

ANFIA and INIZIATIVA SUPPORT ITALIAN SMEs IN THE INDUSTRIAL TRANSITION THANKS TO THE EUROPEAN PROJECT "SURE 5.0"

The two organizations were awarded the participation in the project **"SURE 5.0: Supporting the SMEs sustainability and resilience transition towards industry 5.0 in the mobility, transport & automotive, aerospace and electronics European ecosystems "**, presented as part of the program Horizon Europe and coordinated by the first European competitiveness pole in the aerospace sector, **Aerospace Valley**. The project involves 5 European production clusters, cumulatively representing more than 1000 SMEs, and 3 research and technology centers of excellence.

Having overcome the challenge of 25 other competing projects with the remarkable score of 14.50/15 collected during the evaluation phase, **SURE 5.0 aims to support the transition of SMEs** involved in the adaptation of their production systems, leveraging on the digitalisation of production processes and the use of advanced technologies, while fostering the key principles of Industry 5.0: sustainability, resilience and human centricity. Over 90 SMEs will be supported with services offered by the SURE 5.0 project partners and more than 50 will receive direct financial support. The project has a duration of 36 months and is funded by the European Commission with approximately €5 million, partly to be provided to the involved SMEs.

The selected companies will become part of the project community, which will promote peer-learning exchanges between members and external organisations leaders with strong competences in supporting companies on technological issues and innovative and sustainable businesses in the manufacturing sector.

"It is an important result - says **Gianmarco Giorda, Director of ANFIA** - which enables the companies in our sector that are facing the industrial transition to exchange their advancements with the most forward-looking business examples regarding the use of artificial intelligence, thus acquiring new knowledge, also beneficial from a social responsibility perspective, an aspect to which companies are attentive and sensitive".

Ivo Allegro, CEO of INIZIATIVA underlines how "Since 2014, with Research and Innovation projects supported for a value of €435 million and thanks to our office in Brussels, we have successfully participated and supported Italian projects for European funding, thus contributing to the development of innovations that contribute to fuelling the competitive advantage of our companies. Being a partner of the SURE 5.0 project represents for us an important recognition of the quality of the activities and services we provide to support the development of organizations and of the territory."

February 18th, 2022



ANFIA (Italian Association of the Automotive Industry)

Founded in 1912, for over 100 years it has had the objective of representing the interests of its Associates towards public and private, national and international institutions, as well as of providing for the study and resolution of technical, economic, fiscal, legislative, statistical issues and problems regarding the quality of the automotive sector. The Association is structured into 3 product groups, each coordinated by a President: Component; Car Design & Engineering; Constructors.

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INIZIATIVA

For over 40 years, Iniziativa has been a niche advisor whose positioning is characterized by the proven ability to support the scale up of companies and organizations and by the exclusive skills in the integration of corporate finance and subsidized finance services, in the ability to enable access to capital market, in the acceleration of development by external lines through M&A and in enabling innovative proposals towards the PA market through the use of Project Financing / PPP, with an operational presence spread over 4 Italian offices in addition to those in London and Brussels.

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