



Master Finmeccanica

Why the FHINK Master

P. F. Guarguaglini

Chairman and CEO, Finmeccanica

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Why Finmeccanica decided to invest in an initiative such as the International Business Engineering master?

There are many reasons, but today I would like to go through three of them: internationalization, competitiveness, people.

Internationalization

During last few years, Finmeccanica went through a significant process of internationalization under different point of views:

- acquiring companies abroad;
- enlarging its presence in many markets all around the world;
- setting up productive plants in many countries...

This process has been driven by a number of factors:

- the necessity to grow, which can no more be satisfied by the internal market only;
- the need to maintain and to enhance the internal skills and competencies, in order to stand on the technological frontier;

- the cross-boundaries nature of large programs in which Finmeccanica operational companies are involved in;
- the globalization of the markets and of the economy as a whole...

The result of this process is that now Finmeccanica reached the dimension of a global player and got the access to new promising markets, with different degrees of penetration and different perspectives.

UK became a second domestic market, while other ones are and will become more and more theatres of challenging competitions for us.

In order to successfully manage the difficult task to be properly equipped for interacting with different industrial, political and social environments, it is crucial to dispose of people with highest professional profiles, possibly coming from the countries in which the Group is willing to operate.

Competitiveness

Competitiveness is more and more the key for success, especially in the global arena of high technology businesses.

Emerging economies are growing very fast, with unprecedented pace.

Last summer the chairman of the Federal Reserve, Ben Bernanke, underlined that “there are no historical antecedents for this development. Columbus's voyage to the New World ultimately led to enormous economic change, of course, but the full integration of the New and the Old Worlds took centuries. In contrast, the economic opening of China, which began in earnest less than

three decades ago, is proceeding rapidly and, if anything, seems to be accelerating”.

In 1820, the joint GDP of China and India represented one half of that of the entire world, than fell under 10 per cent between 1950 and 1970, but then started to grow again: today amounts to 20 per cent and it is foreseen to reach 40 per cent within twenty years.

But it is not only a matter of growth. It is a matter of the quality of the growth, too.

Let me remind you a few facts:

- China is the major exporting country of ICT products and, together US and Russia, is the only one with the capability to put astronauts in orbit;
- the Indian Institute of Technology is ranked third in the top list of worldwide universities in computer science;
- of 600.000 foreign students admitted each year in US universities, about 50 per cent comes from Asia (China, India, South Korea, Japan, Taiwan, Indonesia, Thailand).

The ensemble of these and other facts tell us that the competition is, and will be even more in the future, tough and challenging.

People

It is widely recognized that the key asset of a company for being truly competitive is the human factor.

People are the very turning point between failure and success.

This is true at every level in the scale of responsibilities within a company or an institution, but clearly the contribution which a single person can provide is more and more significant as long as we go towards the top of the hierarchy.

In Finmeccanica we are well aware about that, and we deserve the highest care to the proper development of our human resources.

The goal of this master is just to provide you the best international expertises, offering you the know-how of our managers, in order to give you the necessary knowledge to successfully face the challenge of tomorrow, wherever it will be.

Obviously, if at the end of the story you will choose that your tomorrow will be with us, this will be the best acknowledgment that we did a good job and will represent a “plus” for Finmeccanica, which will have acquired young and valuable professionals.