

| dolomites | timber | water | rocks | air | natura | wine | apples | energy | heart | lakes | forest | green | blue | butterfly | enrosadira | fibre | eagle | community | hospitality | safety | sustainability | limbs | identity | research | convergence | roots | living together | cooperation | future | memory | self-government | solidarity | innovation | traditions | genuineness | volontary work | values |



### N popul zenza storia e zenza memoria e'n popul zenza davegnir

A population without a history and without a memory is a population without a future (old Ladin saying)



# Peak Experiences

Not a mere slogan.
The real visiting card of Trentino.
A promise of genuineness.
In the hospitality.
In the values of the territory.
In its many souls.
In the offer of a quality of life that draws sap from the commitment to plan the future by highlighting identity and memory.

Experiences that reflect these values and these souls: the relation between tradition and innovation, training and research, the system of culture, sport, hospitality, voluntary work, solidarity, agriculture, cooperation, environmental legislation, eco-compatible management of the land and energy.

Above all the value of self-government as a resource, as a laboratory of good government of a region boasting an ever-moving identity, able to renew itself constantly by treasuring its history and exchanging views on what is new. A land where it is pleasant to live, meet, study, work and holiday.

This publication is a brief guide to these experiences, enriched with some significant remarks.

Four historical personages: the statesman Alcide

Degasperi, the alpinist Bruno Detassis, the priest don

Lorenzo Guetti, the artist Fortunato Depero.

And seven exponents of some significant worlds of

Trentino today: a ski instructor, a student cook, a

farmer, a fireman, a researcher, a craftsman of the new
generation, a forester.

Their words are accompanied by the reportage work of Alex Majoli, Jonas Bendiksen, Paolo Pellegrin, Peter Marlow and George Pinkhassov. The shots of five photographers of Magnum Photos embellish the chapters of this guide to the Real Discovery of Trentino.



## **Turning the pages of Trentino**

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# e Dolomites

#### Where the rock is the colour of roses

The best natural architecture according to Le Corbusier; the most beautiful mountains in the world for Reinhold Messner. The Dolomites, the jewel of Trentino, were declared a Natural World Heritage by Unesco in June 2009. They owe their name to Déodat de Dolomieu, the geologist from the area of Grénoble, who, in 1789, discovered the chemical composition of the rocks subsequently called Dolomia. The Dolomites rose from the depths of the sea that covered the region more than 200 million years ago. Some of the most famous peaks, such as Làtemar, the Marmolada, Brenta, Catinaccio and the Pale di San Martino were once coral reefs. The Unesco recognition was not only awarded for the incomparable beauty of these peaks that glow pink and red at sunrise and sunset, a phenomenon called enrosadira, but also for the human activities carried out here fully respecting tradition and the environment. The Dolomites are an extraordinary natural monument and a living space made all the more precious by the presence of man.

www.visittrentino.it/dolomiti-unesco

## Self-government, lever of economic and social development

autoi

The special autonomy of Trentino (and neighbouring Alto Adige/South Tyrol, which together with Trentino forms the Autonomous Region of Trentino-Alto Adige) derives from the Italian-Austrian agreement signed in Paris on 5 September 1946. Two years later, in 1948, a constitutional law approved the Statute of the Special Autonomy of Trentino. The legal status recognized by this Statute permits the Province to administer legislative, administrative and financial matters in fundamental fields ranging from schools to healthcare, from industrial policies to transport and from work to tourism. The autonomy allows the Province to make rapid economic and political decisions in connection with the features of the region and destined to enhance its historic excellences.

The "straightforward and efficient" Trentino bureaucratic machine also benefits from the provincial autonomy and is based more on an Anglo-Saxon model than a Mediterranean type of bureaucracy. The fact that, apart from the total revenue, 90% of the direct and indirect taxes remain in Trentino to meet the needs of the Province is a great advantage and enables it to finance projects of strategic investment involving infrastructures, telecommunications, research and development. The Province therefore has the financial resources to make it all the more tempting for firms to settle in Trentino, as its policies and specific incentive programmes sustain over 60% of the research undertaken by Italian and foreign firms that have registered offices in Trentino.

www.autonomia.provincia.tn.it www.trentinocultura.net



## Beyond the frontiers

Owing to its geographical position Trentino has always been a frontier land between different cultures, a place for the comparison and interchange of ideas. Its importance in Europe is now reinforced by its participation in Euregio, a project of collaboration that goes beyond borders and frontiers and also involves the Tyrol and Alto Adige. Among the most important initiatives of the Euroregion is the establishment of a common office of representation in the European Union in Brussels.

www.europaregion.info

A good life
The autonomy
drawn up in 20: The autonomy has developed one of the best qualities of life in Italy. This is reported in a classification drawn up in 2010 by the newspaper 'Il Sole 24 Ore', which considered the strength of the economy, the efficiency of the health services, the sustainability of the environment, law and order and the use of free time in 107 provinces, parameters according to which Trento ranks second place. The Quars Report, also in 2010, shows instead Trentino as the leading province in Italy for the quality of development: in this case the key factors are the citizens' rights, the active participation in community life and the policy of environmental protection. According to the Urban Audit survey, which compares 80 European towns with between 80 thousand and 150 thousand inhabitants, the city of Trento is among the first for population growth. The unemployment rate is 4 per cent, about half the average of the sample towns. Jobs for women are 8 points above the average.

#### N popul zenza storia e zenza memoria d e'n popul zenza davegnir\*

The Trentino autonomy is based on the recognition and enhancement of the ethnic minorities; the Ladins in Val di Fassa, the small German-speaking communities known as the Mòcheni living in Valle del Fersina and the Cimbrians on the Altopiano di Luserna. According to the census in 2001, in Val di Fassa there are some 7,500 Ladins, over 82 per cent of the local population, and 9,000 Ladins residing in other areas of Trentino.

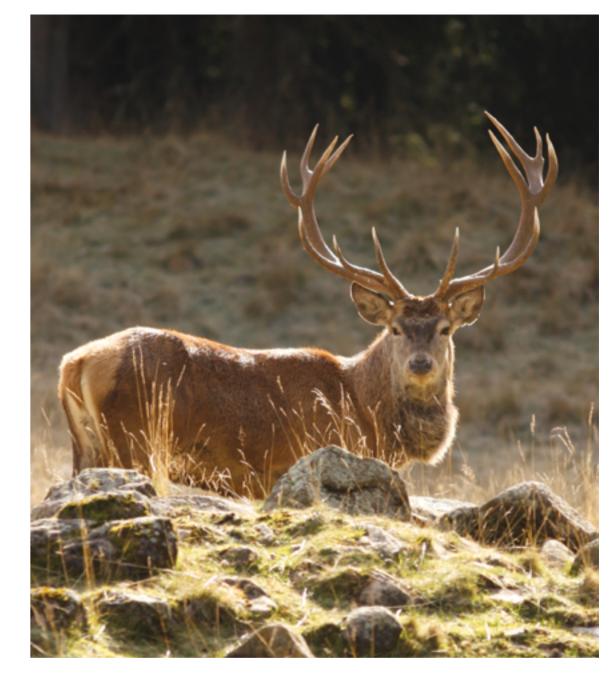
The language spoken in Canazei, as well as in the valleys of Gardena, Badia, Fodòm and d'Ampezzo, is the so-called Dolomitic or central Ladin language, which is distinct from the Romansh or west Ladin of the Grisons Canton in Switzerland and from the Friuli or east Ladin. The first German communities settled www.valledeimocheni.it

in upper Valle del Fèrsina in the thirteenth century. Their descendants are the Mòcheni (Bersntol in the local language) today a total 2,276 people who still speak a language of mid-upper Bavarian medieval origin. The last island where Cimbrian (Zimbar another ancient Bavarian tongue) is still spoken is Luserna, a small village situated at an altitude of 1,333 metres. The first colonies came to the Altopiano di Folgaria and Lavarone at the beginning of the thirteenth century and later moved from there up to Luserna. Today there are 882 Cimbrians living in Trentino.

\* A population without a history and without a memory is a population without a future

www.istladin.net www.lusern.it





#### 500 million trees, 30 thousand roe deer and over 5,800 km of trails

Environmental conservation in Trentino covers 103,000 hectares, equal to 17 per cent of the land area, and includes nature parks, biotopes and nature reserves. Forests occupy 60 per cent of Trentino and supply 43 per cent of the entire national production of timber. And yet the total 50 million cubic metres of woodland increase by at least half a million a year. There are about a thousand trees per citizen. Trentino has three hundred lakes from Lake Garda to those at high altitude. Altogether water covers almost 10,000 hectares, or 1.6 per cent of the land. There are 540,000 inhabitants, distributed over an area of 6,400 square kilometres, with a population density of 84.5 inhabitants per square kilometre, among the lowest in Italy. According to the latest monitoring, there are 30,000 roe deer, 27,000 chamois, 10,000 deer. Trentino has 208 municipal districts, 75 per cent situated over 1,000 metres. There are 500 Alpine ski pistes occupying over 800 kilometres, 90 per cent with snowmaking facilities, and 238 ski lifts. Trails covering a total 470 kilometres are available for Nordic ski enthusiasts. A network of footpaths totalling 5,800 kilometres and 430 kilometres of cycle tracks are distributed throughout the region.



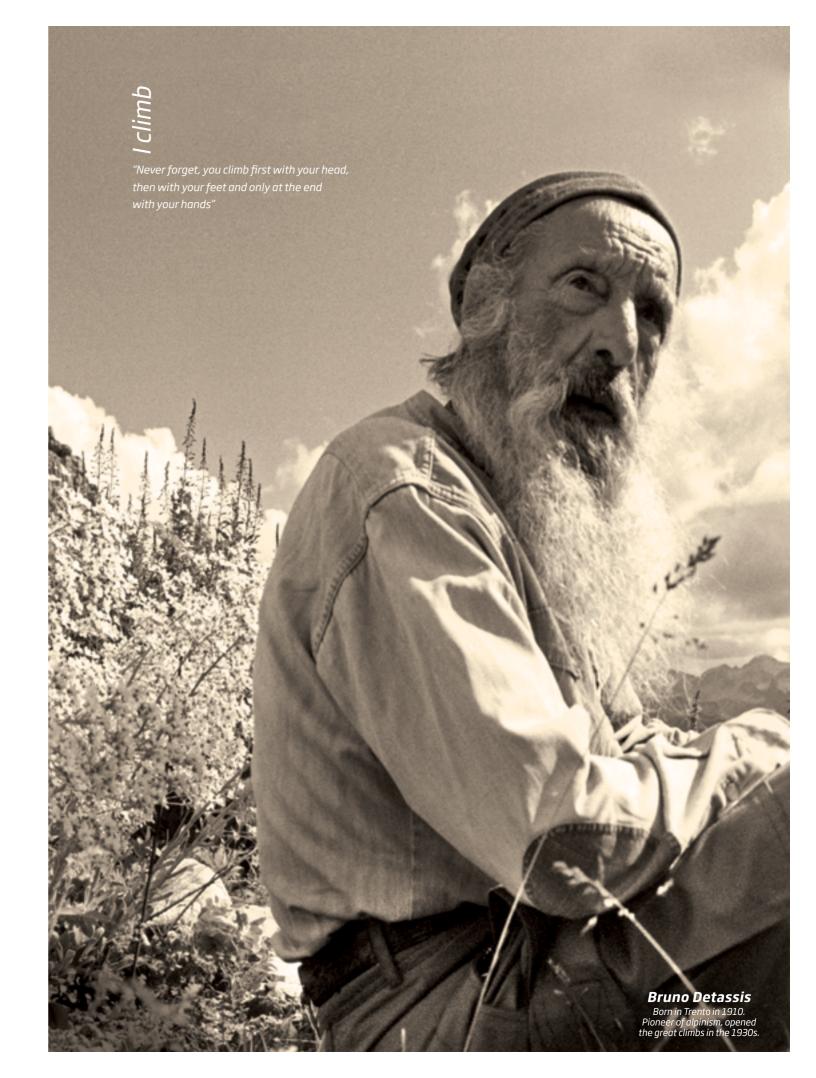


## The environment, the heart of development

One of the chief commitments of Trentino is to overcome the conflicting interests between development and the environment. The latter, including the landscape, is not considered a restriction to growth; on the contrary, it is the heart of future development. Therefore it is considered a highly competitive factor of the territory,

of natural excellences certainly, but also of the people who inhabit it. This is the philosophy behind the Provincial Urban Plan, which relies on the population's strong sense of territorial community to launch a series of challenges in various fields: agriculture, where it is forbidden to invade cultivated areas unless others have been made available, tourism and www.urbanistica.provincia.tn.it

an expression of its identity, consisting hospitality with a life style that is the key element of the holiday offer, and transport that has adopted a strategy for alternative methods. Metroland is the name of the project that in ten years will create 176 kilometres, mostly in tunnels, of high-speed rail links between the new international station of Trento and the valleys.









