

## PRESS RELEASE

### PRYSMIAN GROUP AND IATT TOGETHER FOR THE CONFERENCE “**OBJECTIVE 2025: ITALIAN INDUSTRY ALLIED FOR THE DIGITAL DEVELOPMENT OF THE COUNTRY**”

#### **INDUSTRY 4.0 IS THE WAY TO ITALY’S FUTURE AND ULTRA-BROADBAND IS THE WAY TO INDUSTRY 4.0**

#### **OPTICAL FIBER AND TRENCHLESS TECHNOLOGIES ARE KEY IN ITALY’S DIGITAL TRANSFORMATION**

**Milan, 12 October 2017** – Industry 4.0, based on Italy’s profound digital transformation, takes central stage at the conference “**Objective 2025: Italian industry allied for the digital development of the Country**” organised in Milan by **Prysmian Group**, world leader in the energy and telecom cable systems industry, and **IATT** – Italian Association for Trenchless Technology, with the participation and support of the industry’s main players: the Public Administration and trade, industry and utilities associations.

**Industry 4.0** is a crucial milestone for the industrial and service sectors, in addition to being a fundamental component for relaunching the Italian economy, as shown by the ambitious measures envisioned in the *Industry 4.0 National Plan* launched by the Italian government in September 2016.

However, to achieve its goals, Italy will need to build a fast, efficient network capable of handling a significant volume of data, which is why **ultra-broadband and 5G projects are becoming increasingly strategic**.

“The future of Italy is inextricably linked to a process of digitalisation in which optical fibre plays a key role along with trenchless technologies,” commented Carlo Scarlata, Chief Commercial Officer at Prysmian Italia. “Prysmian Group, as Italy’s only optical fibre producer, is on the front line of investment and research, and it is deploying all of its technologies and expertise to the field,” he added.

The common goal is to **provide Italy with access to a series of cutting-edge services** based on integrated systems that offer: increased data volume, calculation capacity and connectivity, which in turn will translate into big data, open data and cloud computing; the creation of analytics to derive value from the data collected; the rise of new forms of man-machine interaction and augmented reality; and, finally, the development and improvement of the transfer of digital instructions to the real world, such as advanced robotics, Internet of Things solutions and 3D printers.

“Industry 4.0 and now Factory 4.0: an opportunity that Italy must exploit but that cannot fully take root unless we have a broad high-speed digital infrastructure that can be built on a reasonable schedule and that, through the use of trenchless systems for installing fibre optics, would contribute further to reduce the environmental footprint,” observed Paolo Trombetti, IATT President.

The conference, now in its sixth edition, is an important opportunity for dialogue between industry players to discuss the current situation and strategies to be implemented to take full advantage of the winning combination of industry and digital development, and to identify the main participants to be involved in this digitalisation process. Accordingly, attendees include institutional representatives from the Ministry of Economic Development, UNI (Italian Organization for Standardization), IMQ S.p.A., Coldiretti and ANCI (the National Association of Italian Municipalities), in addition to A2A Smart City S.p.A., Illogic S.r.l., Sirti S.p.A. and Olivetti S.p.A.

#### **Prysmian Group**

Prysmian Group is world leader in the energy and telecom cable systems industry. With nearly 140 years of experience, sales of over €7.5 billion in 2016, 21,000 employees across 50 countries and 82 plants, the Group is strongly positioned in high-tech markets and offers the widest possible range of products, services, technologies and know-how. It operates in the businesses of underground and submarine cables and systems for power transmission and distribution, of special cables for applications in many different industries and of medium and low voltage cables for the construction and infrastructure sectors. For the telecommunications industry, the Group manufactures cables and accessories for voice, video and data transmission, offering a comprehensive range of optical fibres, optical and copper cables and connectivity systems. Prysmian is a public company, listed on the Italian Stock Exchange in the FTSE MIB index.

#### **IATT – Italian Association for Trenchless Technology**

IATT is a national trade association that since 1994 has been promoting technical and scientific knowledge in the field of trenchless technologies for installing, maintaining and refurbishing underground cable services, with limited or no open-air excavation. IATT’s mission is to foster the spread of knowledge to authorities, the public sector, service network managers, universities, businesses and professional associations through intensive training efforts, professional refresher courses and the setting of technical standards. IATT effectively promotes a culture of “green” technology because such technologies are environmentally and community friendly (80% reduction of social and environmental costs), increase worksite safety (70% decrease in accidents) and permit considerable savings in terms of installation costs and energy conservation (-56%).

#### **Group Media Relations**

Lorenzo Caruso  
Corporate and Business Communications Director  
Ph. 0039 02 6449.1  
lorenzo.caruso@prysmiangroup.com

#### **Investor Relations**

Cristina Bifulco  
Investor Relations Director  
Ph. 0039 02 6449.1  
mariacristina.bifulco@prysmiangroup.com