

Economic situation in Italy and Veneto

Gian Angelo Bellati

***Secretary General of the Regional Union of the
Chambers of Commerce of Veneto***

Kick off “Italia”

Graz, 27 February 2015

The Regional Union of the Chambers of Commerce of Veneto

ACTIVITIES:

- Representing the seven Chambers of Commerce of Veneto
- Stimulating actions supporting Veneto economy
- Collaborating with regional, national and European institutions
- Being an observatory on economic, labour and fiscal topics
- Participating in the policies making process both at regional and EU level
- Hosting EEN Network



EU Policy Department – Eurosportello

Eurosportello Veneto coordinates the activities of Enterprise Europe Network (**EEN**) for the Northern East of Italy

Eurosportello Veneto cooperates with:

- ✓ The EU Commission and other EU institutions
- ✓ The 500 members of Enterprise Europe Network
- ✓ The Veneto Region
- ✓ The national and regional system of the Chambers of Commerce
- ✓ The Brussels Delegation of Unioncamere Veneto
- ✓ APRE (Agency for the Promotion of European Research)

Basic data on Veneto *year 2013*

Area: 18,407 km² (6% of the national territory)

Population: 4.9 million (8% of Italy) 267.6 ab./km²

Regional GDP: 146.8 billion €

Per capita GDP: 29,934 €

Number of active enterprises: over 442.000 (1 every 10 inhabitants)

Organized in **clusters**, SMEs cover almost **all sectors** – from the most **traditional** (food and wine, artistic ceramics and glassmaking, gold smith and silversmith, furniture, fashion, technical apparel, tourism and machinery) to the most **advanced** (nanotechnology, biotechnology, information technology, astrophysics, aerospace and mechatronics)



Veneto. Economic outlook *year 2013*

GDP > 128 billion euro (9.4% of Italy)
GDP per capita: € 29,934
(almost € 4,000 higher than the national average)

442,278 **active companies** (8.5% of total Italian)
1 company every 10 inhabitants
Over 86% of companies < 5 employees

2 million **employees**
63.3% employment rate
7.6% unemployment rate
-93,900 jobs lost in the period 2008-2014

Exports: 52.6 billion euro (13.5% in Italy)
Import: 38.8 billion euro (10.8% of Italy)
BoP: 13.8 billion euro



Production structure in Veneto

High flexibility and liveliness

Over 442,000 firms: traditional productions/high-end technology - innovative activities. Small size.

17% SMEs fishing and agriculture

13% manufacturing

16% construction

23% retail and wholesales

26% services

Main sector: “**made in Italy**” (food industry, textile, clothing industry, shoes, wood-furniture and other):
over 40,000 firms



Basic data on Northern Italy year 2013

Northern Italy is the most developed and productive area of the country, with one of the highest GDP's per capita in Europe.

Population: 27,4 million (46% of Italy)

**Regional GDP: 777 billion €
(55,4% of national economy)**

Per capita GDP: 30,000 €

Number of active enterprises: over 2 million (50% of Italy)



Tourism: Veneto is the 1st region in Italy

year 2013

- Diversified tourism supply
- High landscape value
- Rich natural, historical, artistic heritage and strong traditions
- High-quality agro-food production (DOCG, DOC and IGP)
- **16 million arrivals (747 thousand from Austria)**
- **61.5 million admissions (3.4 million from Austria)**
- 2/3 of tourists from abroad (mainly from Germany, Austria and Switzerland)
- € 4.3 billion of foreigners spending (15% of Italy)
- Over 31,000 companies are active in tourism (9% of Italy)
- **Venice** ranks 2nd in Italy according to the capacity to attract foreign tourists with over 4 million arrivals

Veneto: Transport and infrastructures *year 2013*

Highway network

29 km per thousand sq km (22 km is the Italian average) and good road density in relation to land area

Port of Venice

One of Italy's most important ports for the volume of commercial traffic and the 1° home port in the Mediterranean for cruise ships, a year:

- Nearly 4,000 ship arrivals
- 2 million passengers
- More than 25 million tons of goods