#### As Nature commands

From Upper Garda to the 4,000 metres of the Dolomite peaks, Trentino boasts a high standard of biodiversity. Biotopes have been designated to conserve small environments with flora and fauna of particular importance. These are natural oases that mostly include wetlands such as ponds, bogs and peat bogs, but also arid areas. The biotopes are therefore protected areas like the nature reserves and the three large Trentino parks, the heart and lungs of an extensive ecosystem. The largest is the Adamello Brenta Nature Park that comprises the Brenta Dolomites in the east and the Adamello-Presanella granite peaks with one of the biggest glaciers in Europe in the west. The park is home to thousands of deer, roe deer and chamois, 18 pairs of golden eagles and many brown bears that have been reintroduced by

the project Life Ursus in this area where they used to range in great numbers.

The Paneveggio Pale di San Martino Nature Park extends from the spectacular Pale to Lagorai. The valley of the Travignolo torrent hosts the Paneveggio forest, notable for the so-called 'tonewood' spruces used for centuries to make the finest musical instruments, among which the famous Stradivarius violins.

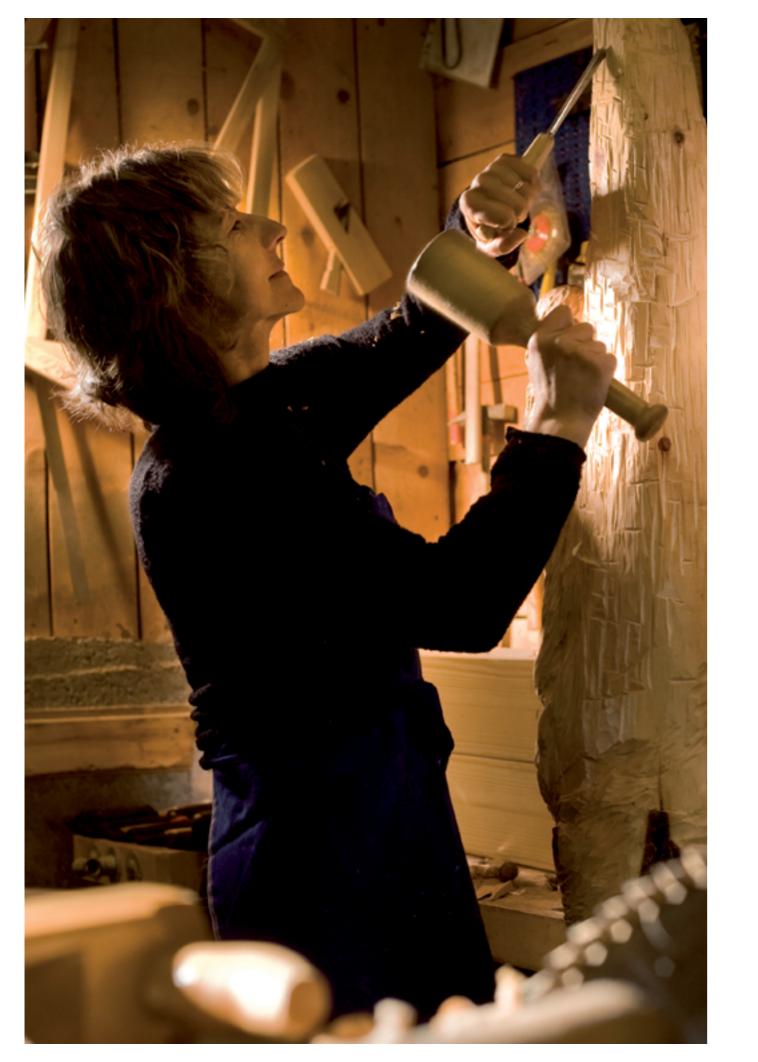
The Trentino part of the National Park of Stelvio has more than 30 peaks over 3,000 metres high, among which Cevedale that rises to 3,761 metres. Here the fauna includes 95 species of birds.

www.visittrentino.it/parchi www.pnab.it www.parcopan.org www.stelviopark.it

#### The wood that plays and withstands earthquakes

They say Antonio Stradivari in person used to wander around the Paneveggio forest looking for the best trees to make his violins. The spruces in Val di Fiemme are known throughout the world for being the source of highly prized tonewood used to make the finest sound boxes and boards of string instruments and pianos. Their powerful and full-bodied sound is best expressed in the performance of the pianissimo. More recently it has been discovered the same wood also has great earthquake proof qualities owing to its resistance and elasticity. In October 2007 a seven-storey house, constructed with the fibre of Trentino trees, was tested on the largest experimental shake table in the world in Miki City, near Kobe, Japan. The whole building withstood a shake on a par with the strong earthquake of 1995. These houses also have a better sound and thermal insulation compared with prefabricated buildings. The Trentino community showed their solidarity for Abruzzo after the recent earthquake by building 94 of these earthquake proof houses in Onna, a hamlet of Aquila, one of the hardest hit.











### The breath of well-being

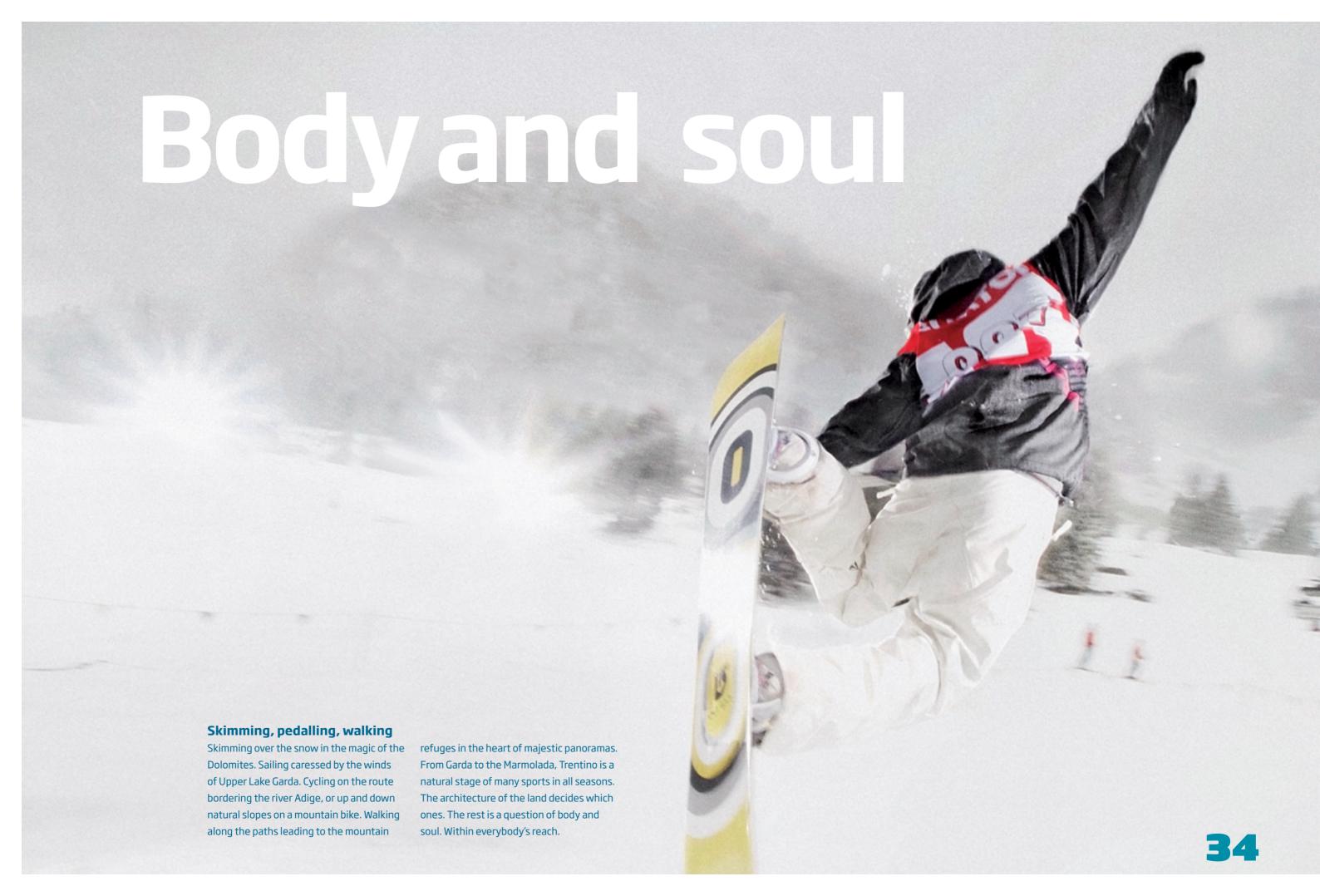
Spending a summer holiday in Trentino, when it's hot and muggy in the towns, gives you a chance to cool down and recover your mental and physical energy. It's not only a question of temperature. The mountain air is drier and therefore not only particularly suitable for those who have respiratory problems, but also for those simply wanting to feel better. Other benefits are gained

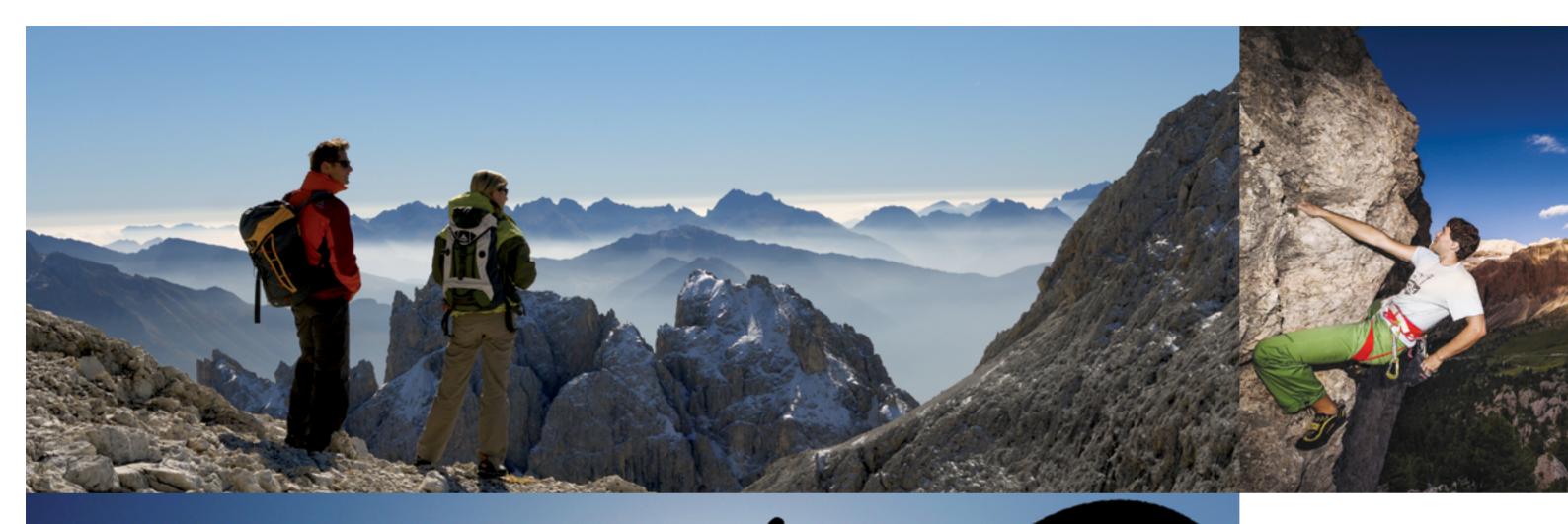
from the minor presence of pollutants, which partly neutralises the problem of allergies. The mountain climate also strengthens the natural defence system, helps regulate body temperature to prevent colds and chills, has a relaxing effect and improves the oxygenation of the blood and therefore the muscle tissues.

### The colour of purity

Besides green forests and rosy-grey rocks, Trentino also features silver blue lakes, springs, waterfalls and torrents. Pure crystal clear water. Water to drink, to admire a myriad of reflections, to listen to as it ripples and flows. Water to bathe in and regenerate, to plough with sails and surfboards, to descend on rafts in adrenalin-filled rides. Water rich in minerals that donate thermal well-being. Water chosen by prized fish as the best natural habitat.







## Land of sport and sportsmen

From Francesco Moser, the first man to cover more than 50 kilometres in one how on a bicycle, to Cesare Maestri, nickname the spider of the Dolomites for his solo cover more than 50 kilometres in one hour on a bicycle, to Cesare Maestri, nicknamed mountaineering feats, to Lorenzo Bernardi, awarded as the best volleyball player of the twentieth century and Francesca Dallapé, gold medallist of synchronized diving in the last European events. Many Trentino men and women have contributed to the history of sport at world level. A tradition that continues considering the volleyball team, Trentino Volley, after winning the Champions national average of 30.3 per cent. League became world champions in Doha, Qatar. This is only the peak of a widespread

phenomenon. Trentino people have always practised many sports.

