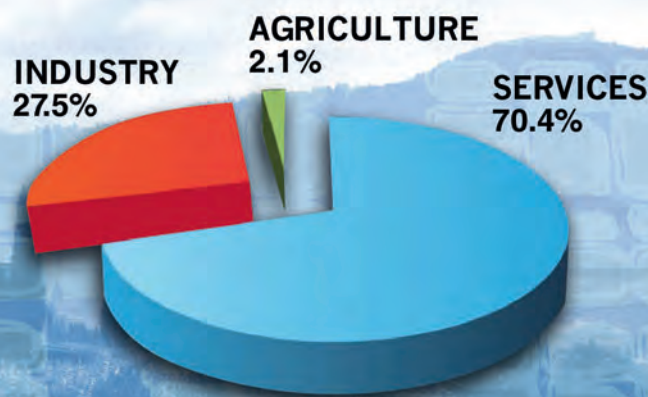
Twelve industrial districts with more than 365.000 firms working in marble, paper, leather, textiles and gold processing, to produce articles combining the representative strength of tradition with the thrust towards the future. It has to be underlined that the themes of innovation concern also fields regarding the typical picture of Tuscany: craftwork, food-and-wine sector, tourism and cultural heritage services. The International investors choosing Tuscany are over 250

with 35.000 operators and a more than 15 billion euros turnover. Among the most interesting cases: General Electric (that inherited the historical Florentine factory of "Nuova Pignone"), Lilly and Novartis in the medical-pharmaceutical field, Continental, Thales and many others within the infrastructural sphere.

One the great successes of Tuscany is the concentration of research centres, university organizations, laboratories and scientific institutions: between Pisa, Firenze and Siena, more than 10.000 researchers, and a student's population that every year generates 21.000 graduates, can be counted. In Tuscany, over 540 million euros are invested every year in the research sector (11% of the Italian rate). Figures making it the 18<sup>th</sup> region of Europe for quantity of research and scientific publications in proportion to the population.

All these data, together with life quality and expressive power of art and culture of the past, make Tuscany a territory of great charm and attraction for International market's investments.

## TUSCAN ECONOMY



The figures of Tuscan economy

<b>Total GDP</b>	<b>106 bln €</b>
<b>Population</b>	<b>3,7 mln</b>
<b>Labour Market</b>	<b>1,7 mln</b>
<b>Science &amp; technology</b>	<b>30%</b>
<b>Export</b>	<b>23 bln €</b>

(Data Italian Bureau of Statistics 2008)