

Invest in intelligence Invest in Pisa



For a company whose core business is based on innovation, the environment in which it operates and exists can be an extraordinary accelerator of creativity and can positively influence its sustainability, competitiveness and performance.

Why should companies invest in Pisa and what can Pisa offer innovative companies?

That is the question we put to **Professor Guido Tonelli**, one of the leading figures in the discovery of the Higgs boson.

“ *Pisa is a city that can draw upon a pool of human capital that is of the highest calibre. The hundreds of young researchers who are trained at Pisa's University and its two Schools of excellence, the **SNS (Scuola Normale Superiore)** and the **SSSUP (Scuola Superiore Sant'Anna)**, every year are a primary resource for companies that mainly require the specialised skills needed to produce innovative processes. In some strategic sectors – such as **ICT, Life Sciences and Robotics** – it is of the utmost importance that we operate in an environment teeming with relationships between the local area and the international scientific community and today Pisa's scientific community is there, with peaks of excellence, in the foremost fields of international research. I'd also like to make another point. Setting up a company in a particular area often means moving one's family there and Pisa offers the perfect living conditions: a high quality educational system for one's children, a high standard of living, a marvellous health service and a vibrant cultural life. Personally, if I had to choose whether to live in a city like Los Angeles or Pisa, I would definitely choose Pisa because of everything it offers, while remaining on a small scale that can still guarantee the perfect social environment.* ”

Pisa,
where history meets the future.



Regione Toscana



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