



## Register.it makes its debut at SMAU Milano 2016: at the forefront with SMEs for Industry 4.0

*New frontiers in digital marketing with Register.it and the success achieved with INSEM  
at the most renowned technology and ICT fair*

Milan, 20 October 2016 - From **25 to 27 October**, *Register.it*, leader in internet domain registration and management of the online presence for individuals and businesses, will **participate for the first time at SMAU Milano under SMAU ICT** - SMAU's new business area dedicated to Information & Communications Technology and inaugurated at this 53rd edition of the fair. The company **will renew its commitment to Italian SMEs** to support them in promoting their business and competitiveness by providing increasingly advanced and invaluable digital solutions and present **one of their success stories developed with INSEM**.

The choice of Register.it to be present at this important event, which has been a workshop of innovation and business for over 50 years, places them in a macro-economic scenario where **Industry 4.0** is a main discussion as well as the need to seriously address the challenge to compete and grow in the digital market, recovering setbacks that in recent years have affected Italy's productivity. The adoption of digital as an engine of growth is at the heart of the government's objective which sees the realization of the 4.0 industry as key. This is a process in which Register.it wants to be involved, providing their expertise and solutions.

*"We are very proud to be a part of SMAU Milano 2016. We have always been committed to developing the best innovation to help the small and medium Italian business to emerge and develop their potential, and today we believe that our contribution will be important in attaining the spread of digital culture. In this edition of the event focusing on the ICT world, we bring our expertise and solutions to professionals, companies and entrepreneurs desiring to increase their product line while counting on a technological infrastructure, consultancy and assistance services that are unparalleled on the market,"* stated **Claudio Corbetta**, CEO of Register.it.

At SMAU Milano, the company's desire to work closely with SMEs is translated into a physical presence that opens a direct channel to businesses in Italy, so they can see the benefits of digital innovation firsthand. At the fair, Register.it will provide a **co-working space (Stand D10 Pavilion 4)** where visitors can meet Register.it experts, experience live the daily duties of Customer Care, exchange views on needs and opportunities. The key focus will be the **Business Partner**, increasing an awareness of the advantages, the opportunities and the services dedicated to professionals, companies and investors.

To allow all businesses who make up the fabric of our company to understand the role of digital as facilitating and accelerating business, some examples of success can already be seen today in Italy, Register.it has decided to present a success story developed together with INSEM - Italian Digital Factory, involved in advanced Web Marketing and consultation for SMEs. On Wednesday **26 October at 11.30 a.m.**, the live show **"Services for citizens and businesses: innovation at 360"** will be held at the fair's main stage, where there will be a presentation on the success story regarding e-commerce technological solutions and Internet positioning services and solutions for domain registration of all extensions, together

with some of the main players from the business community who have been awarded the Premio Innovazione Smau Milano 2016 (the SMAU Innovations Award). Participating in a round table will be **Germano Milite, Brand & Digital Manager from INSEM**, an excellent example demonstrating that relying on an invaluable technological partner with years of experience, such as Register.it, has led to achieving excellent results in terms of performance, growth and ROI.

*“Collaboration with Register.it began six years ago and was initially based mainly on hosting services before becoming a cross collaboration in all of INSEM’s activities. This is the foundation of all our activities, from e-commerce to website creation to virtual server infrastructure,” says Carmine Pappagallo, President of INSEM. “Register.it is a very reliable partner and we have worked with them to develop very specific and high performance platforms. For years we have relied on Register.it for the registration of domains in all possible extensions. They have always provided us with a service that is rapid and advantageous from an economic point of view, as well, so much so that we have decided to no longer handle registrations ourselves.”*

Italian businesses are thus faced with an important challenge and it is time to bridge the gap with the rest of Europe. It is in this way that SMAU plays a strategic role, giving additional incentive to businesses and encourage them to take the leap, making use of leading experts in digital and technological innovation, such as Register.it.

For information on the live presentation, visit:

<http://www.smau.it/milano16/schedules/servizi-ai-cittadini-innovazione-per-aumentare-efficienza-e-accessibilita/>

For further details on the success story of INSEM and Register.it, visit:

[http://www.smau.it/milano16/success\\_stories/INSEM-con-registerit-per-progetti-di-digital-marketing-per-le-pmi/](http://www.smau.it/milano16/success_stories/INSEM-con-registerit-per-progetti-di-digital-marketing-per-le-pmi/)

## **DADA Group**

*DADA S.p.A. - listed on the STAR segment of the Italian Stock Exchange - is one of the principal European players in providing professional services for the online presence and visibility of individuals and businesses and boasts more than 600 thousand business clients, managing more than 1.86 million domains, 1.6 million email accounts and 650 thousand websites through their platforms. DADA operates in Italy through Register.it S.p.A., leader in providing domain registration services, hosting, brand protection and digital advertising. Register.it offers its customers professional services that are accessible and manageable online through the use of simple and intuitive tools. It is furthermore the first Italian operator to received ICANN accreditation. On an international level, DADA is present in Spain, the UK and Ireland, France, Portugal and The Netherlands through the Nominalia, Namesco, PoundHost, Register365 and Amen brands, respectively.*

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