They have been helped in the cultivation of this passion by the land, where many outdoor facilities of outstanding quality have sprung up. But they have not rested on their laurels and they have also built the greatest number of indoor sports facilities per inhabitant in Italy. Today 25.4 per cent of them practise at least one sport regularly, while 18.8 per cent do per cent, considerably more than the



The choice of champions
In skiing, the Italian national team has chosen
the slopes of Val di Fassa. In football, several
Serie A and B teams have chosen Trentino
as the location for their summer pre-season training. Why do so many champions choose to train in this province? The reasons are manifold. Because of the quality of the facilities, which allows them to work at the top, in skiing as in other disciplines. Because of the healthiness of the environment, starting from the air and water, which make it an ideal place to improve their performance.





### Five thousand kilometres of well-being

Not only five thousand kilometres of well-kept and waymarked paths to explore every valley in Trentino on foot, but also a constant effort to enrich the offer, with new long distance hiking routes and an increasing number of excursions. In summer 2010 the 'Dolomiti di Brenta Trek Country' was opened, a trail suitable for everyone by the project 'Sentieri Vivi': walking with a palm that goes round this attractive Dolomite range. Alternatively, for the more daring, there is the 'Expert' version of paths and vie ferrate. The 'Trek of Legends', instead, is a long distance high altitude route of 200 kilometres through Val di Fiemme, San Martino, Primiero, Vanoi and Val di Fassa. Those who wish to walk along a part of it with a mountain guide can choose one of the guaranteed itineraries, marked blue, red or black according to difficulty. If you are a group, all the better. Parties of at least 10 people can fill in a specific form online and ask the tourist office www.dolomitiwalkinghotel.it

experts to organise a personalised trek. The latest trend in this field is called Nordic walking, a technique using specifically designed poles and simulating the movement of Nordic skiing, which activates 85 per cent of the body's muscles. In Trentino six theme parks cater for this activity. The more technologically minded will certainly appreciate the possibility offered and GPS receiver to guide them and describe the surrounding nature. There are already 2,250

The Dolomiti Walking Hotels were created to support those who love walking and promote among their guests a love for the mountains and a passion for hiking by providing them with everything they need.

www.trekking.visittrentino.it www.dolomitibrentatrek.it www.sentierivivi.com



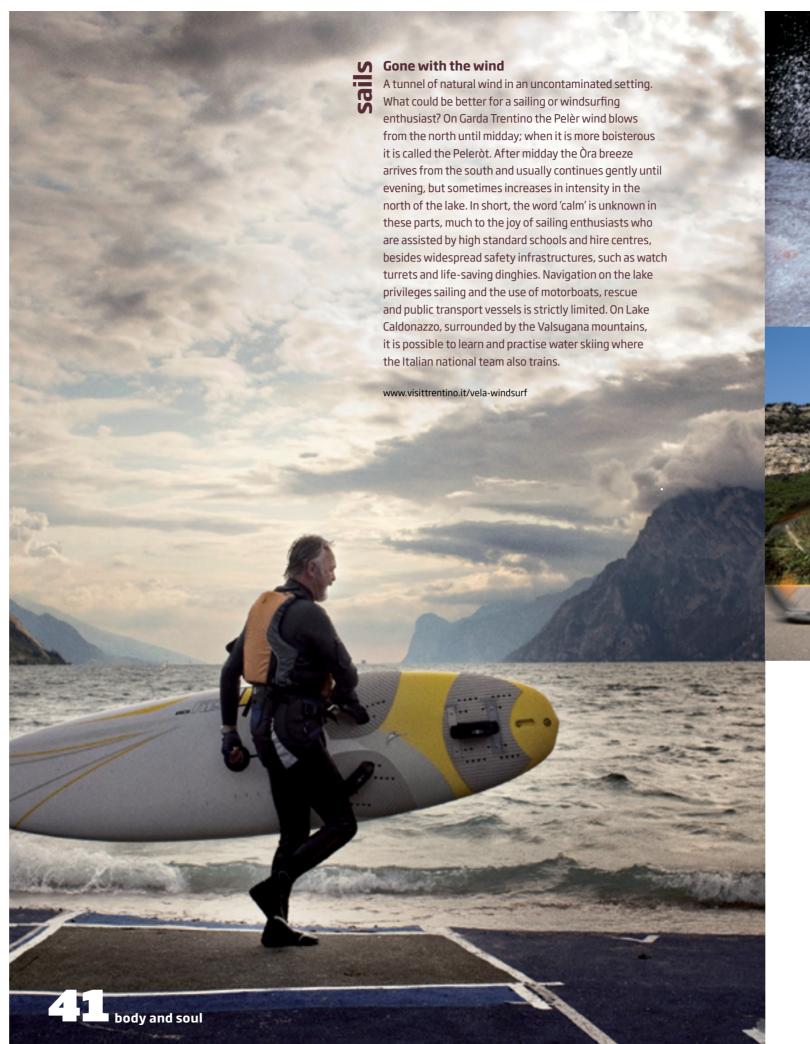
#### A thousand ways to skim over snow

Alpine skiing is the most popular snow sport, but there are many other ways to enjoy nature in winter. One is Nordic skiing. Trentino has eleven crosscountry ski centres with groomed tracks and all the facilities for enthusiasts of this sport. Only one card, the Super Nordic Skipass, is needed to enter these centres. For those who like more adrenalin-filled sports there is snowboarding. Every ski resort in the province has areas and facilities catering for this relatively young sport. Words like half pipe, boardercross, jump, rail and freestyle are commonplace here and, on Monte Bondone, there is even a snow park for women only. Ski mountaineering, instead, requires a particular approach to the mountains and, practised in safety, it offers the possibility of establishing an almost intimate relationship with the pristine nature. Skins are used to climb uphill, and then the skis carve the fresh snow as you descend in the silence of nature in hibernation.

www.supernordicskipass.it www.visittrentino.it/snowboard

Who said you can't walk in the woods and fields in winter? Suitably dressed and with ciaspole, as snowshoes are called locally, you can set out leisurely along a path. This is a suitable activity for everyone, including children and the elderly. An enjoyable way to get some exercise in the open air, which does not require a skipass, ultramodern equipment, nor any special physical expertise.

www.visittrentino.it/snow-walking





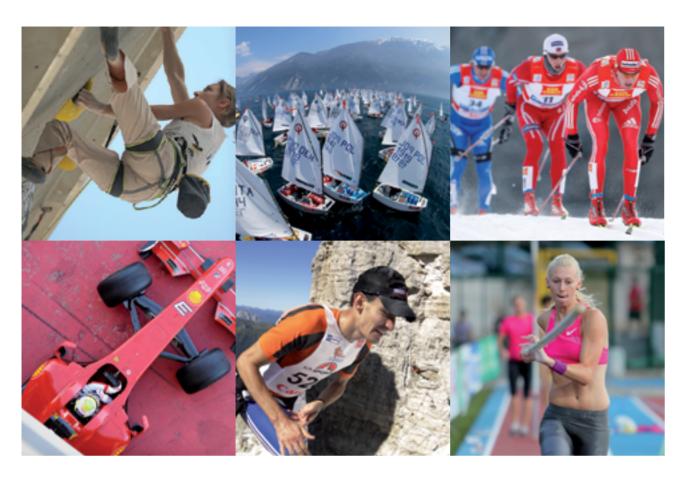


#### Pedalling in freedom

places that give them the greatest satisfaction. There are very many mountain biking paradises in Trentino. Particularly geared to this sport is the 'Dolomiti Lagorai Bike' circuit in Val di Fiemme, Val di Fassa and Valsugana that has about a thousand kilometres of off-road routes in the Monte Corno and Paneveggio Pale di San Martino nature parks. Or the 'Dolomiti di Brenta Bike' circuit around Val Rendena, the Terme di Comano, the Valli Giudicarie, Lake Molveno, the Altopiano della Paganella, Val di Non and Val di Sole, which offers: the 'Family' route for easy rides without having to tackle any steep slopes and the 'Expert'

the course of the river Brenta. A pleasant way to explore the region leisurely.

www.dolomitibrentabike.it www.dolomitilagoraibike.it www.mountaingardabike.com www.trentinomtb.com www.ciclabili.provincia.tn.it



#### Great sport, all year

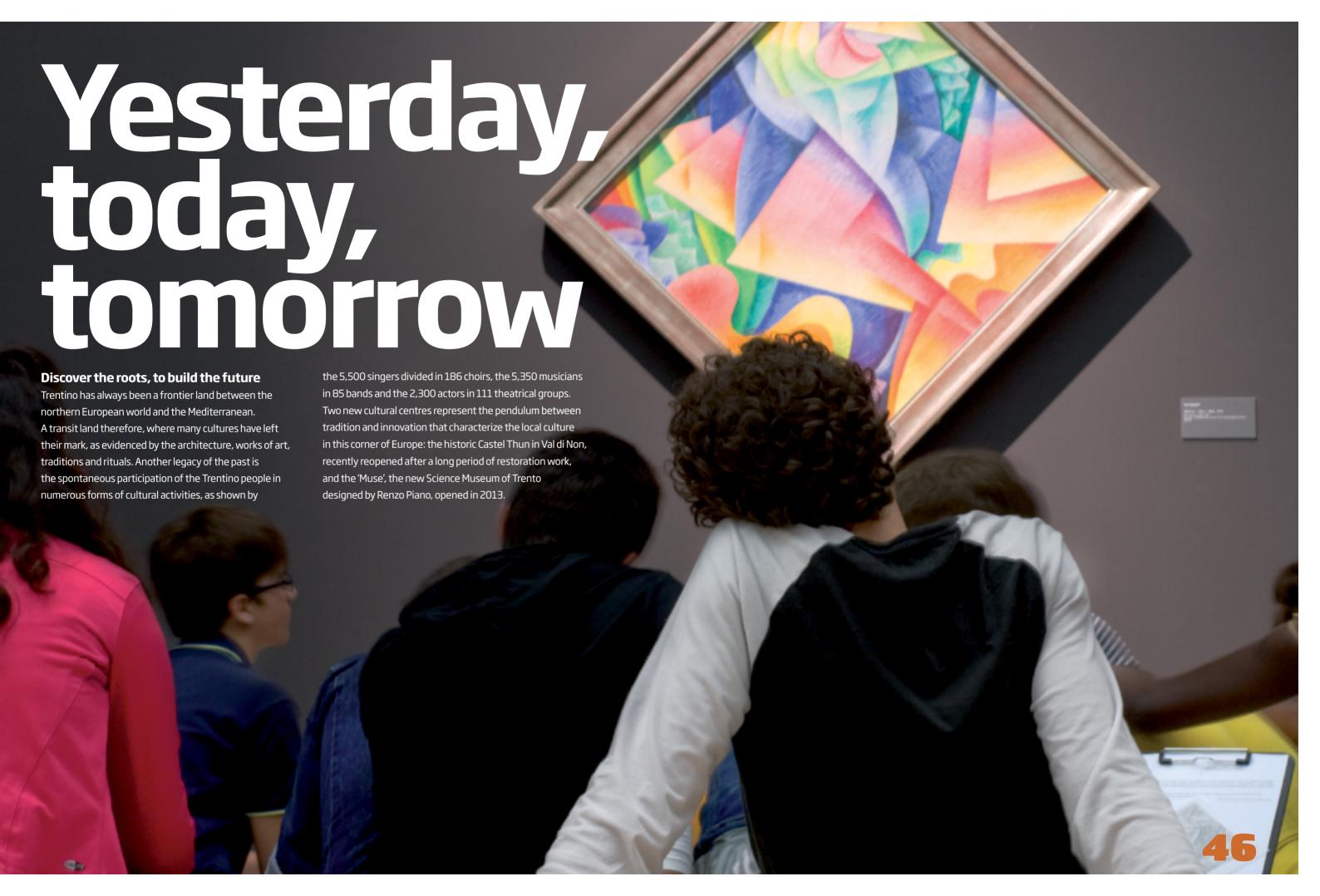
Quality outdoor and indoor sports facilities and organizing ability; these are the two main requirements for hosting international sports events. There are many examples. First and foremost the World Championships of Nordic Skiing that, after the successful events of 1991 and 2003, returned to Val di Fiemme for the third time in 2013. The cross-country stadium of Lago di Tesero, already among the most technical and best equipped in the world, will be enlarged and equipped with new services for this event. In 2011 another international event, the Climbing World Championship, has been hosted in Arco.

