

**Press release****INTESA SANPAOLO AND TALENT GARDEN OPEN  
NEW TECHNOLOGICAL INNOVATION HUB IN NAPLES**

*Naples, Italy, 5 October 2023* – Intesa Sanpaolo and Talent Garden are opening an innovation hub in Naples to create a structure dedicated to cutting-edge technology in the South, leveraging local skills and supporting the entrepreneurial ecosystem of Southern Italy. An innovative environment that blends the dynamism and energy of Naples with the Bank's strong digital drive and Talent Garden's international expertise. The inauguration ceremony was held this morning, attended by the Mayor of Naples Gaetano Manfredi and Valeria Fascione, Councillor in charge of Research, Innovation and Startups of the Campania Region.

The project calls for the opening – already underway – of the first technology hub in the South, and the third after those of Turin and Milan, with hiring and retraining to offer opportunities for professional growth to young people from the South with hi-tech profiles. The hub is part of Intesa Sanpaolo's digital transformation strategy and will be mainly dedicated to the development of applications in the area of Payments and Corporate Channels. The spaces – a total of around 1,500 square metres at the Intesa Sanpaolo office on Via Toledo – have been fully redesigned to encourage sharing, collaboration and creativity, in line with the new working methods adopted by the Bank and focused on the well-being of the people who work at it.

The first floors of the hub will house the Talent Garden campus, part of a project by Talent Garden Med, a company set up in partnership with CDP Venture Capital. The 800-square-metre facility will host Naples' creative and technological ecosystem and in the coming months will be enlivened by a series of activities being planned for the area: meetings with international mentors from the Talent Garden network, open innovation for companies and start-ups, but above all training courses on technical subjects aimed at young people from Southern Italy.

According to a study by Piepoli carried out for the occasion, "Young people and digital," presented this morning during the opening event, there is growing demand for digital training from the younger generations in the South, and particularly from women. Three of ten young people say they cannot live without digital, now an indispensable part of daily life, yet at the same time they are aware of the importance of strengthening and improving their technical skills more specifically. While at the Italian national level 50% of young people claim to have solid hard skills, with a third of respondents even claiming to know programming languages, in the South this percentage drops significantly. The data highlight the realisation by the younger generation that the jobs most in demand by companies are social media manager and cybersecurity manager. Consequently, they are investing in their "digital" skills through specific courses, with a particular interest in digital marketing, data analysis and design, especially in the South. The report clearly shows preferences for the training approach to be taken, the desired company and sector of work and the approach to work to balance professional growth and personal ambitions. Eighty-two percent of users aspire to a position at a large service company, with a particular interest in innovative start-ups, ideally organised according to a hybrid model for 61%, and particularly for women.

**Intesa Sanpaolo** is Italy's leading banking group – serving families, businesses and the real economy – with a significant international presence. Intesa Sanpaolo's distinctive business model makes it a European leader in Wealth Management, Protection & Advisory, highly focused on digital and fintech, in particular with Isybank, the Group's digital bank. An efficient and resilient Bank, it benefits from its wholly-owned product factories in asset management and insurance. The Group's strong ESG commitment includes providing €115 billion in impact lending by 2025 to communities and for the green transition, and €500 million in contributions to support people most in need, positioning Intesa Sanpaolo as a world leader in terms of social impact. Intesa Sanpaolo is committed to Net Zero by 2030 for its own emissions and by 2050 for its loan and investment portfolios. An engaged patron of Italian culture, Intesa Sanpaolo has created its own network of museums, the Gallerie d'Italia, to host the bank's artistic heritage and as a venue for prestigious cultural projects.

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