

Press Release

Banca Popolare di Puglia e Basilicata and SACE (CDP Group) together for the growth of The Digital Box in the United States

Bari, 5th October 2017 – Banca Popolare di Puglia e Basilicata and SACE, which with SIMEST forms the export and internationalization hub of the CDP Group, have finalized a € 300,000 credit line in order to support the growth of the Apulia-based firm The Digital Box, which is specialized in IT and digital services.

The loan, issued by Banca Popolare di Puglia e Basilicata and guaranteed by SACE - through its Bari office - is addressed to the support of R&D investments, to the marketing activities, to bolster its position in the U.S. market and to set up a sales company in California.

CEO Roberto Calculli stated: *“I am particularly proud of our partnership with SACE and Banca Popolare di Puglia e Basilicata, because both have recognized the innovative nature of our business and the potential of our model. This financial assistance enables us to calmly and confidently look toward the American market, which we consider strategic for the success of the whole The Digital Box project”.*

The Digital Box, which has started its activity in Apulia in 2013, is an innovative SME that offers IT services, creates and distributes specific digital contents for mobile devices. In a few years, through the development of new technologies, a wide network of dealers and strategic acquisitions, the company has established a consolidated presence in Italy, France, Spain, UK, Latin America and is now looking at the U.S. market.

“With this initiative, SACE and Banca Popolare di Puglia e Basilicata are strengthening their partnership in order to support the international growth plans of local SMEs, with a particular focus on companies which operate in sectors as IT, digital mobile and digital marketing, which consistently invest in R&D and innovation”, affirmed Francesco Paolo Acito, General Manager of Banca Popolare di Puglia e Basilicata.

The United States is the third destination of the Italian exports, with a € 37 billion flow of goods in 2016. In its Export Report 2017, SACE included the country among the 15 priority target markets for Italian firms in coming years. Moreover, SACE’s projections indicate a 5% growth in Italian exports to the U.S. in 2017, while the annual average until 2020 will be 5.6%. Demand is particularly strong for transport equipment, chemicals and food & beverage. The sectors of opportunity for coming years are mining, tourism, chemicals, rubber & plastic, pharmaceuticals and electrical.



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SACE, a wholly-owned subsidiary of Cassa Depositi e Prestiti, offer export credit services, credit insurance, protection of foreign investments, financial guarantees, bonding, and factoring. With € 87 billion in transaction insured in 198 countries, it supports the competitiveness of companies in Italy and abroad, ensuring more stable cash flows and transforming the default risk of companies into development opportunities. With **SIMEST**, of which it owns 76%, it forms the export and internationalization hub: a single point of reference for access to all the insurance-financial instruments of the CDP Group designed to support the competitiveness and foreign growth of Italian companies worldwide.

Banca Popolare di Puglia e Basilicata boasts a history built on 130 years of experience in the banking sector. It works through a network of 124 branches in 12 regions. Its strong links to the area reflect the leading role that BPPB has always played in the local economy, lending support and stimulus to local companies and families, combining values and traditions with innovation. The primary objective of Banca Popolare di Puglia e Basilicata is to create value for all its stakeholders, attentive to and caring for each of them.