There are many other events of world level. In January the Ciaspolada in Val di Non, the World Cup of Nordic Skiing and Combined in Val di Fiemme, the

Cross of Vallagarina and Wrooom that brings to Madonna di Campiglio the Ferrari Formula One drivers and the Ducati riders for the Moto GP. In the same month, Trentino hosts the 'Trofeo Topolino' of Nordic Skiing and the 'Marcialonga'. On the Trentino snows in March young skiers compete in Alpine ski races on Panarotta, while the best skialpinists enliven the 'Coppa delle Dolomiti' circuit and 'Sellaronda Ski Marathon' in Val di Fassa. In April the Lake Garda Meeting Optimist Class is held on the waters of Lake Garda and the 'Giro Ciclistico del Trentino' takes place on the roads crossing the whole region, followed by one or more legs of the 'Giro d'Italia' won twice by the champion from Giovo, Gilberto Simoni. July is the month of football training camps, with the Bayern, the Inter, the Napoli, the Parma, www.visittrentino.it/eventi-sportivi

the Bologna, the Brescia and many other teams of the Premier League and First Division that come to regenerate in the main holiday resorts. Summer is also the season of sports climbing and the Rock Master in Arco, of high altitude races like the Dolomites Sky Race in Val di Fassa and the World Cup of Mountain Biking that passes in Val di Sole. July is also the month of the Melinda Cycling Trophy in Val di Non and the 'Palio della Quercia' in Rovereto, one of the most important European meetings of athletics. The year of top class sport ends in Madonna di Campiglio in December with the ski champions competing in the Europe Cup, which will be replaced by the 3Tre, the prestigious slalom race, inserted again in the World Cup in Alpine Skiing.







### **M** Masterpieces

From the underground world in the basement to the peaks and glaciers on the top floor. Visiting the 'Muse', the new Science Museum in Trento, designed by Renzo Piano, will be a bit like climbing a mountain made of wood and glass. A journey through different altitudes to discover how nature and the human habitat change, with special emphasis on alpine ecosystems. This futuristic museum will enrich the existing international offer. The Mart in Rovereto, planned by the Ticinese architect Mario Botta, is one of the most important museums of contemporary art in Europe. The exhibition areas around the central piazza, covered by a huge glass dome, display the works of famous artists of the 20th and 21st century. The rich collections of Buonconsiglio Castle, which include archaeology, paintings and medieval art, are also on show in the castles of Beseno, Stenico

and Thun. The Museum of Uses and Customs of the Trentino People in San Michele all'Adige displays objects of work, art and religious devotion in the rural life of the Alpine environment. The Trentino History Museum Foundation is a point of reference for studies, research and diffusion of the local history, with regard to its institutional, social, economic and cultural importance. It administers the innovative exhibition area in the Piedicastello Tunnels, formerly used by vehicular traffic and now a cultural site devoted to the preservation of local history.

www.buonconsiglio.it www.mart.tn.it www.mtsn.tn.it www.museosanmichele.it www.legallerie.tn.it

#### Walking through time

Open-air museums to walk through nature, history and culture. Seven ecomuseums provide a precious opportunity to explore the land and discover its rich past. The Judicaria, between Lake Garda and the Brenta Dolomites, goes from the botanical garden of the Rio Bianco waterfalls in Stenico to the archaeological park with the Fiavé lake dwelling site. The Vanoi ethnographic path presents a walk among traditional local activities, from haymaking in the fields to felling fir trees and skidding the logs downhill. Another ethnographic path, the Rio Caino in Valle del Chiese, goes back to the time when the hammer in the forge was operated by the water of a stream and corn was ground in an old mill. The small alpine world of the Valle di Pejo Ecomuseum, in Stelvio National Park, goes

round the mountain dairies where cheese is made, small churches and the military roads and trenches of the First World War. Valsugana has two outdoor museums; one in Lagorai, created to protect and promote the cultural and environmental heritage that distinguishes the communities living there. The other, the Ecomuseum of Travelling, so-called because it is situated around the ancient Via Claudia Augusta. The Argentario Ecomuseum, near Trento, covers a thousand years in the history of mining and excavation work on Monte Calisio and is called Argentario because of the old silver mines excavated by miners of German origin in medieval times.

www.visittrentino.it/ecomusei



## Along the spiritual paths

• Probably the peak of Trentino sacred art is the 22 metre long and 2 metre high fresco on the medieval wall of the San Vigilio Church in Pinzolo, Val Rendena. It is the Danse Macabre, a hymn to equality in the face of death, painted in 1539 by Simone Baschenis, the supreme representative of the itinerant family of painters of Bergamasque origin who came from Val Averara. Between 1461 and 1547, the two dynasties of Lanfranco and Cristoforo Baschenis also decorated the churches in Val di Non, Val di Sole and the Valli Giudicarie. The heart of Trentino religious faith and a magnificent example of the Lombard-Romanesque style is San Vigilio Cathedral in Trento, which hosts the tomb of the patron saint of the city. The building of the Cathedral was started in 1212, commissioned by Prince Bishop Federico Vanga. In the sixteenth century the most important sittings of the Council of Trent were held in the Cathedral and the relative historic decrees were promulgated. Among the most picturesque and venerated places of faith in Trentino are the San Romedio sanctuary, perched on a calcareous rock in Val di Non, the Sanctuary of the Madonna, a centre of Marian devotion in Piné, and the San Colombano hermitage dug in the rock in the vicinity of Rovereto.

www.visittrentino.it/chiese-santuari

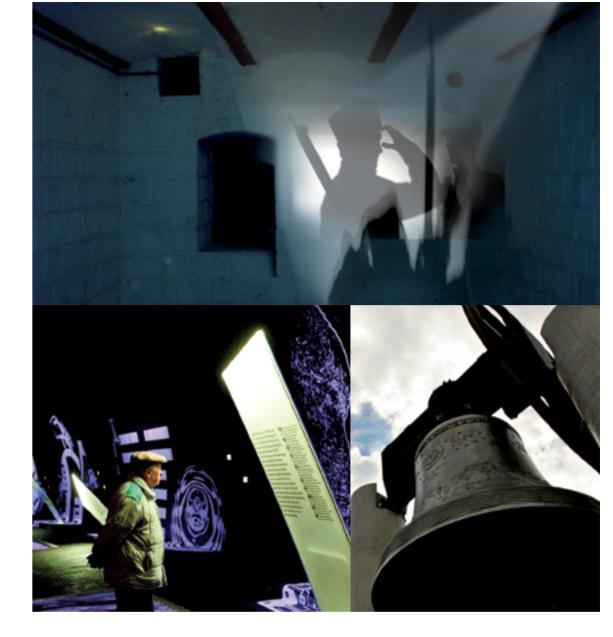
## **Evidence of ancient history**

The room of the Prince Bishop Sigismondo Alfonso Thun, with stone pine wood panelled walls, a coffered ceiling with the family coat of arms dated 1670, a majolica-tiled stove, a canopy bed and an ornate carved and inlaid doorway dated 1574, is one of the gems of Castel Thun, in Vigo di Ton, reopened to the public in April 2010 after a long period of restoration work. The 70 castles of Trentino are an essential component of the history and landscape. To begin with Buonconsiglio Castle in Trento, once the home of the Prince Bishops, which contains an absolute masterpiece: the famous Cycle of the Months, a series of frescoes preserved in the Aquila Tower. These

are not only exquisite from an artistic point of view, but also of great historical importance as they are a rare example of the aristocratic life and peasants' work in the late fourteenth century. Then Castel Beseno, the largest fortified complex in Trentino of medieval origin and Renaissance structure, situated between Rovereto and Trento, used today for exhibitions, cultural events and evocative shows in period costume. And Castel Stenico, in the Valli Giudicarie, within view of the Brenta Dolomites, with its lovely Romanesque palazzo that is depicted in the January fresco of the Cycle of the Months in Buonconsiglio Castle.

www.visittrentino.it/castelli





From war to peace The front line of the First World War in Trentino has now become a Path of Peace. This is an itinerary in 33 stages extending almost 400 kilometres from the Stelvio Pass to the Marmolada. It was devised more than twenty years ago by the Autonomous Province of Trento to travel along on foot, or in some parts by mountain bike. Trenches and forts can be seen here and there everywhere, on Adamello, in the Valli Giudicarie, on Altissimo, Pasubio, the Altipiani di Folgaria, Lavarone and Luserna, and in Lagorai. In the Belvedere Gschwent Fort, in Lavarone, visitors are welcomed to the multimedia installations. The 'Sounds of the Howitzers' reproduce the explosions of cannon fire, the 'Sentinels' reconstruct the military activities and a large animated

model is interactive. The Bus de Vela Fort, in Cadine, is being turned into an information centre on the Trentino fortification network. The War Museum in Rovereto, one of the most important in Europe, is responsible for promoting the memories of a momentous conflict online. Rovereto also hosts the huge Peace Bell that tolls one hundred times on Colle di Miravalle every evening and was made in 1924 by fusing the cannons donated by 19 nations who took part in the Great War. A work of deep symbolic significance and the result of the intuition of the Rovereto priest Antonio Rossaro.

www.trentinograndeguerra.it





Festive rituals There are many rituals deeply embedded in the local culture and preserved in the Trentino valleys. The most popular are those of Christmastime that create a particularly warm atmosphere. In the month of December the Star is carried by the Conscripts, the Christmas markets in Trento, Rovereto, eighteen year old boys wearing the K Arco, Levico Terme, just to mention the most a traditional decorated hat. At Carnival popular, highlight the local craft products. Cribs are another tradition. Scenes of the Nativity are proudly displayed in every village. The best known are those of Tesero, was asked to set up one in the Vatican. The wealth of popular rituals is the result of the influence of diverse cultures. Some of these traditions are still observed, especially in the Ladin and German ethnic

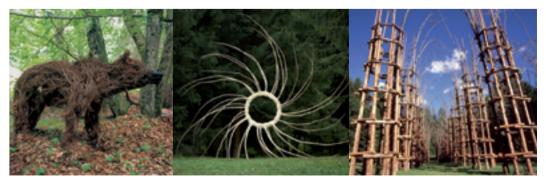
linguistic areas. This is the case of the Stela,

when a group of singers with a rotating

collecting gifts in the period between Christmas and Epiphany. In Val di Fassa,

young people dressed as the Three Kings carry the star and sing the song of the Trei Rees. On New Year's Eve, New Year's Day and Twelfth Night in Palù, Val dei Mocheni, eighteen year old boys wearing the Krontz, time the Ladins of Fassa use traditional wooden masks called Facères. In Penìa the first Mascheréda takes place on 17 January, when the mischievous Bufón goes on the a village in Val di Fiemme that not so long ago rampage in the Bufonèdes and is followed by the dance of the Marascóns carrying bronze bells. In Valfloriana, in Valle di Fiemme, the principal characters are the Matòci, with wooden masks, colourful costumes decorated with lace, bows and ribbons and a bell hanging from the belt. Bowing and jeering they descend to Casatta for the final coloured wooden star goes round the houses grand festivity.

www.visittrentino.it/natale

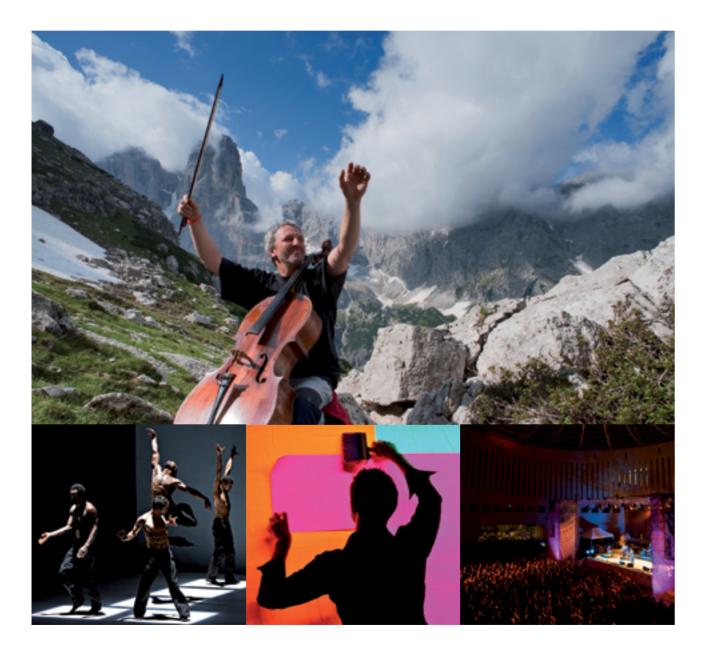


Walking up to a high mountai with a great musician carryin instrument on his back instead rucksack, to listen to a concern afternoon, or at dawn the ne Walking up to a high mountain refuge with a great musician carrying his instrument on his back instead of a rucksack, to listen to a concert in the afternoon, or at dawn the next day, in the most beautiful mountains in the world. This is the magical formula of Sounds of the Dolomites, one of the most popular Trentino festivals. However, there are many others full of

charm and interest. TrentoFilmfestival is at one and the same time the oldest and most innovative cinematography event highlighting the mountains. Arte Sella features works and creations behind contemporary theatre. of contemporary art made with natural materials in a natural environment. Pergine Spettacolo Aperto turns the little town in Valsugana into a workshop for the performances of

great artists and promising young people. Drodesera Fies has made a former hydro-electric power station one of the driving forces Oriente Occidente, in Rovereto, is one of the most important international dance festivals.

www.artedellavacanza.it















#### Not only hotels

Traditional values of family management combined with a business approach necessary to improve the facilities and services. This is the secret of many Trentino hotels that, although deeply attached to the territory, are oriented towards international standards of quality. The over 1,500 hotel establishments can sleep more than 92,000. There are 350 agriturs that not only offer warm and peaceful accommodation, but also open the door to the Trentino countryside and help adults and children to discover and share in the cultivation of farm produce, taking care of the livestock and the preparation of gastronomic specialities. In recent years the bed & breakfast formula has also become widespread. In 2001 there were only 15 B&Bs, now they total 175, 71 of which belong to a qualitative certification system and, among other things, take particular care in the preparation of breakfast.

