

Poste Italiane supports “*Fullbright – BEST: Silicon Valley Immersion Program*”

The project set up as a result of cooperation between Italy and the USA, offers young graduates the chance to acquire study and work experience with companies in California

“Fulbright – BEST: Silicon Valley Immersion Program”, is the synthesis of a pilot project aimed at promoting the cultural growth of young Italian science graduates through study and work experience with companies based in California, as part of a cooperation programme involving Italy and the United States of America.

Poste Italiane has offered its support for the programme, sponsored by the Italy-USA Fullbright Commission, in order to confirm the Group’s commitment to promoting opportunities which encourage interaction between American universities, companies and leading training institutes.

The goal is to facilitate the exchange of knowledge, promote entrepreneurship and inform the professionals involved of the new development opportunities steering global markets.

“The young Italian graduates meet their American fellow graduates, become acquainted with new technologies and enrich their cultural heritage by following an educational programme which alternates theory with practice – stated Poste Italiane’s Managing Director, Massimo Sarmi. The project also represents an opportunity for growth which serves to reinforce the bond of friendship and cooperation between Italy and the United States. An excellent investment for the future”.

Poste Italiane’s involvement in the project is in line with the approach adopted by the Group, determined by the ongoing quest for innovative solutions. Indeed the tools offered by technology are important in order to help companies offer competitive services. But technology alone is not enough. Professional, systematic training of executives and managers is needed in order to allow them to monitor and interpret market dynamics.

A group achieves results when it looks beyond its own boundaries. And Poste Italiane is now also a benchmark for foreign rivals because it has found reliable solutions in technological investments and professional training which have been subsequently adopted in other European countries.

“Fulbright – BEST: Silicon Valley Immersion Program” pays tribute to Italy’s cultural traditions and to an “100%-Italian” brandname, both of which are once again leading players on the global economic scene.

Poste Italiane is the largest service-provider group in Italy. Thanks to its extensive presence throughout the country, and the effective integration of its activities, today the group is able to offer integrated products and services in the areas of communication, logistics, and finance. The group meets the needs of an extremely diverse clientele, and ensures high standards of quality, which are certified and correspond to those of other major countries in Europe. Members of the Poste Italiane Group include: the SDA Group, which offers express courier, logistics, and urban express delivery services; Postecom, which develops and manages Poste Italiane’s internet services; PosteVita and

BancoPosta Fondi SGR, which offer life insurance and investment funds respectively; and Postel, European leader in hybrid email and in the document processing sector.