

PRESS RELEASE

INTESA SANPAOLO BRINGS ITS START-UP INITIATIVE TO HONG KONG

- For the first time since its launch in 2009, the Innovation Center lands in the Group's Asian Hub Branch
- Having surpassed 100 editions, five “*made in Italy*” start-ups, selected as part of the *Start.it.Asia* programme promoted by the Consulate General of Hong Kong, the Italian Chamber of Commerce in Hong Kong, and HKSTP, were presented
- Montagnese (CIO), up to today, more than 1,100 programme participants, 750 finalists and 9,200 meetings between investors, businesses, and innovators. 130 successes: more than 118 million Euro raised

Hong Kong, 09 June 2017 - Intesa Sanpaolo's acceleration platform, the *StartUp Initiative*, has exceeded 100 editions, and to mark this occasion, it lands in **Hong Kong** where it bets on the **internationalisation process of five Italian companies** that symbolise “*made in Italy*” excellence.

For the first time since its launch in September 2009, the programme, which selects new innovative ventures, was hosted at the Hub branch of the Group's *Corporate & Investment Banking* division located in the Special Administrative Region of China. The five **Start.it.Asia** finalists participating in this edition of the programme, which coaches start-ups entering the Asian market, is sponsored by Intesa Sanpaolo together with the **Consulate General of Hong Kong**, the **Italian Chamber of Commerce in Hong Kong and Macau**, the consulting firms **P&P Ltd**, **I3P** (innovative business incubator of the Politecnico di Torino) and **HKSTP** (*Hong Kong Science and Technology Park*).

The finalists were able to use HKSTP's infrastructure for one week to meet with local investors, visit companies within their sector and receive advice on opening a registered office in Asia. At the end of this full immersion, the **Commission of the Hong Kong technology park selected ONO3D as the winner**. They will stay in this financial hub city for another six months, benefiting from free work space to develop their project. Also, at the end of the year, they may be added to HKSTP's incubator programme or become an affiliate.

“For some time now - commented the **Chief Innovation Officer of Intesa Sanpaolo, Maurizio Montagnese** - we’ve decided that one of the Innovation Center’s main lines of strategy development is to reinforce our presence in international markets: over the years we have done this with the opening of our Hub in London, and we now are taking another important step with this initiative in one of the most important financial hubs in Asia and China; a crucial market for reinforcing our innovation network. Hosting an edition of the StartUp Initiative in Hong Kong meets the bank’s need to create *matchmaking* opportunities between the supply and demand for innovation to foster the *Open Innovation* strategies of corporate and SME businesses”.

“As of today, the total number of start-ups, of various types, that have participated in the *StartUp Initiative* has **exceeded 1,100**. During the first 100 editions, approximately **750 start-up finalists** were accompanied to more than **9,200 meetings with investors, businesses, and other players in the innovation eco-system**. Of the approximately **500 Italian companies** at the beginning of 2017, we were able to precisely measure the impact on the real economy: **total annual revenues of more than 122 million Euro and more than 1,700 people employed**. Finally, among the companies being considered there are more than **130 success stories**: investment funding and support with an overall value of more than **118 million Euro**, and in **12 cases** the investment ended in a **merger/acquisition**”.

During the event, **The Floor**, a *fintech hub* from Tel Aviv and preferred partner of Intesa Sanpaolo’s *Innovation Center*, announced the opening of a representative office in Hong Kong.

The finalists:

- **ONO3D**: Portable 3D printers that connect to a smart phone;
- **Ales Tech**: Electromagnetic suspension and vibration reduction system for vehicles that uses Hyperloop technology, developed by the Managing Director of Tesla;
- **Amiko**: A platform that uses the “internet of things” applied to the biomedical sector with the aim of encouraging and measuring the use of medications;
- **EasyRain**: An aquaplaning prevention system for automobiles;
- **weAR**: An augmented reality (AR) system that provides support for equipment instruction manuals and maintenance.

For information

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