Another important sector involves campsites. which combine open air holidays with increasingly ultramodern facilities, and the attractive offer of chalet holidays. The campsites have received many awards in recent years: one was the first in Europe to obtain both the Iso 9001 certificate for the quality of its facilities and the Iso 14001 that assesses environmental impact. Two others have been awarded by the Adac, the influential German automobile club, and by the ANWB the Dutch Touring club. Over 120 establishments (hotels, campsites, B&Bs, agriturs) can boast the European Ecolabel for environmental quality, a figure that represents almost 60 per cent of the national total. A precise indicator of the great attention for sustainability in the tourist offer.

www.visittrentino.it/alberghi

## ✓ A holiday made to measure

Not everything can be done single-handed. Teamwork and a common project based on a view everyone shares is necessary. In the field of tourist accommodation therefore, Hospitality Clubs have been created. These associations have similar commitments and display signs to show guests they are reliable. These are the Bed & Breakfasts of Quality in Trentino, Trentino Charme (charming hospitality), the Dolomiti Walking Hotel (for hiking enthusiasts), Club Appartamenti Turistici (Tourist Apartments), Club Comfort residences and apartments, Club Qualità Parco (for a nature holiday in the Trentino Parks), Mototurismo, Vita Nova Trentino Wellness, Agriturismo, Trentino Outdoor (camping sites), Giocovacanza - family-friendly hotels, Cuore Rurale and Vacanze in Baita (Chalet Holidays).

www.visittrentino.it/hotel-speciali

#### **LA** Eco-friendly hotels

The mountain refuges must maintain the essential requisites they have always been known for. For this reason everything is shared here, which is an added value; eating at the same table with the other guests and sleeping in multiple-bed rooms. There are 143 refuges for a total 4,500 beds. In the summer season they are the arrival point for trekkers and the starting point for mountaineers. About fifty of them are open in winter. They can also be reached on snowshoes in the evening, or by snowcats or snowmobiles, to enjoy the specialities of the Trentino cuisine in a fascinating and convivial atmosphere.

www.trentinorifugi.com



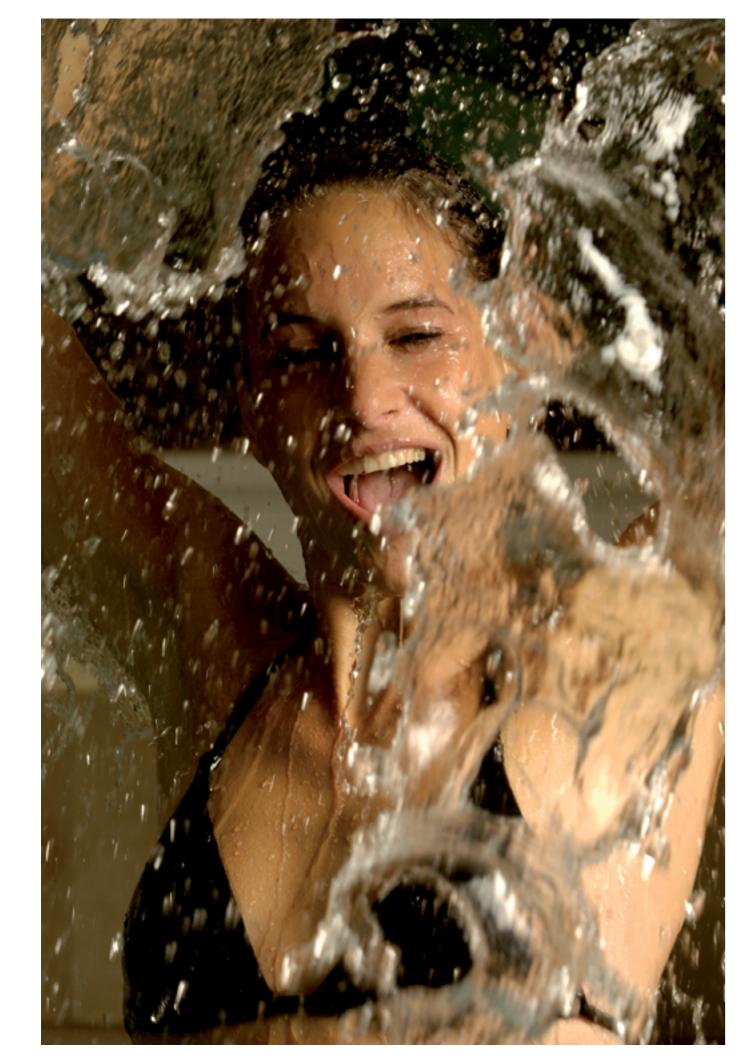
## Regenerating water and herbs

Curative waters, health restorative and preventive. The spa waters, rich in precious natural elements and known since the time of the Romans, supply seven of the eight centres of the Trentino Health Circuit. Grass provides the eighth one. The Levico and Vetriolo antistress and antioxidant waters relieve joint pains and respiratory problems. The Terme di Comano cure psoriasis and atopic dermatitis of children. The Terme di Rabbi combat cellulite and rheumatism, and those recommended for arthritis and rheumatic sufferers. in the nearby Fonti di Pejo anaemia and digestive disturbances. The Terme Val Rendena-Fonte Sant'Antonio treat pathologies of the respiratory tract. The waters of the "bagn da tof" of

the Terme Dolomia are ideal for combating sinusitis, rhinitis and circulation disorders. Built in the heyday of the Belle Epoque, the Casa di Salute Raphael offers homeopathic, phytotherapy and anthroposophical therapies. Lastly the Terme di Garniga, with a new and completely refurbished hotel, specialise in baths of officinal and medicinal herbs that grow in the meadows on Monte Bondone. These are particularly

www.visittrentino.it/terme

The story of the land on the table from vegetables to extra virgin olive oil, from fruit to Michelin stars and Slow Food snails attest the Trentino honey, all selected for their quality and genuineness. restaurant service has reached an excellent standard. Here a magical atmosphere is created, ideal for You can also enjoy genuine and tasty dishes in the savouring dishes that are the expression of the land. restaurants displaying the Osteria Tipica Trentina Like Canederli (dumplings), Strangolapreti (spinach sign. These propose menus based on traditional gnocchi) and Orzotto (barley risotto) accompanied recipes deposited in the Chamber of Commerce in by the Trentodoc bubbles, or a glass of Teroldego Trento, either the original version, or re-elaborated Rotaliano, or Marzemino, or Nosiòla wine. by the chef. Only local products are used, from water to wine, from salamis to cheeses, from meat to fish,





## Doors open to young people

As in every community that wants to develop and thinks about the future, hospitality in Trentino also takes into account the over 15,000 university students. Most of the university faculties are in the centre of Trento, while engineering and science are in the hills and cognitive sciences in Rovereto. In Trento there are five libraries, open also in the evening, IT classrooms with fixed computers and laptop service, five university restaurants, a centre for seven foreign language courses, 2,600 scholarships granted every year and 1,500 lodgings for those who study in communal residences or apartments. The new San Bartolomeo students' residence hosts

850 young people from all over the world, including the disabled for whom facilities and personalised lodgings are available, as well as a transport service, assistance and didactic aid. The university sports system is an integrated programme that makes use of the facilities and the many opportunities offered by the natural environment. Students can therefore practise various sports, from skiing to water sports and gliding.

The Trentino university ranks first in Italy for the quality of research and didactics (ministry classification) and fourth for student services (Censis - Social Investment Study Centre).

www.unitn.it

## ☐ The coexistence of cultures

Immigration policies that respect and appreciate the differences. This is the aim of the 'Piano Convivenza' (coexistence plan) of the Province of Trento that is at the forefront of integration policies in Italy. The key words are information, hospitality, listening, training, multiculturalism, support and dialogue. The Plan is assigned to the Cinformi, the information centre for immigration set up in 2001, which also assists the Police Headquarters in related administrative procedures. Trentino readily accepts new cultures that contribute to the evolution of its identity. It has not forgotten it was a country of great emigration in the not too distant past and it supports projects of international solidarity in many parts of the Third World.

www.cinformi.it







## mobility

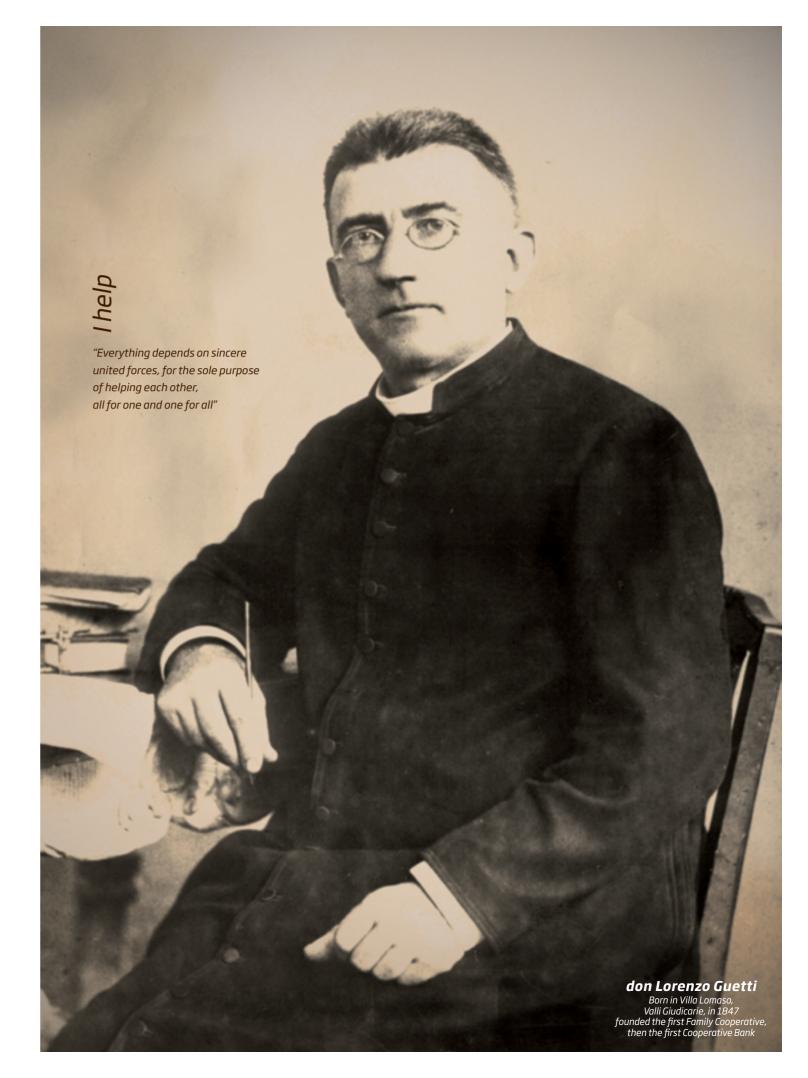
#### Virtue is in moderation

Good and modern hospitality should provide the possibility to travel easily without using a car. In Trentino a widespread network of cable lifts serves 800 kilometres of pistes and enables people to reach refuges and panoramic sites without much effort. There are 235 lifts for a total capacity of 340,000 persons per hour and covering an altitude gain of 4,500 metres. In winter a single electronic

card gives access to the two main ski circuits, the 'Dolomiti Superski' and the 'Skirama Dolomiti Adamello Brenta'. In summer Val di Fassa issues a PanoramaPass for gondolas, chairlifts and coach transfers at special rates. The provincial network of public transport has coach services that travel to every municipal district in Trentino. In winter special services operate between the airports in North Italy and the ski resorts and between

the villages, towns and ski lifts. In summer ecological shuttle buses take people into the nature parks. Three railway lines, one running through Valle dell'Adige, one linking Trento to Marilleva through Val di Non and Val di Sole and the Trento-Venice line along Valsugana, integrate the system and allow travellers to take their bikes on the trains.