Airports

Venice - Treviso: 10.5 million passengers and more than 41 thousand tons of goods

Verona: 3 million passengers and 5,000 tons of cargo

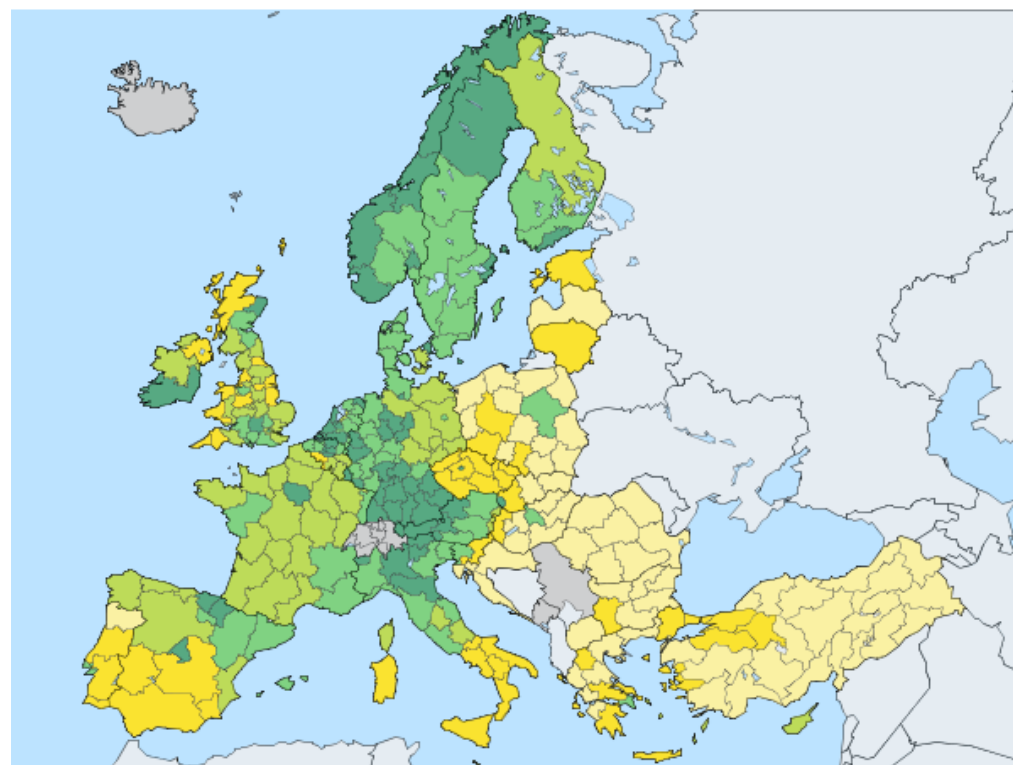
Inter-ports

Padova Freight: 200,000 TEUs (standard size for containers), over 5,000 trains.

Inter-port of Verona "Quadrante Europa": 1st inland port in Europe, more than 500,000 TEUs and almost 14,000 trains

Regional gross domestic product (PPS per inhabitant) by NUTS 2 regions

2011



Legend

5100.0 - 15600.0

15600.0 - 20200.0

20200.0 - 24000.0

24000.0 - 29600.0

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Minimum value:5100.0 Maximum value:80400.0

