



LHYRA
MAKING IDEAS BECOME
BUSINESS



@2011/a



LGW
LHYRA
GREEN WORLD
Solutions for a Healthy World

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WHAT IS LHYRA

LHYRA is aimed at identifying the best innovative, organizational solutions, etc.. to allow a company to maximize the opportunities and returns and reduce risks.

All this, both in favorable times or in times of economic crisis when, simply, the models change but the business doesn't stop.

This doesn't happen by chance or through magic recipes ... everything is just the result of a careful and constant work of a strong partnership with our customers: through the building of a relationship based on trust and respect, this partnership can only give valid results.



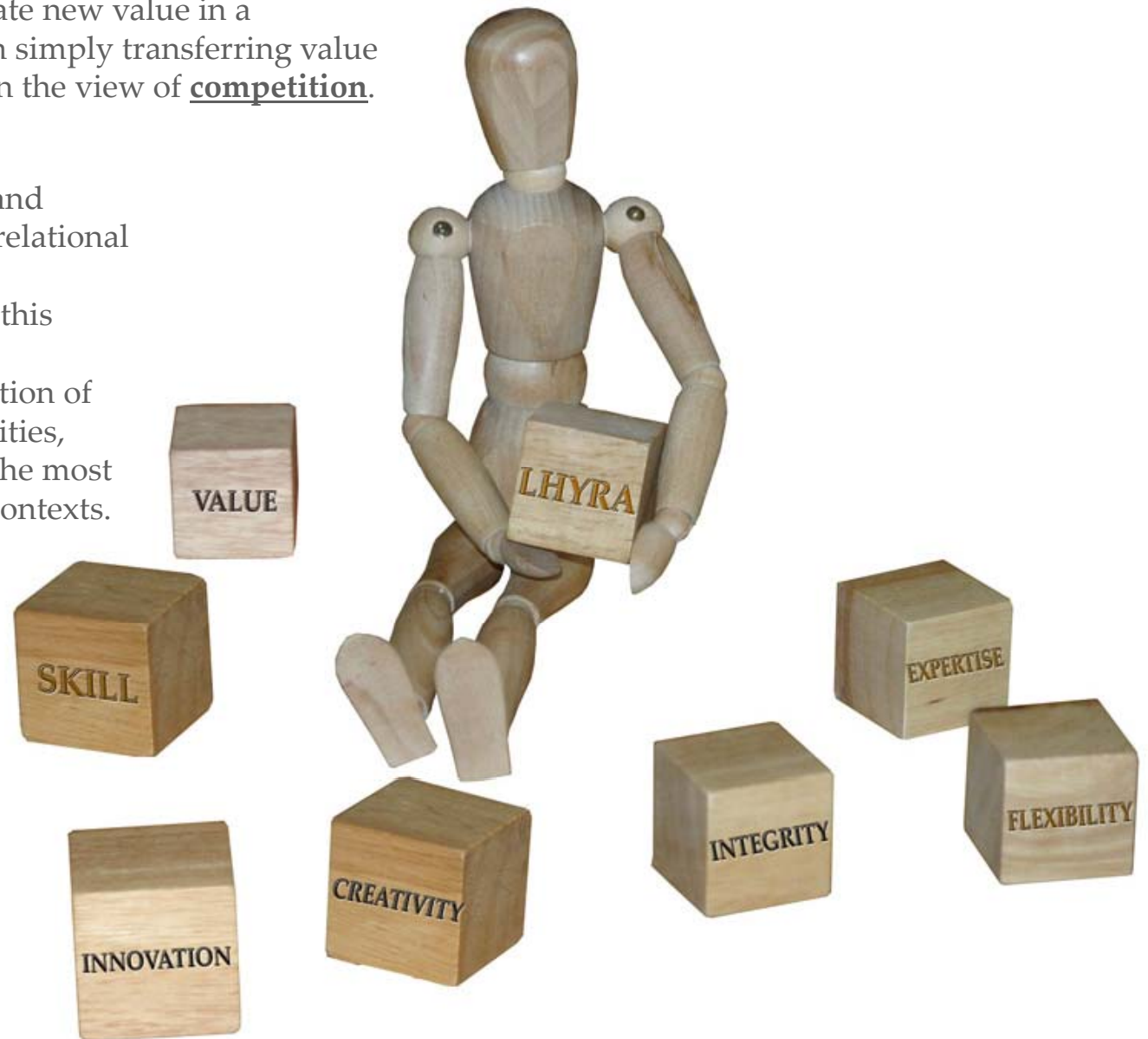


OUR BEGINNINGS



LHYRA was born from an intuition of its creators on the need to unfreeze the unexpressed business opportunities in order to create new value in a **collaborative** way, more than simply transferring value from a company to another in the view of **competition**.

LHYRA offers, dynamically and flexibly, expertise, tools and relational skills –once exclusive for big networks- to your company: this allows to boost innovation, internationalization, the creation of synergies and new opportunities, allowing the growth also in the most competing and challenging contexts.