www.trasporti.provincia.tn.it









#### A way of life and of working

German Burgomaster Friedrich Wilhelm Raiffeisen's idea - to create a common treasury with which to purchase products made available to farmers at a very low interest rate - was applied here by Don Lorenzo Guetti, who established the first "Famiglia Cooperativa" (cooperative family) in 1890. To this day the consumer cooperatives still bear this name. In the credit field, these were followed by the "Casse Rurali" (rural banks). Today in Trentino, with a population of just over half a million people, there are more than 283,000 men and women in the cooperative field. Another peculiarity of the Trentino area is the fusion between Lega Coop and Confcooperative, which has allowed for the establishment of a single operational centre for all cooperatives. In Trentino, the first law on social cooperation was passed, which over the years has allowed the sector to evolve into a virtuous relationship between entrepreneurship and volunteer work.

www.cooperazionetrentina.it



## voluntary work

#### The true wealth of Trentino

More than 5,000 associations with a number of volunteers between 40,000 and 50,000: almost one every ten citizens. In most cases these associations are small. They operate in a variety of sectors, from caring for the elderly to maternity and childcare services, from alienation to disability, from collecting blood to health related services, from first aid to environmental protection, from training to education, from sports to culture. Equally important is the commitment to important welfare services alongside public authorities. There is a significant level of participation in the world of social cooperatives: voluntary work in Trentino makes up about 26 percent of the personnel, compared to an Italian average of 10.9 percent.

www.volontariatotrentino.it

## A peaceful and friendly army

**protectio** 

On 6 April 2009 at 3.32 am, a violent earthquake struck Abruzzo. The same day, at 11 o'clock in the morning the first column of the Trentino civil defence started out for Aquila. An episode that is proof of solidarity also based on voluntary work. Apart from the central nucleus of the provincial service for risk prevention, the civil defence is mainly composed of firemen, a widespread organisation in Trentino that, besides the permanent and highly specialised Trento brigade, includes voluntary firemen divided in 239 brigades grouped in 13 district unions, for a total of about 4,800

persons. Each brigade has a station with equipment and vehicles for transporting people and tankers.

A tradition that shows no sign of declining. The Federation representing this world is currently training 1086 cadets, 897 males and 189 females. The Trentino civil defence also relies on the help of voluntary Alpine troops called 'Nuvola', specialists in setting up equipped camps, and on the association of psychologists created to give support to people who have experienced traumatic events.

www.protezionecivile.tn.it

## olidarity

#### **Unlimited commitment**

The culture of peace is also evidenced in concrete aid to populations in difficulties and countries torn by conflicts. This is the primary mission of the International Solidarity Training Centre, the Trentino Forum for peace and the Balkan and Caucasus Observatory, all committed in the dialogue between populations, cooperation for development in the

poorest areas of the planet and the promotion of human rights. A fixed quota of the provincial budget (at least 0.25 per cent) is set for international solidarity. Therefore many solidarity projects have been carried out by over 200 Trentino voluntary groups operating first and foremost in Africa, but also in Latin America, Asia and East Europe. Owing to its history and conviction, Trentino is on a special

wavelength with those who support pacific autonomous values. Solidarity with Tibet is therefore expressed in the Trento Charter, a document that Trentino, together with Alto Adige, has promised to get other autonomous regions in the world to sign in support of the Dalai Lama's cause.

www.forumpace.tn.it www.tcic.eu www.balcanicaucaso.org









Small yet precious

Small in size, but big in taste, the cherries, strawberries, wild strawberr raspberries, blackberries, bilberries cherries, strawberries, wild strawberries, and red and white currants have always grown in our mountains. These fruits are a precious food resource rich in vitamin B and C. Cherries are grown mainly in the area of Valsugana, while the selected ground for strawberries and other berry fruits is Valle dei Mocheni and the Altopiano di Piné. The most important mark in this field is the Sant'Orsola Cooperative.

www.apot.it

The brilliant bubbles of Trentodoc
The effervescent flagship of Trentino winemaking is the Trentodoc classic method, made chiefly with Chardonnay grapes. With around 8 million bottles, out of 18 million produced in Italy, Trentino is the national leader of this sparkling wine obtained, like Champagne, following the rigorous rules of second fermentation in the bottle. A story of success that started out at the beginning of the last century due to the intuitive passion of Giulio Ferrari, an enterprising student of the San Michele all'Adige Agricultural Institute. Today there are about 40 producers.

www.trentodoc.com





#### In Trentino Veritas

"Pour the wine! Excellent Marzemino!". In Don Giovanni Mozart thus praises this Vallagarina nectar with a floral aroma and notes of berry fruits. It is obtained from a native vine, as are two other Trentino wines. TeroIdego, produced in the green Campo Rotaliano described by Goethe as "the most beautiful vineyard in Europe", is a fruity red wine of excellent quality, ideal to accompany game and mature cheeses. Nosiola, instead, is a straw coloured white wine, originating in Valle dei Laghi. Nosiola grapes are also left to dry on racks and then pressed to produce Vino Santo, a sweet amber-coloured wine. The marc while still fresh is used to make Trentino Grappa, protected by the pertinent Institute that only allows carefully made products to use the trident trademark. The secret is the Tullio Zadra method, an original slow bain-marie distillation that preserves aromas and flavours intact. To learn more about these products it is worth visiting Palazzo Roccabruna, in the historic centre of Trento, a residence chosen by the Chamber of Commerce as a point of reference for the promotion of the Trentino food and wine world. Palazzo Roccabruna also hosts the Provincial Wine Collection and the Observatory of local productions.

www.enotecadeltrentino.it

#### An apple a day...

The apple, the essence of goodness and wholesomeness, is the princess of Trentino fruits. Golden and Red Delicious, Renette and Granny Smith, Royal Gala and Morgenduft grow on the sunny slopes of Val di Non and Val di Sole, as well as in upper Garda, along the course of the river Adige and in Valsugana. It is a particularly well-balanced fruit from the nutritional the apple is also recommended for diabetic diets. del Sarca, is particularly suitable for growing vegetables: hectares of orchards and 450 thousand tons of produce. white cabbage, carrots, celeriac, leaks, cauliflower, courgettes, chicory, string beans... The Giudicarie

Esteriori are the domain of the Montagnina potato, produced in high altitude uncontaminated environments and therefore rich in flavour. In Valle del Chiese a maize with red kernals, called Nostrano di Storo, is cultivated, which produces the yellow flour that is the main ingredient of a delicious mountain polenta. Last, but not least, the extra virgin olive oil of Garda Trentino, which point of view, ideal for those following a low-calory diet, is a golden colour and has a fruity and a bit spicy taste. It owing to its very low sodium content and abundance of is among the most awarded and appreciated olive oil of potassium and vitamins. With only about 12% of sugar, connoisseurs. The Apot, the association of the Trentino market gardening producers, is the benchmark of the Val di Gresta, lying between Vallagarina and lower Valle sector and represents about 12 thousand farms, as many

> www.osservatorioproduzionitrentine.it www.apot.it









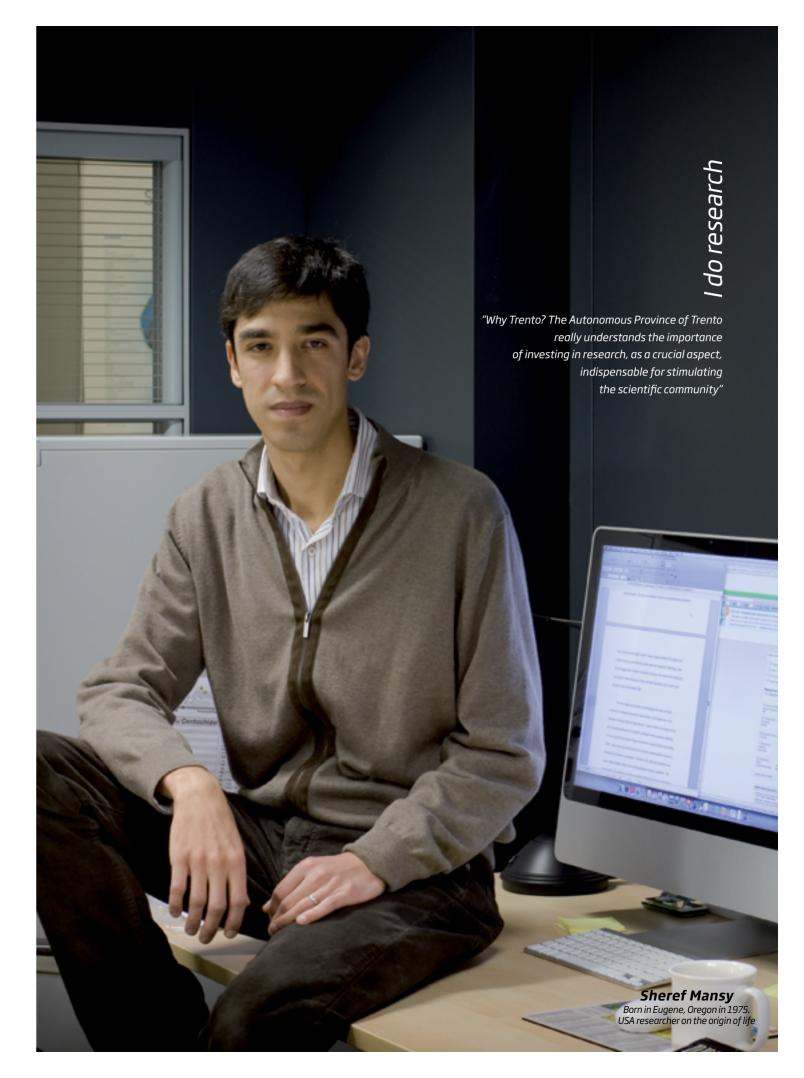
#### Good, genuine and healthy

The quality of the Trentino agricultural and food products is often certified by trademarks guaranteeing the genuineness and healthiness of the environments and the cultivation and production processes. The DOP (Protected Denomination of Origin) was obtained by the Val di Non apples for the Golden Delicious, Renetta and Red Delicious varieties, by the

Trentingrana cheese that does not exceed a production of a hundred thousand cheeses a year, thus guaranteeing its genuineness, by the Spressa cheese of the Valli Giudicarie, by the Garda Trentino extra virgin olive oil and by two exceptional species of fish, rainbow trout and char, populating centres of local products. the Trentino lakes and torrents. Six products are listed Slow Foods: three cheeses, Casolèt, Puzzone and

Vézzena, and also three salamis, Ciuìga, Lugànega and Mortandèla. Wine and Flavours Routes have been created to guide the visitor in the discovery of the regional food and wine. These are signposted routes through vineyards and wineries, farms and processing

www.visittrentino.it/prodotti-gastronomia www.stradedelvinodeltrentino.it













The origin of life is studied here

Ten years ago the Indian Minister for Rese
to Trento. Having been told how many inh
he jokingly remarked: we produce that nur
This was the beginning of a collaboration of joint laboratories in the sector of compute
the European Commission asked India to in Ten years ago the Indian Minister for Research, on a visit to Italy, was invited to Trento. Having been told how many inhabitants there are in the province, he jokingly remarked: we produce that number every week in India. This was the beginning of a collaboration that envisaged the setting up of joint laboratories in the sector of computer science micro-systems. Recently the European Commission asked India to indicate the research agreements that it considered were particularly satisfactory and India replied the one with Trento University. An episode revealing the commitment of researchers in their work here at international level. This is evidenced by the centre of Computational and Systems Biology (CoSBi), created by Microsoft and the University with the ambitious goal of closing the gap that separates computer science and biology. Another emblematic case is Sheref Mansy, a young American researcher, the pupil of the Nobel prize winner Jack W. Szostak, who has chosen the Trentino laboratories to use the million dollars awarded him by the Armenise-Harvard Foundation for the purpose of developing his studies on the origin of life.

