



MashUp

Insights at a
Glance

Support to
Strategic Supply
Chains



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for an authentic experience

POSIZIOTIONING OF ITALY STRENGTHS & GAPS TO FILL



STRENGTHS

Average **most productive** companies in **Europe**

High production diversification

Strong integration in the value chain

High propensity to export or internationalization

GAPS

Prevalence of **micro** and **small enterprises**

Lagging behind in the **high-tech sector**

Limited ability to attract and retain foreign investment

International positioning too focused on mature markets

STRATEGIC SUPPLY CHAINS FOR THE ITALIAN PRODUCTION SYSTEM



Dimensional growth of companies



Consolidation and promotion of the national and European positioning in the GVC



Export and internationalization development

MADE IN ITALY SUPPLY CHAINS OF EXCELLENCE



AGRIBUSINESS



DESIGN, FASHION AND FURNISHING



AUTOMOTIVE



SHIPPING ENGINEERING



METAL AND ELECTRONICS



PHARMACEUTICAL CHEMISTRY



TOURISM, ART AND CULTURE

ENABLING SUPPLY CHAINS FOR THE TWIN TRANSITION



AEROSPACE











RENEWABLE, HYDROGEN BATTERIES



SEMICONDUCTORS

STRATEGIC SUPPLY CHAINS FOR THE ITALIAN PRODUCTION SYSTEM

	added value (weight of the supply chain on total manufacturing. %)	export	GLOBAL DYNAMICS (CAGR 2009-2019. %)
 AGRIBUSINESS	4	9	+4
PRIMARY SECTOR			
 "CORE" MANUFACTURE	11	72	+5
MANUFACTURE			
 TURISM ART AND CULTURE	5	-	+4
SERVICES			
Total	20	81	

	added value (weight of the supply chain on total manufacturing. %)	export	GLOBAL DYNAMICS (CAGR 2009-2019. %)
  Agri-Food Industry	11	8	+4
 Design, Fashion and Furniture	14	15	+4
 Automotive	5	8	+6
 Shipping Engineering	1	1	+1
 Metal and Electronics	38	38	+5
 Pharmaceutical Chemistry	8	14	+4
Total	78	84	



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“Digital and Ecological
Transition”

FINANCIAL ASSETS



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FUNDABLE PROJECTS COMMERCIAL FOCUS

1

Boost your **business** by creating an **e-commerce platform** or strengthen your website.

2

Increase **export potential** by opening an **office** or **shop** in the countries of greatest interest.

3

Promote **your brand** by participating in international trade fairs.

4

Discover new markets thanks to the support of a **Temporary Export Manager**.

FUNDABLE PROJECTS COMMERCIAL FOCUS

5

Promote your **brand** by carrying out **promotional campaigns** in the **markets of interest**.

6

Consolidate your **brand** by funding **product** and **registration certification**.

7

Increase **efficiency** by adopting a **CRM** for **customer management**.

8

Improve **efficiency** and **risk management** by investing in **digital solutions** for **document management**.

FUNDABLE PROJECTS FOCUS CERTIFICATIONS/SUSTAINABILITY

9

Investing in sustainability by renewing the car fleet of its commercial network with electric vehicles and charging stations.

10

Reduce your company's environmental impact and save energy by installing solar panels.

11

Increase business opportunities by covering consultancy costs to obtain environmental certifications.

12

Increase efficiency by purchasing digital payments and warehouse management software.