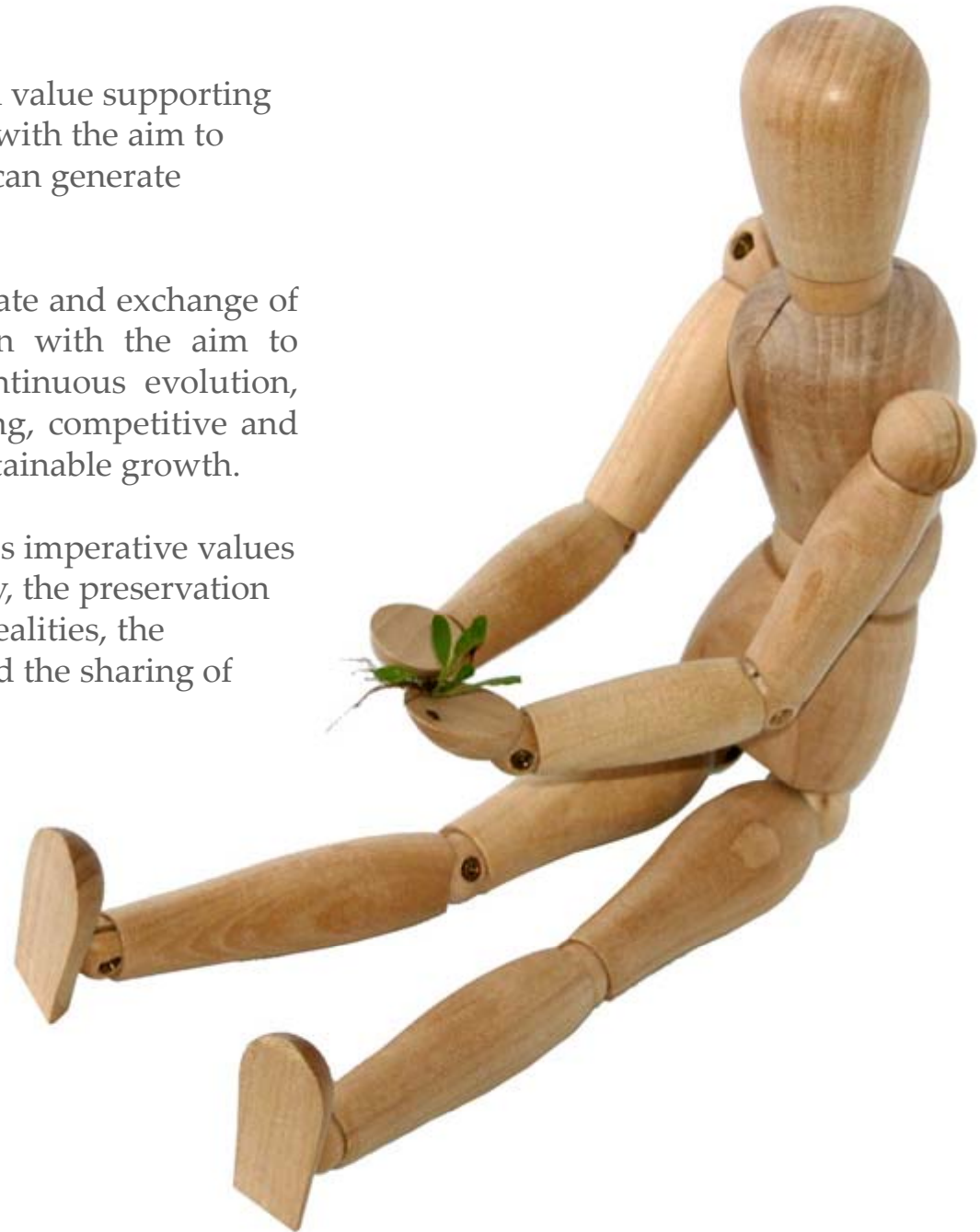


OUR MISSION

LHYRA's *mission* is to create its own value supporting and serving the reference network, with the aim to spur business opportunities which can generate positive results for all the sector.

LHYRA promotes situations of debate and exchange of experience, views and information with the aim to develop a dynamic model, in continuous evolution, bringing the companies to be