www.cosbi.eu

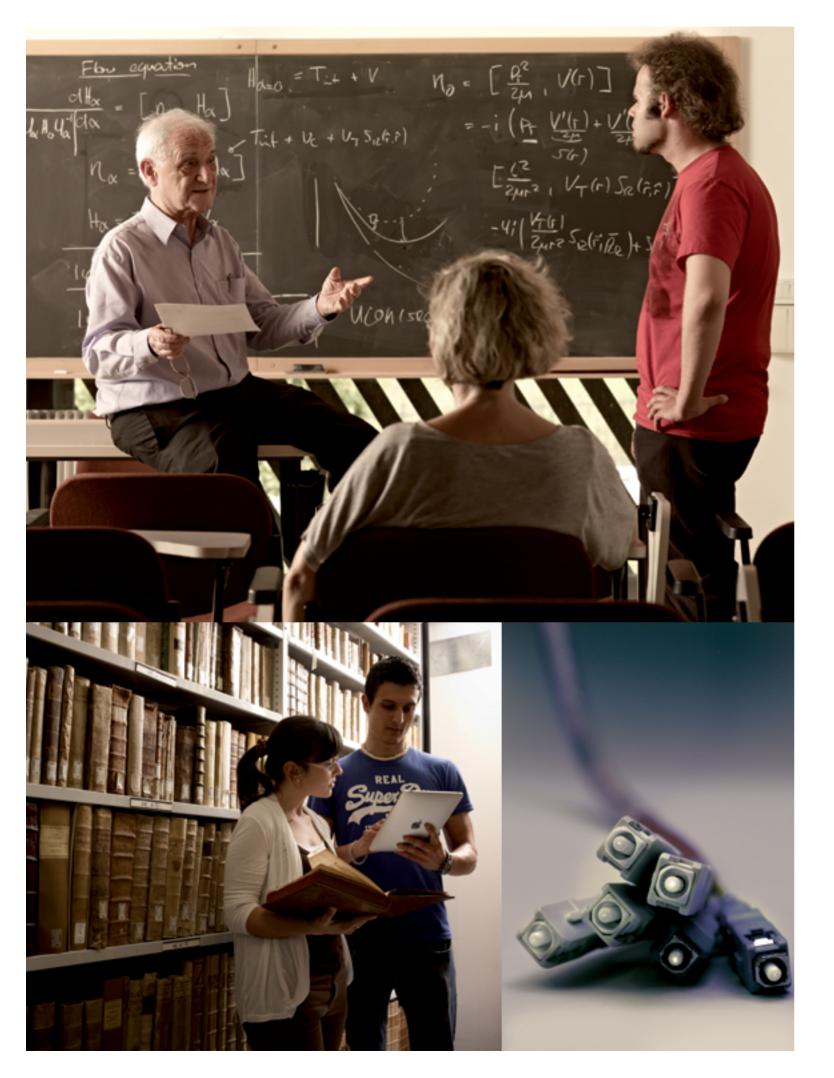
interna

# From the phylloxera to the grape and apple erritoriality genomes. And to silicon.

The Mach Foundation, over its 141-year history, has contributed to the popularity of a technical-agricultural and viticultural-oenological culture in Italy. Established in 1847 as "Istituto Agrario" (agricultural institute) in San Michele all'Adige, the institution, a unique case in Italy, is an agricultural citadel occupying a campus as large as 14 hectares. One thousand students, 250 researchers, 150 technologists and about a hundred teachers make up the formidable knowledge base of the Mach Foundation. Thanks to its human resources, the foundation has reached important results at an international level, in education, research, and technological transfer. Innovative technological platforms in the fields of computational biology, metabolomics, computational genomics, isotopic analyses, climatic analyses, GIS and remote sensing have allowed the institute to maintain high standards at an international level, with more than 200 publications per year. Furthermore, 45 researchers have acquired

qualification to teach at a university level. More than 450 researchers, 220 graduate students, doctoral candidates and visiting professors, 7 highinternational-profile research centres, 7 specific laboratories, and the Micro Nano Characterisation and Fabrication Facility (MNF), a cluster of transversal laboratories equipped for planning, realising (even in series) and measuring silicon devices and for the characterisation of materials, 21 generated spin-offs, start-ups and joint initiatives, a super-stocked library specialising in historical and philosophical-theological sciences with more than 230,000 volumes. These are the numbers of the Bruno Kessler Foundation (FBK), which carries out research activities in the fields of Information Technologies, Materials and Microsystems, Theoretical Physics, Mathematics, Italian-Germanic historical studies, Religious Sciences and Evaluation of Public Policies.

www.iasma.it www.fbk.eu



# ersit.

### Quality of life, quality of studies

For many years the point of reference of the Trentino
University has been Italy and the whole of Europe. 1,200
applications from 43 countries have arrived for the 80
places of the international doctorate in computer science.
Among the excellences figure neurosciences and integrated biology.

In the field of telecommunications and computer science, "Trento RISE", launched in 2010, is the association of the provincial system of research, innovation and education, now a partner of the European Institute of Technology and Innovation (EIT). The scientific research carried out by the University of Trento is gaining national and international acknowledgments and prestige in different areas of study. Evidence of this are the various European funds the University has received and some substantial grants

assigned by the prestigious ERC - European Research Council. The prominent internationalisation of the University gives its 15,000 students and 600 professors and researchers numerous opportunities for studying and working in other countries. The University participates in the Erasmus Mundus and Atlantis projects between the European Union and the United States. For several years the double degree programme has permitted students to do part of their studies abroad and to obtain an Italian degree and the equivalent foreign diploma. Students, professors and researchers like to come to Trentino also because of the high quality of life here and the environment. The competitiveness of the region also influences this field.

www.unitn.it www.fbk.eu/trento\_rise

# ustainability

### The house in wood

Habitech, the technological district for energy and the environment based in Rovereto, is the expression of the will to adopt stricter rules in the field of sustainable building construction. In Trentino all new buildings, either sold or rented, and public buildings must have a Leed energy certificate.

Leed provides the most widespread standard energy and sustainability certification in the world, which not only takes consumption into account, but also other aspects, like the production line. For example, a house in wood made with local raw material does not have the same environmental impact as one made with timber from another continent. Habitech has an important role also in the project 'Case Legno Trentino', a new trademark that will certify buildings made with innovative technologies, as in the case of frames and panels studied by Ivalsa, the institute highlighting the timber and arboreal species recommended by the CNR, which guarantees energy efficiency, environmental sustainability, earthquake and fire resistance.

www.dttn.it www.ivalsa.cnr.it



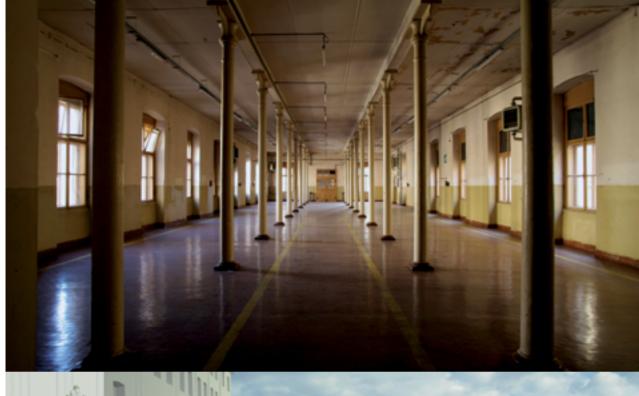
### The fibre of the future

Trentino invests not only in research and in universities, but also in innovation. Take digital technology: today in Trentino, there is a public network made up of more than 1,100 kilometres of fibre optic cables, a necessary condition for the development of the ultra-broad band. This has already made it possible to supply connectivity services at a speed of 20 Mbps (our territory has the greatest service coverage in Italy). The latest ambitious objective is to bring a 100 Mbps connection to all productive users (industries, artisans, commerce and tourism), to freelance workers, and to almost 300 schools that are still not connected. "Domestic" use may however count on a connective potential of at least 30 and up to 50 Mbps, and to this purpose a call for tenders for completing the network will be launched within next summer.

In addition to the fibre optic network, we have also created one of the largest wireless networks in Europe, to cover the areas that do not have an ADSL line. Why have we done this? Because we want to give everyone - even those who live in the areas furthest from the major urban centres - the same opportunities for accessing the services. But also because the web is a formidable development factor for our companies.

www.trentinonetwork.it







## The old factories for the new

There are abandoned industrial buildings here too. Plants built in the first half of the 20th or even the 19th century that have closed down and offer the opportunity for innovative and farsighted recuperation. In Trento the ex Michelin site is being

transformed into a modern residential

area with an important cultural and scientific centre called the Muse, the new Museum of Sciences. Important projects in Rovereto involve the ex Manifattura Tabacchi and the ex Alumental industry. In this case not only the areas will be recovered, but also the buildings. The former will host businesses, workshops and

educational areas for environmental sustainability projects. The latter is the subject of a national study that intends to exploit it as a new and highly attractive industrial site.

www.muse2012.eu www.manifactor.it www.trentinosviluppo.it

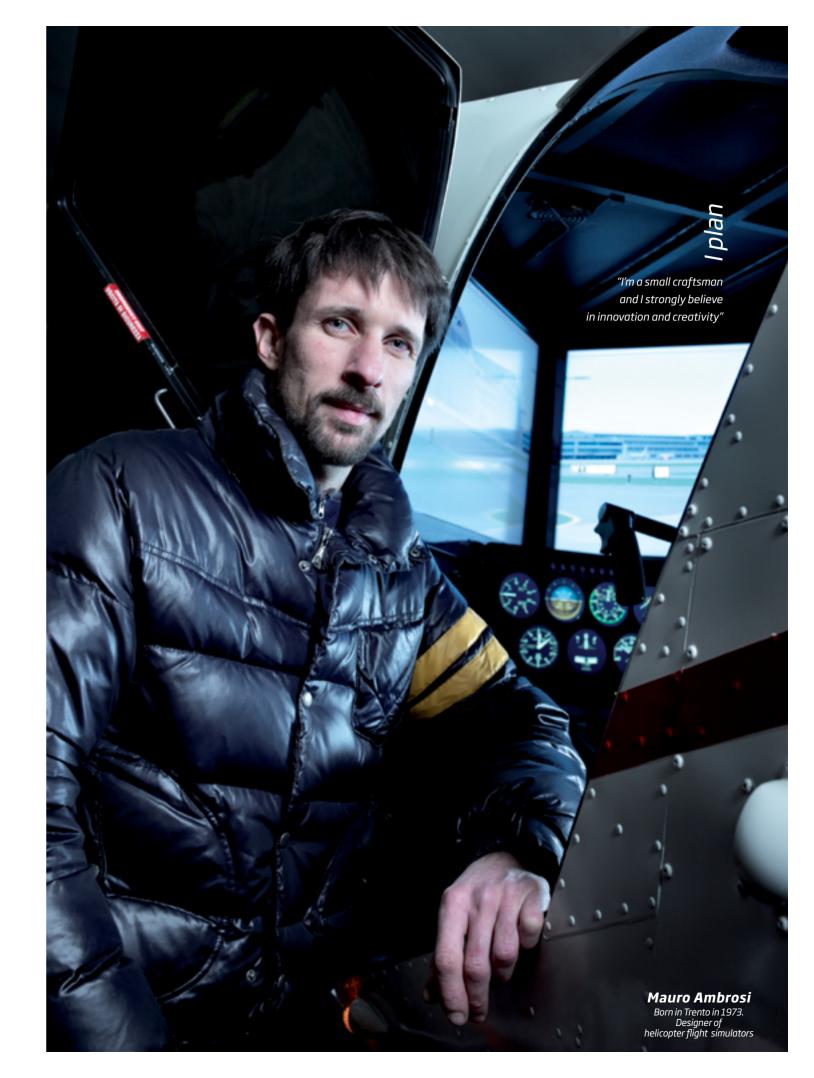


Recuperation Project of the ex Manifattura Tabacchi in Rovereto





recuperation





# The tertiary sector in the front line

The population of Trentino is about 525 thousand, with a density of 84.5 inhabitants per square kilometre, compared to the 200.4 average in the rest of Italy. The GDP per capita places the region among the top regions in Italy (33.6 thousand Euro compared to the national average of 26.7). Even the expense for consumption, in spite of the effects of the recession, is among the highest, together with Valle d'Aosta and South Tyrol. In 2013, in Trentino, the value added to current prices was equal to 16,442 million Euro, an increase of 1.8 % compared to 2012, unlike the national dynamic that still shows that same figure decreasing.

The sectors that contribute the most to the added value are the services concerning financial, insurance, real estate, professional, scientific and technical activities (27.6%). These are followed by wholesale and retail commerce, transport and storage, hotel and restaurant services and information and communication services (24.1%). The economy in Trentino, therefore, has the characteristics of a dynamic economy, open to innovation and, increasingly, to foreign markets. Its fabric is made mainly of small and medium businesses - about 49,000 of them. But there are also larger companies and multinational groups active in the territory.

However, the pride and joy of the economy in Trentino is represented by the extraction and processing of the local stone, particularly porphyry, which is used throughout the world for prestigious works, decoration and flooring.



# A cooperative society

One in two Trentino families are involved in the cooperative system. The agricultural cooperative interests and governs the four main sectors: market gardening (30 million fruit trees and 11,000 cultivated hectares, mostly apple orchards that in 2009 accounted for 4.5 million quintals), wine-growing (8,000 farm members, 19 wine producers' cooperatives, 1 second degree consortium, the Cavit; 1.2 million quintals of grapes produced and 8,100 hectares of vineyards), animal husbandry (1,300 farm members of the provincial Federation, which in turn is a cooperative farming society) and dairy farming (over 120 million litres of milk produced annually).

