

September 14th 2009

BIZMATCH CEATEC 2009.

Hicare Research has been selected among the 34 non Japanese Hi-tech compagnie will take part to the BIZMATCH CEATEC 2009.

At CEATEC JAPAN 2007, the Japan External Trade Organization (JETRO) will offer JETRO BIZMATCH@CEATEC JAPAN 2007 (October 2nd-4th), a business-matching event that connects representatives from foreign firms with potential Japanese partners. JETRO coordinates one-on-one pre-arranged business meetings between program participants and Japanese companies. Companies have their own fully equipped meeting booth and access to English-Japanese interpreters. Participants in BIZMATCH, which also features a seminar on Japan's IT market, are invited to attend CEATEC's "International Reception."

A total of 233 business meetings were held at last year's BIZMATCH, many of which led to contracts and other business arrangements.

September 01st 2009 - Press Release

Participants in the Anderson MBA from the University of California Los Angeles in Turin to meet Hicare Research, the Business Intelligence company, as part of the Gap project coordinated by the Chamber of Commerce of Turin, Italy.

Hicare Research, the Italian business intelligence company founded in 1996, was selected by the Chamber of Commerce of Turin, and then by UCLA, among the six most innovative Information and Communication Technology companies in Piedmont, Italy.

GAP (Global Access Program) by Anderson School of Management in Los Angeles (UCLA), is managed in Italy by the Chamber of Commerce of Turin, in collaboration with the Torino Wireless Foundation and the Polytechnic of Turin, the Turin Association of Small and Medium Enterprises, the Industrial Union of Turin, the Association of Mechanical and Mechatronics Companies, the Istituto Superiore Mario Boella and the Foreign Center for Internationalization.

GAP is targeted to accompany firms in developing a strategy of international growth. It has been proposed every year since 1998 to a group of 40 companies in 10 countries - including Italy, and specifically Piedmont, selected with regards to product innovation and corporate organizational models.

Hicare Research is assisted in the search for customers, partners and investors for the U.S. market, through a process of study and creation of business plans for market expansion. Under the GAP program a team of five American professionals, Anderson MBA participants, will be in Turin from 7 to 11 September 2009 to assist the company in developing its business plan, which will then be subjected to an evaluation committee. This will form the basis on which opportunities to develop business contacts will be given in the United States through an agenda of meetings with major operators and investors organized by the Italian Foreign Trade Office of Internationalization of Piedmont, with the contribution of the network of the Chamber of Commerce of Turin foreign Desks.

UCLA will make available to Hicare Research its management skills, its network overseas, market researches and specialist databases, thereby facilitating the approach to the working methods on the Anglo-Saxon market.

Roberto Marchisio, Hicare Research President, says: "This is a unique opportunity to bring Hicare to the attention of the international community. Lilith Enterprise, our successful key product, with a reasonable price and high efficiency, is able to operate in a simpler way than complex and expensive technologies do. Lilith is able to draw information from every company Erp, and process them fast and efficiently by comparing both actual, budget and revised data on the same platform. In a period in which attention to margins is important like now, the control with Lilith Enterprise enables companies in the industrial, distribution, commercial and financial sectors to look for inefficiencies and possible optimizations. Lilith, with its multidimensional engine, is also able to store and quickly browse information of all kinds: this makes the product especially efficient in the areas of banking and insurance, as well as of engineering".

Massimiliano Cavallo, Partner, adds: "We found full support from the agencies that follow us in our journey of entrepreneurship. Initiatives like this, managed by the Chamber of Commerce of Turin, that has carried out the Italian selections, can do well, by stimulating the growth of companies like ours in the foreign markets".