strong, competitive and innovative, with a constant and sustainable growth.

LHYRA, in its activities, considers as imperative values like transparency, creativity, honesty, the preservation of the differences among different realities, the challenge of pursuing new ideas and the sharing of success.





OUR OFFER

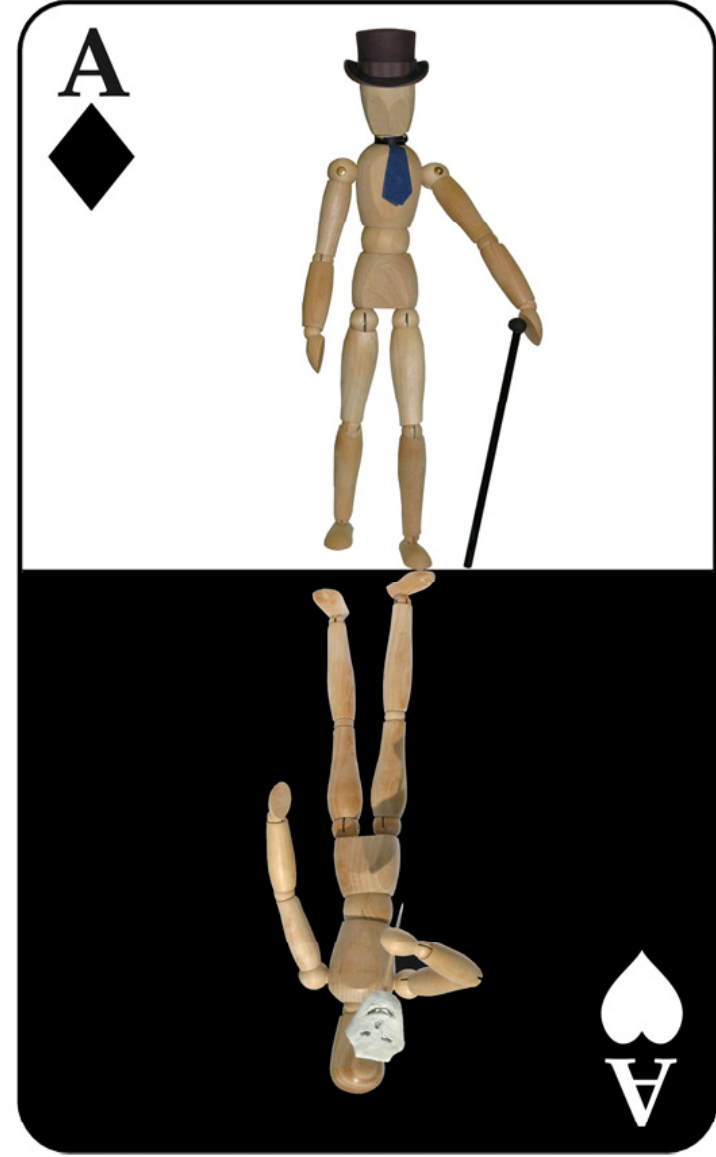


Thanks to the plurality of the contributions stimulating it, LHYRA has two souls.