Veneto and Austria in Europe

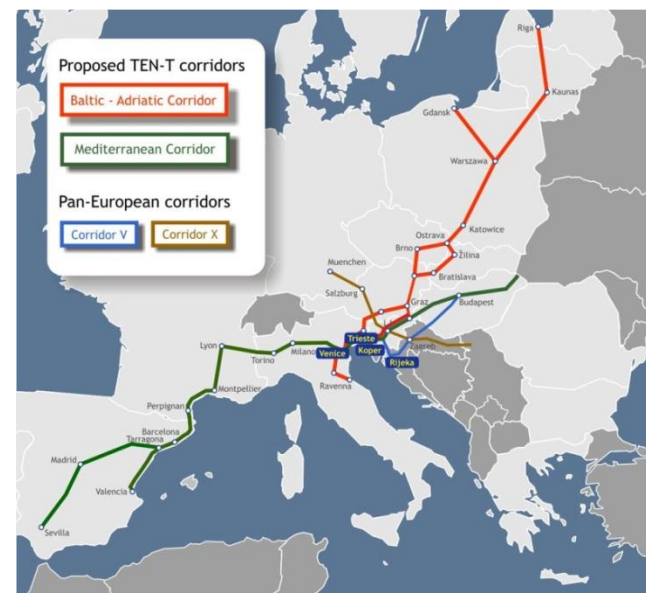
GDP per capita
PPS € Year 2011

EU27	25,200
Austria	32,300
Italy	25,500
Veneto	29,600
Lombardy	33,200
Emilia Romagna	31,400
Lazio	29,300

Source: Eurostat

The new trans-European core network

- The proposed EC regulations (2011/650 and 2011/665) defining the European Transport Policy launches an extremely favorable scenario for Veneto, especially in **relation to the links between North and South.**



- Four out of ten corridors included in "trans-European core network" will pass through Italy. Of these, **3 will pass through Veneto.**
- The ports of Venice, Trieste, Koper and Rijeka have formed the "Association of North Adriatic ports" (**NAPA**), aimed at promoting and strengthening logistics in the Adriatic and at reaching a "critical mass" to compete in a global market.

Corridor 1
" Adriatic Sea"
Helsinki-Ravenna
(*Udine-Venice-Bologna-Ravenna*)

Corridor 3
"Mediterranean
Corridor"
Madrid-Budapest
Turin-Milan-
Verona-Venice-Trieste

Corridor 5
"Helsinki-Valletta"
(Hamburg-Monaco) -
Verona-Bologna-
Rome-Naples-
Palermo

**Ports of Trieste,
Venice, Ravenna**
"interconnections,
further
development of
multimodal
platforms"





The Scandinavian-Adriatic Corridor for Innovation and Growth North-South Initiative



Objectives

Corridor transport and service development

- ✓Identifying the **corridor catchment area**;
- ✓Enhancing the **maritime dimension** of the corridor potential
- ✓Interfacing **transport policy** and **regional economic cooperation**
- ✓Profiling **future innovative activities** to be tested in medium term
- ✓Implementing the **advantages of the identified innovations** and their transferability

Fostering innovation and cluster development

- ✓Coherent and structured **cluster development initiatives** in the green corridor
- ✓Development of a **public-private Scandria research network** on sustainability
- ✓Enhanced **innovation** among businesses/clusters
- ✓Promotion of **greening transport approaches** and development of logistic solutions
- ✓Creation of a **dialogue platform targeting regional economic development**

