

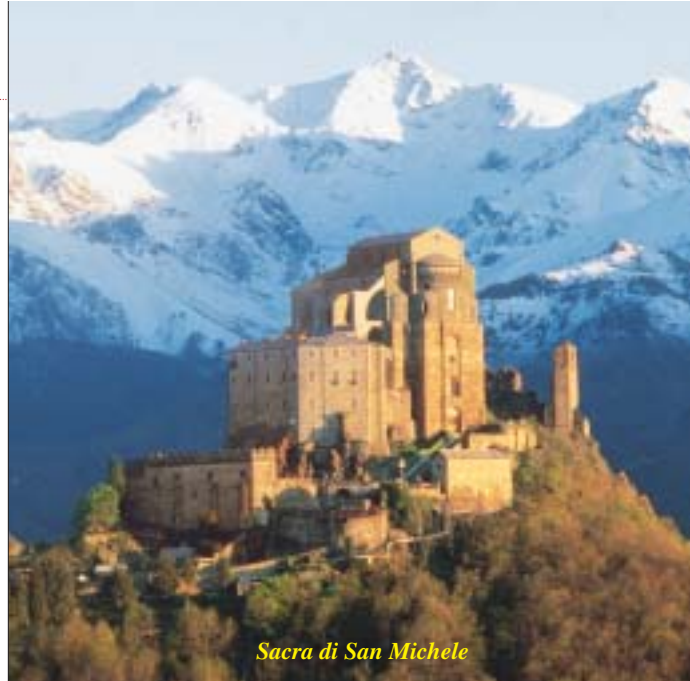
Comuni, contributi alle Province per i progetti che favoriscano la mobilità sostenibile. A ciò va aggiunta la lotta all'inquinamento atmosferico, ovvero il piano relativo al riscaldamento, che indica gli interventi per ridurre i consumi a beneficio del cittadino.

Partita strategica è poi l'innovazione in campo energetico. Su progetti per il risparmio energetico e l'utilizzo di fonti alternative concentreremo la nostra attenzione mettendo anche il 25% delle risorse necessarie e istituendo un fondo.

**La Fiat è riuscita a invertire la tendenza ed è tornata a trainare la nostra economia. Perde di significato la diversificazione verso cui si è impegnato il sistema piemontese?**

No, perché per rafforzare un sistema industriale è importante proprio diversificare. La crisi della Fiat aveva generato la crisi non solo

dell'indotto, ma dell'intero sistema produttivo piemontese. Oggi in Piemonte ci sono 450 mila imprese, nel mondo siamo il top per l'enogastronomia e il tessile, sappiamo produrre macchine di qualsiasi tipo. I dati del rapporto annuale di Unioncamere Piemonte, Regione e Istat rivelano che nel 2006 i settori più dinamici sono stati quelli edile e turistico, con tassi di crescita del +3,62% e +3,14%. Ciò significa che differenziare è la formula vincente per la salute delle piccole e medie imprese, che sono la spina dorsale del nostro sistema. ■



Sacra di San Michele

**COVER STORY. INTERVIEW WITH MERCEDES BRESSO**

## Quality of life, research, innovation: Piedmont's challenges

The president of the Piedmont Region explains to Prisma's readers its plans for future and the goals obtained

by Giovanni Paparo

**F**or our readers, the president of Piedmont Mercedes Bresso kindly accepted to answer the following questions.

**What are main policies of the present Piemonte government?**

The policies and intervention actions are multiple. My government's slogan spoke of an "Open, tolerant, and innovative Piedmont". We are working with investments in research and innovation, concepts that cover every productive sector, the internationalization policies in support of SMEs, taking advantage of research centers and universities, reforming the scholastic and training system.

*But also trying to guarantee everyone a better quality of life, therefore, more efficient services, mainly beginning with health service policies, but also the policies that deal with mobility, with interventions to safeguard the environment, and to strengthen infrastructures.*

*We also wanted to simplify government administration (recently, a law regarding support measures for small communities was approved) with the abolition of useless laws and regulations and Regional Control Committees, to expedite the time, but also to contain the costs of the bureaucratic machine.*

**Health services consume less than 80% of the regional budget, research and innovation are the main objectives of your government: it would be natural to think that everything that has to do with health care, as well as services, would be an opportunity for development...**

*That is exactly one of the basic concepts of the Health Care Plan which the Council is now sifting through. Health is a public good and should be protected in the interest of citizens. Moreover, if it works well, it also becomes an engine of economic development and a pool of employment, of innovation and research, of production: just think about the industries tied to health services, it is not only the pharmaceutical industry.*

*We have set three priorities: to reduce administrative costs derived from the organization of companies involved in health services, to develop controls over the appropriateness of the services supplied, and to deal with the costs of hospital assistance. All of this is meant to produce well distributed quality health service system of the highest order.*



Ricerca e sviluppo

**Which other research sectors do you intend to give priority to?**

The official regional announcement of 32 million euros to support industrial research and pre-competitive development projects covers the sectors of: alternative and renewable energy, sustainable mobility, infomobility, advanced logistics, biotechnologies, nanotechnologies and nanoscience, aerospace, and the agro industry.

With Microsoft Italia, Politecnico and University, we have begun a partnership to increase the competitiveness of the ICT industry and of SMEs through scientific growth and computer skills. The Politecnico will have a technological innovation center based on the Microsoft Innovation Center model, which will support companies in technological analysis and prototyping, in forming and transporting know-how on "embedded" technologies. Technologies that allow for the management of the systems which are at the heart of sophisticated hardware and software solutions in strategic areas such as the automotive sector, the robotic sector, and in civil protection. ►