One more traditional and solid, finalized to the STRATEGIC CONSULTING and to the optimization of business processes. This soul helps the Client in the day-to-day activities, in the management of projects and in the optimization and maximization of available resources, or the gathering of new resources.

The other more creative and INNOVATIVE soul checking out the evolution of the markets and their new tendencies and reference models. This soul supports and advise the Client on new opportunities, in understanding and preventing the concurrency, in gathering new competitive advantages.

Project Management
Strategic Consulting
Processes and costs optimization
Third parts and contracts management



Business Modelling
Corporate Social Responsibility consulting
Energy efficiency and environmental impact analysis
Stakeholders analysis and sustainability strategy development



LHYRA'S STRENGTH

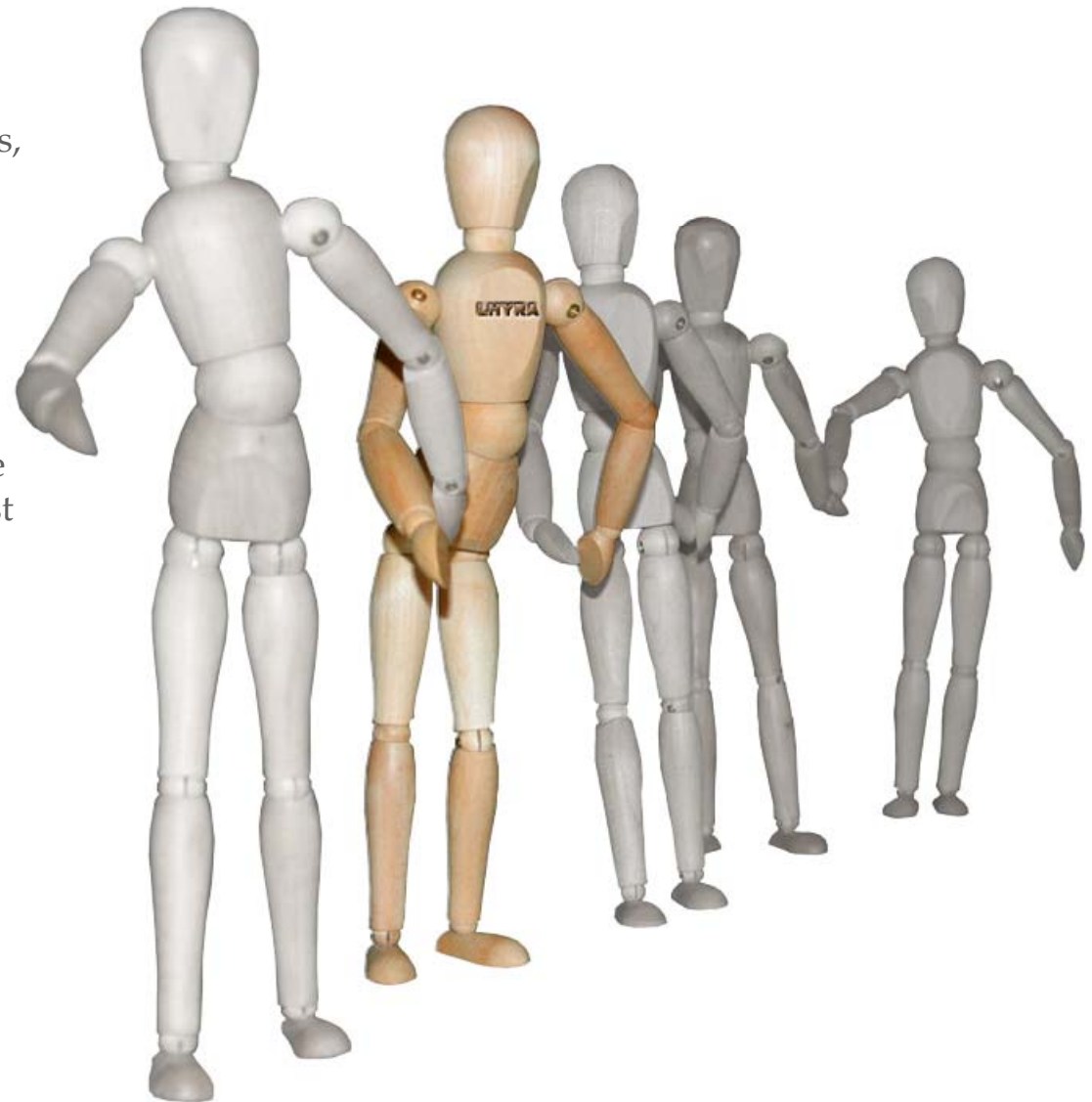


There are lots of consulting firms, professionals and communication agencies, many of which prepared and qualified.

But they are not all the same! Each set has its specificity and characteristics.

Our specializations, the fields in which we are more experienced and we give our best are:

- INNOVATION
- SUSTAINABILITY
- INTERNATIONALIZATION
- FUND RAISING





INNOVATION

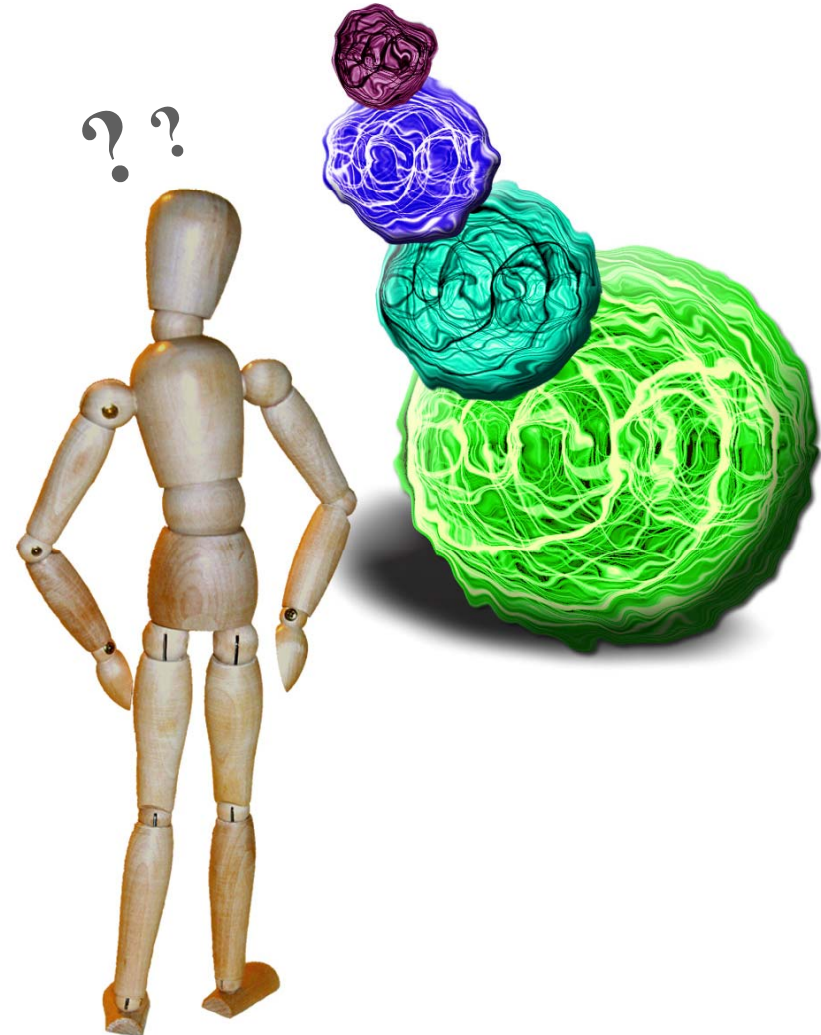
We pay a continuous attention to the Innovation and the improvement of business processes and models of our clients and partners.

