

Press Release

SACE opens up to businesses to design together the best insurance-financial solutions

SACE met with enterprises, a representative sample of customers, to create together the solutions that best fulfil their needs in the light of the current context, which is marked by two years of post-pandemic shock and the impacts of the Russian-Ukrainian war.

First Co-Design event for mutual discussion and listening in a dialogue with businesses.

Milan, 23 June 2022 - Eleven Small and Mid-cap companies from all over Italy and active in various sectors of the Made in Italy industry were the protagonists of the first Co-Design Workshop organised at Magna Pars in Milan by SACE, the Italian insurance-financial group specialised in supporting the national business fabric.

The meeting kicked off the first Co-Design project that, in the coming months, will consist of SACE working alongside businesses with the ambitious goal of jointly developing the most effective solutions to support their activities and every step of the way in their growth, in a process of mutual discussion and listening and based on the skills and tools that SACE is currently already able to offer.

In fact, in recent years SACE has undergone significant change that has led it to develop not only tools to support exports, but also to support investments in the domestic market and guarantees for green projects, contributing to the implementation of Italy's Green New Deal.

The companies involved in the project were identified as a representative sample of SACE's current and potential customers: small and medium-sized businesses, with a high propensity for technological innovation, paying more and more attention to sustainability issues and strong international orientation; businesses that are leaders in their sector and recognised examples of Made in Italy excellence, able to represent the demands and needs of the Italian business fabric in a complex context such as the current one, marked by two years of post-pandemic shock and the consequences of the Russian-Ukrainian war.

“We at SACE strongly believe in discussing with and listening to the companies we work with, an approach that becomes fundamental in an extraordinarily complex context such as the current one”, said **Antonio Frezza, Chief Marketing & Innovation Officer of SACE** - *“The Co-Design Project that commences today certainly moves in this direction, with a special focus on SMEs to which we*



wish to dedicate a tailor-made offer of products and services, a real 'toolbox' to support their safe operation and growth”.

The Co-Design project is part of SACE's business strategy, which is based on the centrality of the customer and is developed along five main axes: **digitalisation**, with the continuous improvement of the offer and online experience dedicated to businesses; the **business network**, which is increasingly enriched by figures able to ensure proximity and skills to companies; the Made in Italy **supply chains** as the fulcrum of the Italian entrepreneurial system; **Education**, thanks to a training and skills development programme for companies; **business matching**, practical support to facilitate encounters between Italian SMEs and leading foreign buyers.