



BRACCO: NINETY YEARS OF LOOKING TOWARDS THE FUTURE

Innovation, quality, and growth have always been an imperative for the Bracco Group, a global leader in contrast agents. The company, founded in 1927, presently invests 10% of its turnover in research and counts around 300 scientists and researchers (12% of employees) committed every day to ensuring the push for innovation to meet the needs of users and the markets.

Ivrea, 30 June 2017 – “2017 is a special year for the Bracco Group because we are celebrating our ninetieth anniversary. It is a momentous occasion, which we have decided to celebrate by connecting the past and the future,” said Diana Bracco, President and CEO of the Group, opening together with the Piedmont Region’s Councillor of Productive Activities, Giuseppina De Santis, the Scientific Symposium “Life Sciences and the Imaging of the Future,” held at the Bracco Research Center in Colletterto Giacosa.

“In order to encourage the general public to explore diagnostic imaging, we organized an exhibition at the Triennale Design Museum of Milan which, communicating in an artistic and approachable way, was able to illustrate this medical discipline that holds such an extraordinary significance for the lives of people all around the world. In addition, we arranged this convention to discuss the future of research, together with prestigious guests, among which the 1987 Nobel Laureate for Chemistry, Jean-Marie Lehn and Sam Gambhir, Professor of Radiology at Stanford University.”

In his presentation, Jean Marie Lehn focused especially on the future of chemistry and life sciences while Sam Gambhir spoke of the most innovative technologies in the field of diagnostics. “Techniques which,” he explained, “will allow precision medicine to become ever more widespread.”

“I listened with great interest,” commented Fulvio Renoldi Bracco, CEO of Bracco Imaging, “to the ideas Professor Gambhir described for us because they deal with areas of future development that are extremely interesting for our company. *Precision health*, for example, is the new frontier of medicine, where the goal is that



of preserving the health of the individual, going beyond the treatment of each single disease.”

During the symposium, a roundtable was also held, titled “Innovation, young people and work” which highlighted the challenges but also the attraction of a researcher’s career in the private sector. Discussing this theme were: Michele Tiraboschi, Professor of Labour Law at the University of Modena and Reggio Emilia, Cristina Ghiringhello, Director of Confindustria Canavese, Fulvio Uggeri, Director of Global Innovation & Technical Operations of Bracco Imaging SpA, Antonio Rotondo, President of Fidersmar and Professor of Radiology at the Seconda University of Naples and Luigi Nicolais, advisor to the Minister of Education, Universities and Research.

The need to find new ways of inserting young talent into Italy’s industrial sector is by now widely recognized. Research and innovation are indispensable tools for the growth of the economy and they require young people who, in accepting the challenge, would place themselves at the center of a process of renewal aimed at discerning new methods of interaction between the world of business and professionals.

“First and foremost ours is a cultural battle,” maintains Diana Bracco. “It is essential today for young Italian researchers to once again find pride in what they do. To this end, I have long been dedicated, during my many years as Vice President of Confindustria for Research & Innovation, to promoting the role of researcher in companies, precisely to position Italy squarely within the flow of international mobility for public and private researchers.”

It is a frontier where the Bracco Research Center in Colletterto Giacosa has been operating for some time. Expanding and offering more and more precise and accurate diagnostic systems, becoming a point of reference within a network of excellence with the scientific and industrial world, guaranteeing competitive solutions both from an economic standpoint and in terms of efficacy, are indeed the areas of applying innovation which have grown the Bracco Research Center, now in its 10th year. To celebrate this important anniversary, the Center organized, in addition to the Symposium, an *open day* of its research laboratories, in which almost 400 people, mostly young people, participated.