

# INVESTMENT, INNOVATION, CREDIT

## **The new Intesa Sanpaolo - Confindustria Agreement: key elements for the competitiveness of Italian companies**

**Anna Roscio**

*Executive Director Sales & Marketing Enterprises Banca dei Territori Intesa  
Sanpaolo*

Dal 2009, **15 anni** di collaborazione che **hanno evoluto e arricchito il rapporto banca impresa**, diventando nel tempo un **laboratorio di sperimentazione** di nuove opportunità a supporto della competitività delle imprese

## 2009-13

Agreement on liquidity and recapitalisation

Finance, Innovation, Globalisation Agreement

Bank, Enterprise, Territory Agreement

Foreign Agreement, Growth, New Entrepreneurship

## 2014

"Sustainable Growth" Agreement

Introducing new solutions for the development of enterprises: quality factors, supply chains, training

## 2015

Investment Compact Addendum

SME innovation in cooperation with the Ministry for the Economy and Finance and the Ministry for the Environment and Energy Security

## 2016

Extension of the "Sustainable Growth" Agreement

Focus on Industry 4.0, corporate welfare, capital market access

## 2016-19

"Planning the Future" Agreement

Introduction of new tools for digital transformation and focus on corporate culture for human capital enhancement

## 2021-24

"Designing the Future" Agreement



# The main achievements of the 2021 Agreement

2



Plan to boost the Italian economy and the competitiveness of enterprises following the Covid-19 health crisis, structural strengthening of enterprises and launch of NRRP initiatives

Over **120** events  
in the area with  
more than  
**15,000**  
companies

**18** sectoral  
agreements  
**and 35**  
territorial  
agreements

**20** international  
events/webinars

**22,000**  
enterprises that  
have obtained  
benefits from  
NRRP calls

Focus **on energy,  
sustainability,  
globalisation**

# The new 2025 - 2028 agreement: lines of action

We promote the **competitiveness** of the Italian production system, both **nationally and internationally** and support the **transformational processes necessary for economic development**



Supporting enterprises in **transformational processes**, focus on **Transition 5.0**

Accelerating the **sustainable transition**, focus on **natural resources**

Investing in **strategic supply chains**, focus on **Aerospace, Robotics, AI, Life Sciences**

Investing in **Research and Innovation** for the **Growth of Innovative Start-ups and SMEs**

Supporting the **strengthening** of companies' **financial structure**

Promoting **sustainable living** solutions for **workers**

Supporting the growth and development of **enterprises in Southern Italy**

# The new 2025 - 2028 agreement: enterprise involvement

4

We invest in strengthening the **bank-enterprise relationship** with moments of listening, active participation and involvement of the production sector on topics relevant to growth



Creation of  
a central  
**control room**

Creation of  
**territorial/sectoral  
enterprise bank  
groups**

**Joint analysis and  
surveys** by Intesa  
Sanpaolo/Confin  
dustria Study and  
Research Offices

**Giving back to  
the territories**  
through  
dedicated events