The consumer cooperative in Trentino accounts for 38 per cent of the market with an annual turnover of 303 million euro. It can count on over 81,500 members, 379 sales points and 2,130 employees working in the 81 Family Cooperatives, all grouped in a second degree consortium, the SAIT. The Cooperative Banks have 107,000 members, 376 branches and 2,600 employees, with a total saving of 14.861 thousand million euro (in 2007). Loan expenditure of the system amounts to 10.5 thousand million euro. Last but not least, a significant sector involves production and labour cooperatives, services, housing, social and solidarity purposes.

www.ftcoop.it

## The core of the GDP

As we have already said, the tertiary sector plays a fundamental role in contributions to the gross domestic product, also due to the constant increase in tourism. There are 160,000 beds in hotel and similar establishments, in addition to which 114,000 in private lodgings and about 200,000 in second homes. You could say the number of beds for tourists in Trentino is almost equal to the number of inhabitants.

www.turismo.provincia.tn.it

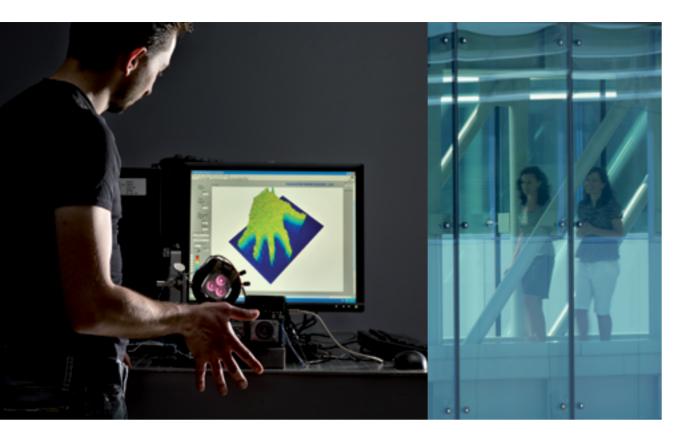
# Following the course of tradition No less important are the 13,989 small

enterprises, of which 10,000 are oneman businesses, equivalent to 27 every thousand inhabitants. Nearly 50 per cent of the Trentino firms are therefore small; they employ 38,000 workers and 63.6 per cent of them have a turnover of less than 100,000 euro.

www.ceii.it www.artigiani.tn.it





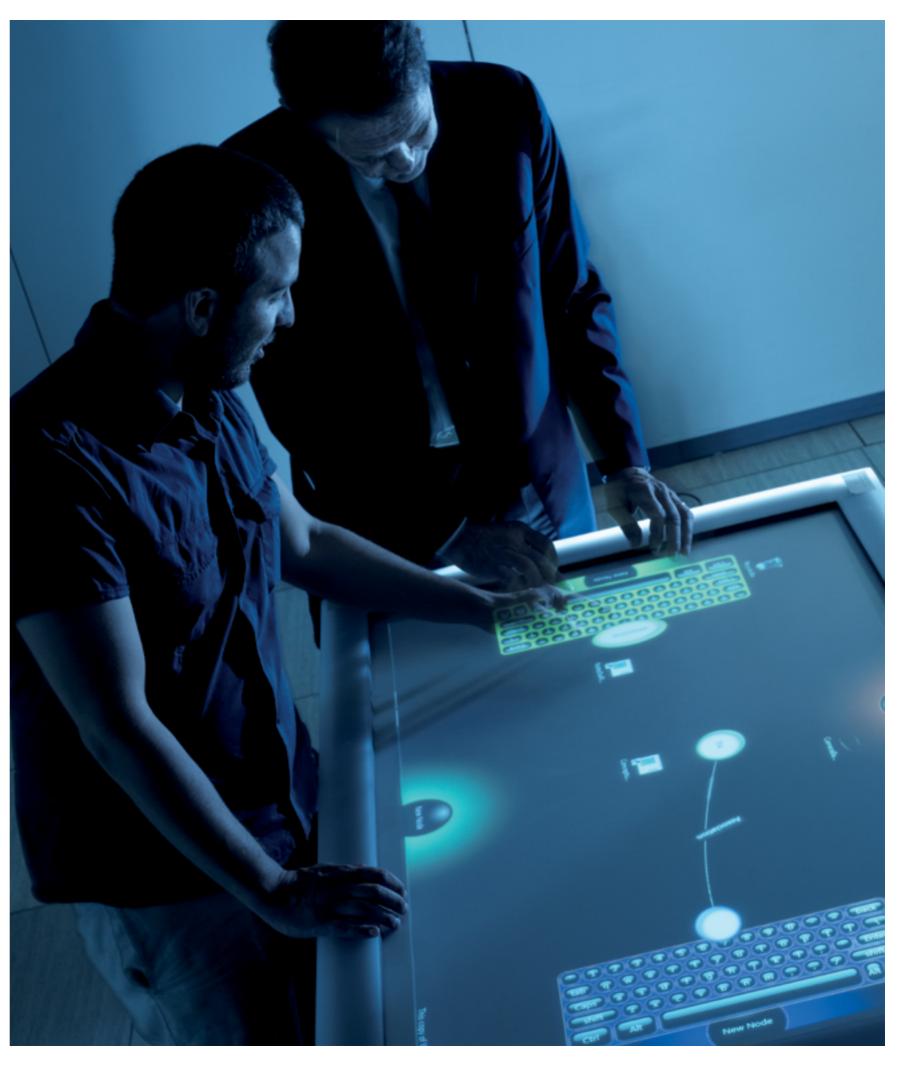


Laboratory for the future

Trentino concentrates its energies today above all on innovation, with its University and the many research centres in the region. From Information Communication Technologies to biotechnologies, from partnerships with Microsoft and Fiat to the field of research of the Bruno Kessler Foundation and the Agricultural Institute of San Michele all'Adige - Mach Foundation and the Manifattura Domani as a future centre in the field of green economy.

Trentino is more and more like a big laboratory with a big laboratory with a big laboratory with a big laboratory. Trentino is more and more like a big laboratory, with obvious advantages for the whole of its production activity. One example: the Trento Rise association, the Trentino system of research, innovation and higher education, which recently, after rigid selection, became a partner of the EIT, the European Institute of Technology and Innovation.

www.uniricerca.provincia.tn.it



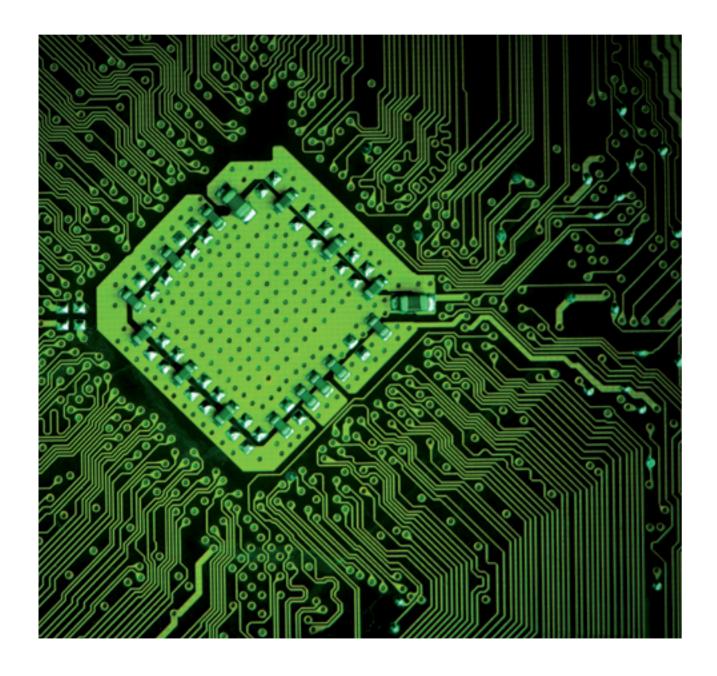
# connections

# **Production System**

The quality of life, the wellbeing of the population, the high employment levels, the quality of the services and infrastructures are a tangible indication of a solid economy. The constant policy of international receptiveness, innovation and a prudent management the environmental balance: roads,

the provincial government to develop one of the most advanced social models in Europe. Living in the most beautiful mountains of the Alps has not consisting of millions of tourists, prevented the development of a first class transport network that respects

of the common resources have enabled railways, airports and connections of the latest generation ensure rapid and safe links. Trentino has chosen to invest in an economy in movement, international investors and businesses able to face the challenge of the global market.









A widespread and rapid system
A widespread network of medical facilities A widespread network of medical facilities and rapid intervention in cases of emergency. These are the two mainstays of the Trentino health system, at the service of residents and also guests. There are 43 local ambulance service stations, in addition to the 12 with vehicles for advanced first aid, 5 district hospitals and 2 provincial ones in Trento and Rovereto. In 18 minutes maximum the yellow helicopters of the Elisoccorso (air ambulance service) are able to reach any Trentino locality. X-rays can be transmitted with a Pacs system to Santa Chiara hospital in Trento, where a cardiologist and a neurologist are always present. People who visit Trentino can also count on the ease and rapidity of being taken in charge by the local health system: all that is required is a letter from one's family doctor to continue treatments also on holiday. And for expectant mothers there are eight maternity points distributed over the region.

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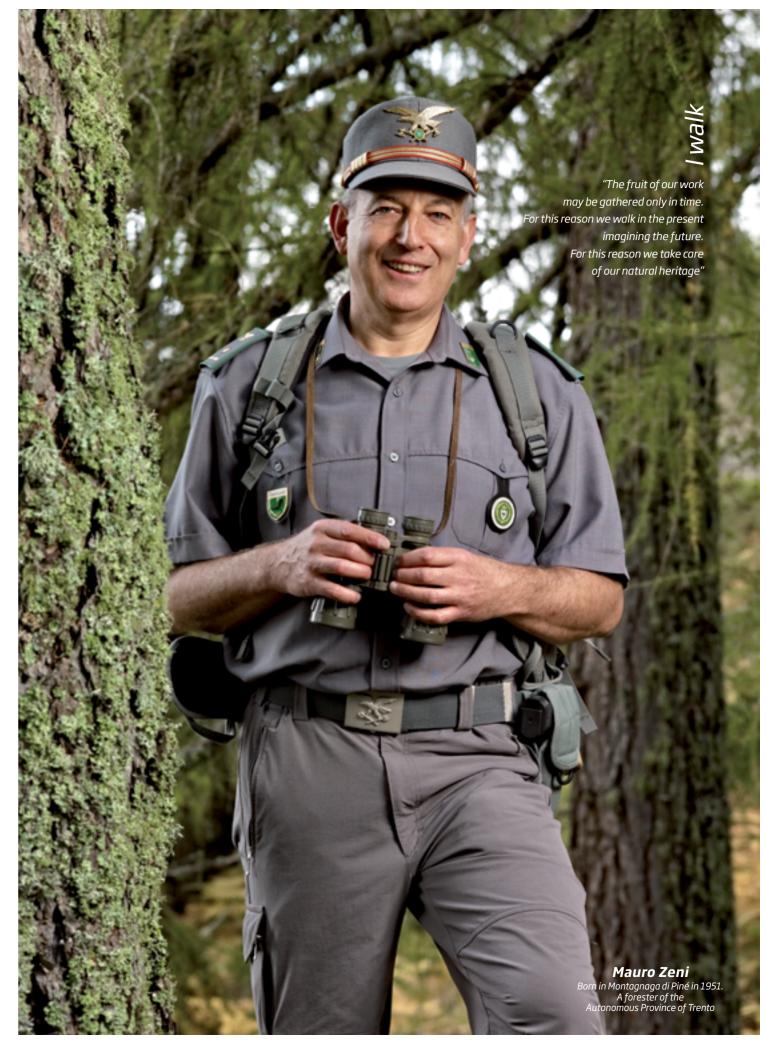
Guardian angels
There are 680 members and speleological reso There are 680 members of the Trentino mountain and speleological rescue association, distributed in 34 territorial stations, one speleological and five operational areas. Among these angels of the peaks there are 61 technicians and 30 instructors, 23 helicopter rescue operators, 17 dog units and 22 speleological operators. Out of an average 700 interventions a year, more than half are made to rescue hikers, many of whom risk ventures beyond their ability or are poorly equipped. Over 200 interventions require the use of a helicopter,

an indispensable means for such a complex territory. The Trento Nucleus is the first in the Italian Alps to have established the helicopter rescue service in the mountains. For this purpose there are two crews constantly on duty from dawn to dusk. Over 60 per cent of their missions concern health rescue. The rest consists in interventions of civil defence, forest fire fighting and checking avalanches.

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