Transnational Cooperation

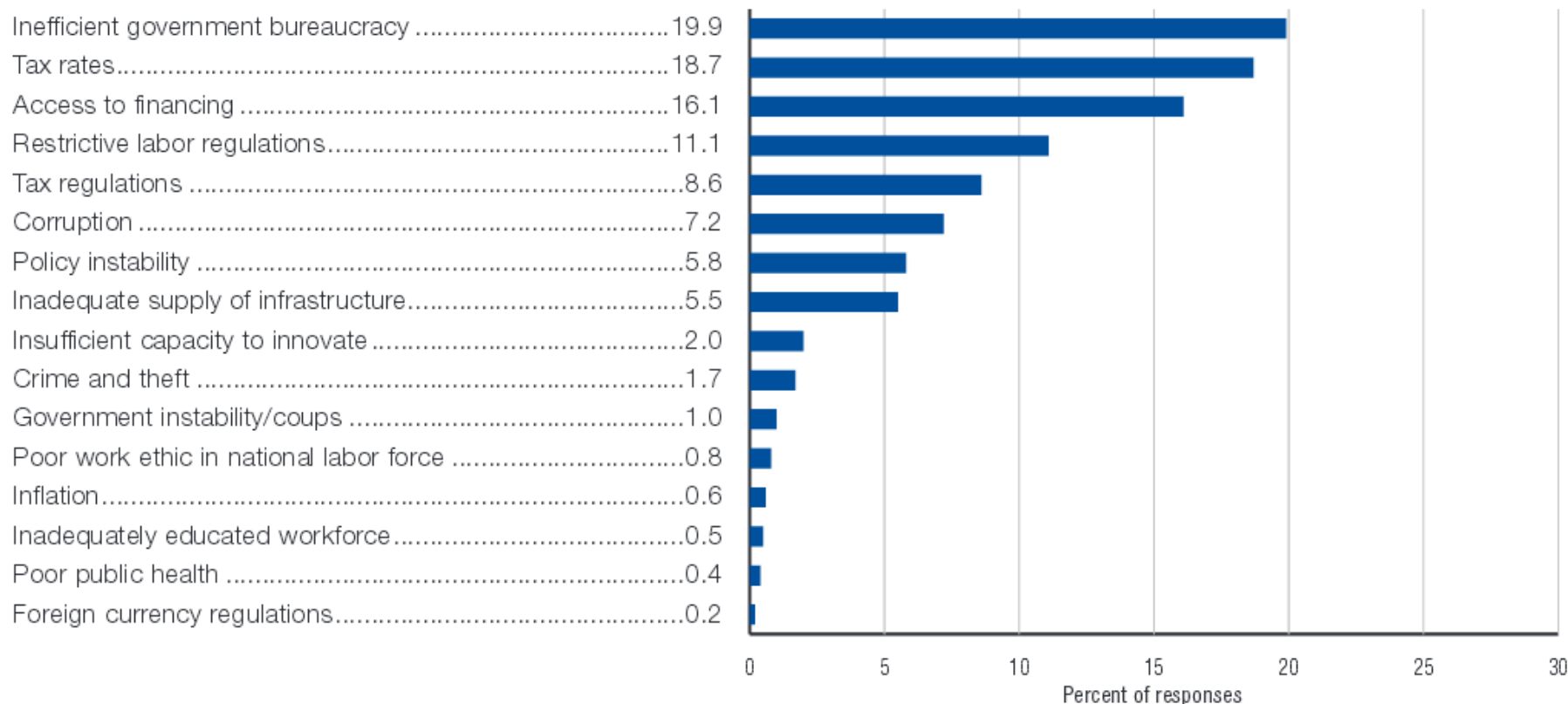
- ✓Interface of different **EU programs / policies TEN-T** (Marco Polo, MoS, TEN-T calls, etc.) and INTERREG.

Economic Crisis in Italy

- In Italy, in period 2007-2013, the **purchasing power per capita has decreased by 10%**
- After -2.3% in 2012 and -1.9% in 2013, a weak decline of the Italian GDP (**-0.3%**) is expected in 2014 and a slow recovery in 2015 (**+0.5%**)
- The weakness of the **manufacturing output** remains about 20% below pre-crisis levels
- The prospects of Veneto **enterprises** for the coming months, while still negative, will slightly improve
- **Domestic demand** remains extremely weak
- The prospects of foreign demand are uncertain (**export** remains the only way to escape?)

