

Competition and co-operation strategies of metropolis system in Turin

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“In Italy there is a city to discover”.

In this way the city of Turin has launched an advertising company to promote its own image abroad. This initiative helps us to realize that “*internationalization*” is sensed a lot in a city that, after its difficulty incoming out from the period of industrial reconversion, is trying to leave behind its role of “one company town” in the shadow of FIAT, and to rise again in the international context that has always been rather indifferent to it.

The aim of this thesis is to analyse the role of Turin and its “region” on the international scene, trying to check how the first city that was provided with a strategic plan in Italy, competes and co-operates with the others cities of “Western Alps-Macro Region”.

There are many ways to show the international vocation of Turin, but this search has given more importance to the analysis of different strategies, policies and actions acted on different geographic scales in this last decade, and the further comparison with the “Strategic Plan of Turin, to point out weak/strong points, coherence with other strategies, international opening, images.

In fact this thesis, after a brief theoretic introduction about today’s role of international cities, lingers over studies, searches, strategies and useful instruments to understand if Turin can really become an international metropolis.

To discover it, we have faced up to community-territorial studies (“Europe 2000”, “Europe 2000+”, “SSSE”, classification of European cities carried out by different research institutes, perception of international images of cities and the several “Macro regional” strategies that deal with Turin in a more specific way (INTERREG, COTRAO, Diamant Alpin, CAFI).

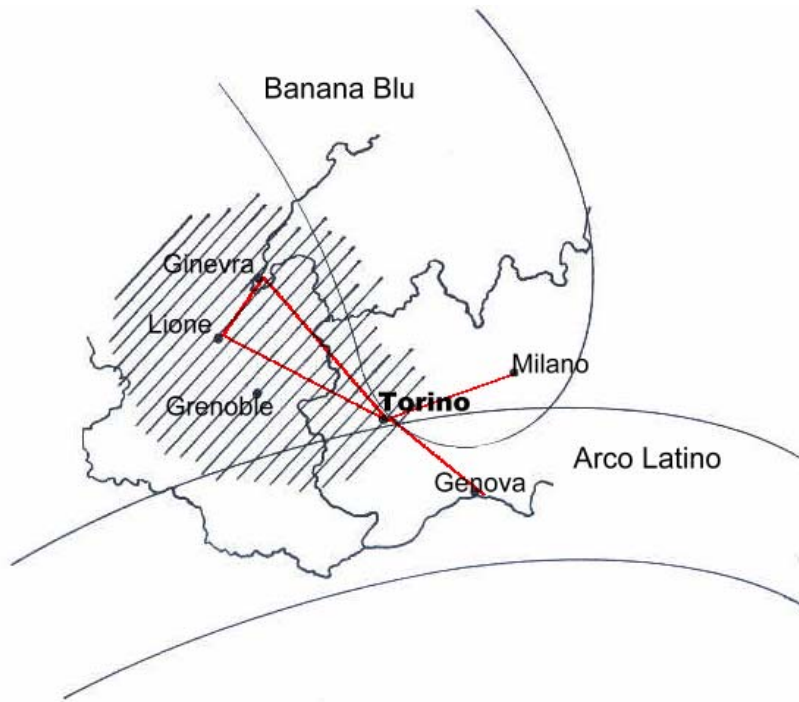
From this research it has been possible to understand that Turin has a high capacity but it is international on a small scale; rich from the point of view of scientific and technologic R&D, endowed with a very high artistic and cultural properties, but with a few infrastructures and lacking connections.

Analysing the strategic plan of the city, it has been indeed pointed out that the plan itself is the proper instrument to realize changes and development in a completed way, emphasizing potentialities and correcting the verified shortages.

Thanks to these studies we have been able to draw up some summaries that settle the points of weakness and strength of Turin verified in every context taken into consideration. In the end, from the comparison among all the summaries, it has been possible to find out all the strategies of competition and co-operation that the metropolitan system of Turin has to carry out, above all with the nearer cities (Lyon, Geneva, Grenoble, Milan and Genoa), in order to compete at the level of the greatest international metropolis too.

Within the limits of a thesis, it has not been possible to examine closely the several ways of research suggested by such a vast and open topic like that of “*internationalization*”.

Since this treated subject is open to several perspectives, we can’t aim to an outcome, but we can only suppose a possible continuation of the research aiming at a creation of a kind



Turin and “Western Alps Macro-region”

In fact the plan should exploit synergies, complements, factors of competition (taking into consideration weak points) such as: strategic position in the core of Europe, high levels in the sections of R&D and the presence of many technological poles, consolidated connections of university co-operation among different faculties, the means of development in the tourist sector (not only congressional).

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