

PRESS RELEASE

The first Italian platform dedicated to Start-Ups and their key investors has added a new venue to its international roadshow

“INTESA SANPAOLO START-UP INITIATIVE” IN FRANCE FOR THE FIRST TIME, AT THE ITALIAN EMBASSY IN PARIS

- **5 ICT & Electronics Start-ups, selected from among the participants of the previous editions, were presented to over 50 potential investors and industrial partners**
- **The event was organised with the assistance of AFIC (the French Private Equity Association) and France Angels**
- **In the previous editions, over 1,000 businesses were contacted, both Start-Ups and Early Stage projects, over 200 were selected for training activities and about 150 were presented during the Investor Arena Meetings to an audience of over 1,800, including Business Angels, Venture Capitalists, Seed Capital Funds, Foundations and private investors who participated in the initiative**

Paris, 11 October 2011 – The “Intesa Sanpaolo Start-Up Initiative” **International Roadshow** arrived in **Paris** today for **its first venue in France**. The Investor Arena Meeting – organised with the assistance of **AFIC** (the French Private Equity Association) and **France Angels**, the French federation of Business Angels – was held **at the Italian Embassy**. **5 ICT & Electronics Start-Ups**, selected from among the participants of the previous Italian editions, were presented to **over 50 potential French investors and industrial partners**.

The **Intesa Sanpaolo Start-up Initiative** was established in September 2009, created and promoted by the Intesa Sanpaolo Corporate and Investment Banking Division Innovation Team, headed by **Gaetano Micciché** – General Manager of the Banking Group – for the purpose of discovering highly innovative new businesses, prepare them for the market challenge and give them the opportunity to present their ideas to potential investors and industrial partners, with the objective of **bringing the world of finance increasingly closer to the sector of technological innovation and research**.

The Intesa Sanpaolo Start-Up Initiative international roadshow began in November 2010 and has brought the best start-ups selected during the Italian editions to London, Frankfurt, San Francisco, New York and, from today, Paris, to meet with **over 700 investors**, including Business Angels, Venture Capital Funds Seed Capital Funds and international Corporates, according to the usual structure of these events:

presentation of the company and of the business plan, and *Q&A sessions* between investors and the company on economic, financial and technical issues.

Two years since its launch, over **1,000 businesses, both Start-ups and Early Stage projects** have been **contacted for selection**, over **200** have been **provided with training** (Boot Camps), and **approximately 150** have been presented at the **Investor Arena Meetings**, where they **met with over 1,800 potential investors and industrial partners**.

After the first 9 international editions, about **300 expressions of interest** were received by the participating companies, and in many of these cases talks are underway to finalise investments.

*“Innovation and internationalisation are the two cornerstones of growth,” stated **Walter Ambrogi**, head of the **Business Internationalisation Department**, part of the Corporate & Investment Banking Division, “and the Bank is certainly one of the most active banks in Europe on both these fronts. With the Start-Up Initiative, starting in 2009 we have created a platform for innovative businesses which did not exist before that time, not only in Italy but, with such a comprehensive formula, also in the rest of Europe. As regards our presence outside of Italy, through the **four Hubs** (London, Hong Kong, New York and Dubai) of our international network, we coordinate the operations of corporate branches and representative offices and operations at Group level. Through our **presence in over 40 countries worldwide**, we intend to continue supporting our customers of all types. Specifically, for all companies which intend to enter international markets and create new development opportunities, we are now able to provide highly innovative products and services, which are always in line with customers’ strategies and goals”.*

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