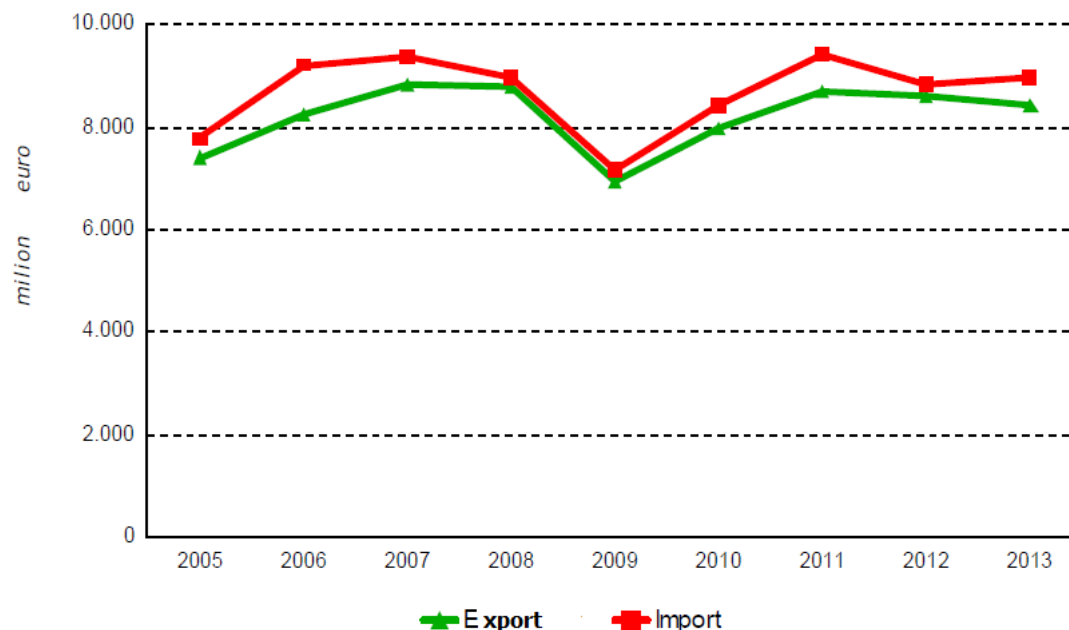
Doing Business in Italy

The most problematic factors for doing business



Source: The Global Competitiveness Report 2014–2015, 2014 World Economic Forum

Italy – Austria: bilateral trade



- Italy main trading partner of Austria, 2nd supplier and customer
- Italian **exports** to Austria 2013 = € **8.5 billion** (-2% compared to 2012)
- Italian **import** from Austria 2013 = € **8.9 billion** (-1.5% compared to 2012)
- **Trade Balance 2013 = € -346.6 million**
- Italy exports to Austria machinery, steel, pharmaceuticals, food
- Italy imports from Austria metallurgy, steel, chemicals, wood

Trade Exchanges Veneto – Austria

thousand of euro and variation

	2005	2010	2011	2012	2013	2014 gen-set
Export	1.377.385	1.672.877	1.864.503	1.793.073	1.755.969	1.260.889
Import	1.358.958	1.596.638	1.689.850	1.586.781	1.729.651	1.287.605
Balance	18.427	76.239	174.652	206.293	26.318	-26.716
% change						
Export	2,1	11,8	11,5	-3,8	-2,1	-3,9
Import	-3,3	39,8	5,8	-6,1	9,0	-1,0
Balance (absolute change)	75.802	-278.167	98.413	31.641	-179.975	-38.807

Source: elab. Unioncamere Veneto on Istat data

- In recent years, the **trade balance** between Veneto and Austria has increased: in 2005 = € 18.4 million, 2012 = € 206 million, but in **2013** = € **26.3 million**
- In 2013, trade flows have shrunk, and Veneto's export to Austria decreased by 2.1%, but the imports from Austria increased by 9% (mainly for petroleum products)

Veneto: Main products exported to Austria

20.6% of Italian exports towards Austria came from Veneto
Over ¼ of Veneto's exports to Austria = **food** and **machinery**

	Export 2013	% comp.
Food	240.451.857	13,7
Machinery	219.354.579	12,5
Refined petroleum products	177.683.584	10,1
Agriculture and fisheries	123.357.680	7,0
Metallurgy	102.060.576	5,8
Carpentry	89.733.147	5,1
Clothing	87.636.708	5,0
Other electrical equipment	83.539.988	4,8
Beverages	76.420.216	4,4
Footwear	60.693.316	3,5
Total	1.755.968.522	100,0

Veneto: Main products imported from Austria

20% of Italian imports from Austria were directed towards Veneto
50% **metallurgy, food** and **chemicals, pharmaceuticals**

	Import 2013	% comp.
Metallurgy	367.370.360	21,2
Food	245.426.086	14,2
Chemicals, pharmaceuticals	231.706.240	13,4
Agriculture and fisheries	121.135.492	7,0
Wood	119.372.929	6,9
Machinery	83.370.294	4,8
Paper and Printing	76.297.522	4,4
Carpentry	64.347.222	3,7
Services	60.435.506	3,5
Other manufacturing	55.972.095	3,2
Total	1.729.650.718	100,0