We don't look for a change as a mere and sterile exercise but, with resolution, we always try to anticipate new market trends and demands to always catch the best and all the opportunities.

We do a careful "Technological Watching", we continuously analyze the opportunities of markets, evaluate the new scientific researches results, both in academic and non academic fields, we explore the market of new patents.

All this with special attention to the fields of:

- RENEWABLE ENERGIES
- WATER, ENVIRONMENT AND WASTE MGT
- HEALTH
- ICT
- TERRITORIAL MARKETING





SUSTAINABILITY

Whatever the idea of the future of a company is, it's impossible to split it from the environment in which the future will be realized, and the increase of competition will surely take the company to face the need of sustainable innovation and change.

The concept of quality of products and of value of the company producing it, is embodying new factors among which the industrial safety and the respect of the surroundings and of all the social components.





INTERNATIONALIZATION



The more dynamic and innovative firms and those that can forecast the tendencies already look for new markets. There are no free zones in which to hide to make one's *Business-As-Usual*.

Internationalization is not a luxury anymore.

When the national market is eroded by foreign competitors, more and more qualified and aggressive, a company must react to assert its right to keep on working.

We have no miraculous solutions to propose, and we don't think they exist. Nonetheless, we are convinced that the successful initiatives are the result of determination in the action and of the humbleness of a pragmatic and experimental approach which learn from its successes as from its mistakes.

We have the experience and the expertise to offer.





FUND RAISING

For many companies the path from a business idea, even if highly profitable, to the possibility of its financing is not always easy, and very often the red tape or simply the lack of information brings to let the available opportunities untried.

On the contrary, there are many tools to help access to credit to companies willing to innovate or expand their business.

Get financed is possible.

Co-financing, free grants, revolving funds... these are all opportunities we help you explore and on which we directly invest with our partners and customers..





OUR REFERENCES

The company, in addition to a relevant list of Public and Private customers, obtained several acknowledgments for its procedures in carrying on the business activity, some of which are:

- 2007 **UNIONCAMERE** (Union of Chambers of Commerce of Italy): LHYRA has been indicated as one of the 70 national companies for the “good practice of Corporate Social Responsibility“;
- 2008 **FONDAZIONE SODALITAS**: LHYRA has been included, in the section of Italian SMEs, among those companies committed for a safe and sustainable development of business;
- 2010 **LUISS University/IPI**: LHYRA has been indicated, within the report from the Ministry of Economic Development, as one of the 49 cases of success in Italy in the Corporate Social Responsibility within the framework of the “OECD Guidelines“
- 2011 **LUISS University/PCN**: LHYRA has been one of the 61 companies in Italy selected to represent a significant set of business cases for the report “Le Reti di Impresa come strumento privilegiato per la diffusione di una Sostenibilità di Sistema“





OUR NETWORK

LHYRA is part of a network of independent companies, which chose to propose a coordinated offer to their Customers in order to always assure them quality, flexibility, dynamism and professionalism.

					
Business consulting and quality certification	Economic and financial analysis	Software development and integrated solutions	Internationalization and commerce	Fund raising and strategic consulting	Renewable energy



COOPERATION & EXCELLENCE





Changing and innovating are not an option.

Your current business models will not be as effective in the future.

Together we will find innovative solutions to turn it around.

