



Trento, 18 May 2006

**More than 200 pupils from three institutes in Rovereto participated in the initiative today
THE “BIC SHOW” AT THE DEVELOPMENT AGENCY**

THE TRENTO OF TOMORROW EXPLAINED TO STUDENTS

The world of education meets the world of business, at an event leading up to the Festival of Economics

(p.f.f.) – The Development Agency will also be present at the Festival of Economics, from 1 to 4 June 2006 with an exhibition space and various initiatives complementing a programme offering a wealth of ideas and issues to be discussed. The “BIC Show” is one of these initiatives, a day organised today by the Development Agency which has involved more than 200 pupils from secondary schools in Rovereto. The students visited the premises in Via Zeni in Rovereto and experienced directly the challenge of the BICs (Business Innovation Centers), meeting the businesspeople who have started up company activities with the Agency, projects destined to shape the Trentino of tomorrow.

More than 200 pupils in their penultimate year at secondary schools in Rovereto –at the Centro di formazione professionale Veronesi, Istituto tecnico commerciale e per geometri Fontana and the Istituto di istruzione superiore Don Milani –participated today in the “BIC Show”, a day dedicated to the world of education and organised by the Development Agency. The event is part of the appointments organised in the area leading up to the Trento Festival of Economics, programmed from 1 to 4 June. “The objective” – as representatives of the Development Agency explained – is to present the activities of the Agency and in particular of the BICs, modular organisations for the development of business activities in Trentino”.

Once the visit to the premises was finished, the students met with an entrepreneur who had developed his activities through the Agency: he illustrated the entrepreneurial idea behind the activity, the phases in starting up and developing the business, the ways of obtaining financing and the different critical issues which a strongly innovative company has to face on the market.

Next week – on 25 May – again in Rovereto within the context of initiatives leading up to the Festival of Economics, the Development Agency will promote the talk-show “Creativity and innovation”, a discussion of the key strategies in the development of business, with direct testimony of the value of creativity combined with innovation in the development of a successful business idea. The event will see the participation of Andrea Pezzi, Alberto Del Biondi, Francesco Miotto and Marta Pulini, in addition to the President of the Autonomous Province of Trento Lorenzo Dellai.

The initiatives which will see the Agency directly involved in the Festival of Economics are “Excellence”, a multimedia itinerary realised together with the Assoindustriali and the Associazione Artigiani from the province of Trento (Piazza Fiera, from 1 to 4 June); “Technological transfer”, a masterly combination of economics and humour (Gardens of Santa



Chiara, 4 June) and the Innovative Business Award, organised in collaboration with the University of Trento, Itc-Irst and the Chamber of Commerce (Piazza Fiera, from 1 to 4 June).