Main investor countries in Veneto

N.	Paese	Società	Dipendenti	Fatturato
1	Germania	270	9.711	8.155
2	Stati Uniti d'America	114	8.449	2.509
3	Francia	99	9.954	2.957
4	Regno Unito	55	14.174	3.529
5	Svizzera	60	4.649	1.269
6	Austria	33	7.733	2.232
7	Paesi Bassi	32	5.459	1.311
8	Danimarca	30	1.353	442
9	Spagna	29	1.226	1.865
10	Cina	25	1.388	192
11	Giappone	24	1.577	427
12	India	24	276	151
13	Svezia	19	1.055	309
14	Belgio	17	255	275
15	Finlandia	9	389	141
16	Russia	8	626	266
17	canada	7	2.111	387
18	Singapore	5	674	93
19	Portogallo	5	43	35
20	Hong Kong	5	25	14
Altri Paesi		46	1.850	1.413
TOTALE		916	72.977	27.972

- **Italy is the 2nd investor, after Germany, in Austria**
- **Austria is only the 14th investor in **Italy**:** important sectors are trade, construction industry, food and energy
- **Austria is the 6th investor country in **Veneto**:**
 - 33 business
 - 7,733 employees
 - 2,232 million euro turnover

Why starting a business in Veneto?

Competitiveness factors of the economy of Veneto Region:

- ❖ Productive system with **high propensity to process and product innovation**
- ❖ High availability of **qualified workforce**
- ❖ Strong **entrepreneurial vocation and culture**
- ❖ Productive **cluster** with good orientation towards innovation
- ❖ Sectors with **optimal competitive advantage** (with export SMEs along the whole productive chain)
- ❖ Sophisticated **productive processes**

New economic opportunities for Veneto and Austria in Europe

- 1. TRADE and INVESTMENT RELATIONS:** Veneto is one of the most developed areas in Europe with an open economy (export oriented). The High-Adriatic area will encourage productive exchanges and offer new opportunities for financial investments.
- 2. INFRASTRUCTURE and TRANSPORTS:** Austria can play a key role for the access to eastern markets = mutual interest in development in this area. Cooperation agreements regarding North-South axis.
- 3. TOURISM:** Strong need of improvement in order to foster mutual exchanges.
- 4. STRUCTURAL FUNDS.** European territorial cooperation and convergence of less developed areas
- 5. COLLABORATION** between Chambers of Commerce and Regional Development Agencies



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TREVISO

BELLUNO

EXPOsing the Veneto: towards Milan EXPO 2015



Veneto has a dominant lead **in manufacturing excellence**. Its districts are known around the world; the gold-silver district of Vicenza, the VeronaModa fashion district, and the Wood furniture meta district are just a few.

In addition, it features a dense network of extremely **innovative and dynamic companies active on the international market**.



VENETO Region represent a focal point for EXPO2015's visitors

The three international airports of Venice, Verona and Treviso and the fast and easy regional railway connection to Milan make of Veneto a conveniently **strategic area for EXPO 2015 visitors**.

The Region and the Chamber System want to take the opportunity for visibility offered by Expo 2015 to invite **visitors in the region** not just for tourism, but to show them local productions consistently with the theme "Feeding the planet, Energy for life".



The Initiatives ***Territory, ecology, sustainability***

- **MONDO NOVO**, a **travelling road-show on agri-food patrimony** around the most touristic cities in Veneto;
- **VINO IN VILLA**, the **international Festival dedicated to Prosecco** Superiore and Valpolicella wine (in Treviso) and the **"OperaWine & Food Expo"**, an interactive permanent exhibition on the link between food, wine and culture (in Verona);
- **AQUAE VENICE 2015**, a pavilion dedicated to water themes in Marghera-Venice;
- **GREEN TOUR**, a **naturalistic route of about 600 km** which stretches along three Regions (Lombardia, Veneto, Emilia-Romagna), 5 regional Parks and 5 provinces to improve slow mobility and active life-styles.



