

Connectivity and Covid-19

the crisis as a factor of digital transformation
and innovative accelerator

ONLINE EVENTS EUSAIR Facility Point



CAMERA DI COMMERCIO
DELLE MARCHE



BRE

The project BRE (Business Registry Empowerment)



CHAMBER OF COMMERCE, INDUSTRY,
ARTISANSHIP AND AGRICULTURE OF BARI



What is BRE?

BRE – Business Register Empowerment

*Ranked #1 on the 1° call for proposals
of the Programme*

Interreg - IPA CBC
Italy - Albania - Montenegro





BRE Partners



Chambers of Commerce of Bari, Tirana and Montenegro,
Ministry of Finance of Albania and Tehnopolis (Scientific Park in Montenegro)



BRE's challenge

Transferring the Italian Business Register
model to a CBC level



BRE's consistency

Is this project relevant to the topic at hand today?
What ties BRE to innovation and connectivity?

BRE AT A GLANCE

BRE aims at exchanging Business Registers best practice on 3 levels:

1. **Technological** (software and hardware architectures) > **innovation itself**
2. **Regulative** (framework of laws about company registration) > **policy innovation**
3. **Operational** (procedures for registration and offices organization) > **process innovation**



BRE's background

Where is the innovation behind the Business Register organization?




1) Technological innovation




The Italian Business Register is
fully computerized.

It manages 6 million registered
businesses and 10 million people.






The Italian Business Register
guarantees **extreme timeliness** in
updating and **accessing** of data,
managing a huge amount of
information.







2) Regulative innovation




The Italian Business Register is a public register, managed by a public body and guarantees the truthfulness of the data, settling law certainty to business environment .






The Business Register in Italy releases a **photograph of any company situation**. It is possible to obtain information on a business partner or supplier, thus **escaping from swindles**







3) Process innovation




All Italian Chambers of Commerce
share their data in a single national
company database.





The Italian Business Register issues documents that are essential for the certification and economic information, favoring interaction among companies.





BRE

Main activities



1) ICT Platform

Project Partners are developing a pilot platform similar to the Italian one. The Platform will be filled with Albanian and Montenegrin companies.

Technological innovation



Home Navigation MAD Management

List: BA5445308163 - Data updated to: 30/03/2019

Navigation Search criteria Help

Business	Person
.: Location type .: Register .: Legal nature .: Business geography .: ISTAT 2007 activities .: Importance att. ISTAT .: Employees .: Keyword	.: Capital .: Production value .: RI Section .: Company status .: Procedures in progress .: Period .: Birth place .: Place of residence .: Age class .: Gender .: Offices, qualifications, members

Activate count

Cancel Count Define list

Business	Person
Location type • Company Office Enterprise geography • BARI Importances att. ISTAT • Main business activity • Primary activity State enterprise • Enable • Inactive • Suspended Procedures in progress • No procedure	Undefined search criteria.

ICT Platform

The Platform is structured on the Italian model (recognized as a European best practice)

It allows to:

- **Add a company** (MASK for operators to fill in and populate the platform)
- **Find a company** (QUERY with various parameters: Country, city, sector, number of employees, etc.)
- **Download a company report** (REPORT of one company or LIST for more companies)





2) Comparative studies

Understanding the differences
between the three systems.

Regulative innovation



Comparative study

Mapping of existing Business Repositories

Partners mapped the existing repositories and database, containing specific business information from the 3 Countries. Tax authorities of the IPA partners has an existing register not useful for supporting businesses.



The three Chambers of Commerce delivered a transnational protocol (NACE code) for the Business classification, favoring and facilitating the cross-border collaboration

Definition of a unique classification criteria

Legislative and Benchmarking analysis

Project Partners compared the three National situation on the benchmark of the Italian case. They shared past experiences and Tehnopolis produced a legislative proposal aiming at harmonizing the CB regulative procedures.





3) Shadow days

Showing how the system works in Italy and abroad.
Involved personnel:

- Head of the Registry and legal officers: how offices work?
- Database manager: how ICT platform works?
- Marketing manager: what can you do with those information to promote economies?

Process innovation



Shadow days

1st event: Bari May 2019

Organized during the Italian Annual Conference of General Secretaries of the Chambers of Commerce and the Unions

Organized during the Economic Conference Montenegro 2019, titled "the Synergy – a key to regional success"

2nd event: Budva October 2019

3rd event: Tirana TBC

The last Shadow days will be organized by the Chamber of Commerce of Tirana by the beginning of 2021. It will be delivered in online mode

Shadow days in Italy



Shadow days in Montenegro





Final event: B2Bs

We are organizing an online B2B event among companies in specific sectors: tourism, fashion, agri-food, mechatronics.

Because registering companies also means promoting business!



FINAL QUESTION

WHAT IS INNOVATION?

Things we take for granted, but
solve some problems and were
born from great ideas



Like this one



László József
Bíró

1945

The Ballpoint Pen

While John J. Loud invented a ballpoint pen that was too rough to work on letters 50 years earlier, the Hungarian Jewish journalist received the patent for the first commercially successful ballpoint pen before fleeing the Nazis during World War II.



Patent No.
2,390,636



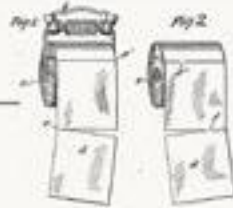


But also this one

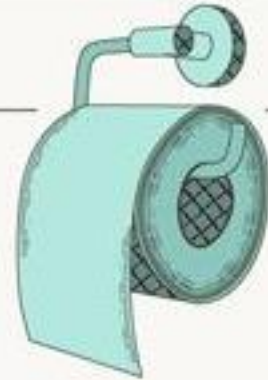


Seth Wheeler

1891



Patent No.
459,516

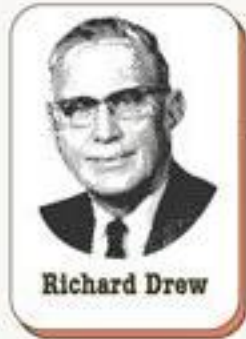


Toilet Paper Rolls

While Joseph C. Gayetty sold the first packaged toilet paper in medicated sheets, the modern roll is the invention of Seth Wheeler of Albany, NY. (People have hotly debated the "over" or "under" rule of how to hang a roll of toilet paper, but the original design is "over.")

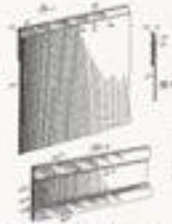


Like this one



Richard Drew

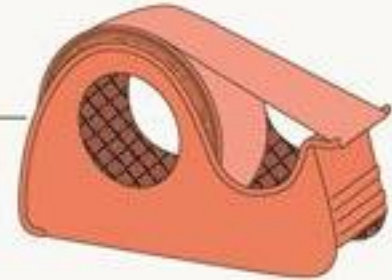
1930



Patent No.
1,760,820

Adhesive Tape (aka Scotch Tape)

The banjo-player-turned-engineer's first attempt at painters' tape was an utter failure. One of the painters said to take the tape "back to those Scotch bosses of yours" (meaning stingy). The tape improved, and the name stuck.





But also this one



italianbusinessregister.it

Italian companies have only one address.

Interreg - IPA CBC

Italy - Albania - Montenegro



EUROPEAN UNION

BRE

THANK YOU!

Cosmo Albertini

Chamber of Commerce of Bari

Project Manager

