

IAF BUSINESS INNOVATION SYMPOSIUM (E6)
Entrepreneurship Around the World (5-GTS.1)

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HOW PIEMONTE REGION IN ITALY IS SUPPORTING SMES IN THE INTERNATIONAL SPACE
MARKET

Abstract

The aerospace sector in Piemonte is one of the most important in Europe: it accounts for 15000 employees, 4 BEuro of turnover, more than 300 SME's and 6 big players, 3 Universities and several Research centers. Piemonte regional government is aware that a New Space Economy era is now in front of us, where innovation and sustainability are crucial to match new paradigms, both in traditional markets e.g. low cost satellites constellation for TLC applications and in new emerging sectors e.g. Space Exploration Tourism. They are therefore continuing to invest and support the local SME's in their international business in the Space sector sustaining the so called Space 4.0 configuration where, beside the traditional Space Agencies and Institutions, other private and public actors are more and more active. To support the local SME's to face these new opportunities, the Piemonte Regional Government is acting through Centro Estero per l'Internazionalizzazione (Piemonte Agency) that since the 70s is developing new strategies beneficial to aerospace SMEs and new business models: "Supply Chain Integrated Projects", with specifically allocated budgets and methodologies. They are centered on several axes: - company's formal association, implying an yearly grant for each SME to be used in reduction of the international initiatives costs; - a new Capability Matrix, to present more than 120 companies - 40 Space oriented - assessed in terms of Products and Processes; - aggregation of the companies, through technical workshops and working groups, to overcome their small size, responding to the big players requests with higher complexity and integrated products; - co-financing of the product development non-recurring activities, by some supporting Organizations (e.g. Piemonte Regional Government, ESA, ASI, EC, Private entities); - exposure to international events in target countries (e.g. IAC 2019 in USA) or local international initiatives, ie. Aerospace and Defense Meetings 2019 in Turin and supplier days where international key players are invited to test the local aggregation of companies, proving to be uncommon best practice thanks to their innovative, competitive and reliable atouts, sometimes fostered by the implication of the local big Space players. After an introduction on the Space market and the local background, this paper will detail this approach and its more recent results, forecasting future outcomes and perspectives.