AQUAE VENICE 2015 ***Venice capital of water***

AQUAE
VENEZIA 2015

With the Patronage of



MILANO 2015
FEEDING THE PLANET
ENERGY FOR LIFE

Aquae Venice 2015 is a side event of Expo Milano 2015 (that is also the main sponsor) dedicated to water themes.

Aquae provides a **well-structured program of exhibitions, shows, conferences, tasting paths, spectacular events for the general public**, with international initiatives addressed to companies and the research world.

www.aquae2015.org The multifunctional pavilion is being built in Marghera-Venice.



The Initiatives

Internationalization, research and innovation

- **LET'S EXPO VENETO** project and **EXPOVENETO** portal;
- **DESTINATION "Veneto"**, a project of analysis, research and selection of Target Countries to support companies in the process of internationalization, catalysing opportunities for collaboration and international business;
- **BUSINESS FOR ENTERPRISES**, Veneto Promozione, the Veneto Agency for internationalization, planned a rich calendar of workshops and international B2B, with a particular focus on **China**. Veneto region, in fact, will be hosted in the China Corporate United Pavillion EXPO 2015.



LET'S EXPO VENETO

(Joint project Veneto Region- Unioncamere del Veneto)



The aim of this initiative is to **promote the “made in Veneto” at international level**, organising *ad hoc* proposals for visits in order to integrate the productive chain with the knowledge of the territory.

It is planned to **organise business-to-business (B2B) meetings** and to **visit the most interesting companies in the region**, catalysing opportunities for collaboration and increasing the internationalisation of Veneto enterprises.

LET'S EXPO VENETO
THE LAY OF THE LAND

www.veneto.eu/expo

The official Veneto region portal for Expo: www.EXPOVENETO.it

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REGIONE DEL VENETO

The President's acknowledgment
Luca Zaia

EXPO VENETO

MILANO 2015
NUTRIRE IL PIANETA
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Here are all the events promoted in the Region of Venice from May 1 to October 31 2015, on the occasion of the Expo organized in Italy

Find the events that interest you

Select one or more Themes and create the list of your favorite Events

All SEARCH

PRESENTATION OF EXPO VENETO

WATCH VIDEO

Have been identified, together with all actors of Veneto economy, the **main tourist attractions** in each province and have been proposed **thematic itineraries** to show **the entire production system, with cultural events and trade shows** related to Expo.

This offer is consistently organised and aggregated on the on line - "showcase": **EXPOVENETO**, translated into **25 languages**.



@expoveneto



Expo Veneto

The Initiatives

Big events and culture

VILLA CONTARINI (Piazzola sul Brenta, Padua) is the headquarter chosen for cultural initiatives in Veneto during EXPO 2015. For example, it will host the “**Big Exhibition**” on Venetian Villas circuit and an “**educational worksite**” on **restoration of the frescos**.



The Initiatives ***Big events and culture***

Cultural side events will be organized all over the Veneto territory in cooperation with the most important **cultural foundations**, like “**La FENICE THEATRE**”, “**LA BIENNALE**” in Venice, “The **VERONA ARENA**” and other entities.



The Initiatives

Nutritional education, agri-food promotion

- **ECCE.VENETO project**, to promote and valorize the Mediterranean Diet as a cultural food heritage giving particular consideration to Veneto's agri-food products;
- **EDUCATION AND LEARNING PATHS**
sensibilisation and training activities for the new generation in the schools of the whole Veneto through campaigns and contests on the themes of Expo (smart food, consumption, etc.);
- **10 short DOCUMENTARIES** to increase awareness and knowledge on the agri-food productions of Veneto Region, combining tradition and innovation to obtain certified quality products.



Thanks for your attention!

Unioncamere del Veneto

Parco Scientifico Tecnologico - Vega

Via delle Industrie 19/D

Edificio Lybra

I - 30175 Venezia - Marghera

Tel. +39 041 0999311

Fax +39 041 0999303

E-mail **unione@ven.camcom.it**

Website **www.unioncameredelveneto.it**