



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





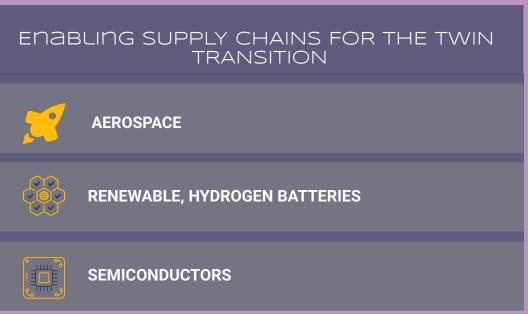


Dimensional growth of companies

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

Export and internationalization development





STRATEGIC SUPPLY CHAINS FOR THE ITALIAN PRODUCTION SYSTEM

	added Value (weight of the supply chain o	EXPORT	GLOBAL DYNAMICS (CAGR 2009-2019. %)
AGRIBUSINESS	4	9	PRIMARY SECTOR +4
"CORE" MANUFACTURE	11	72	MANUFACTURE +5
TURISM ART AND CULTURE	5	_	services +4
Total	20	81	

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



FUNDABLE PROJECTS COMMERCIAL FOCUS

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.

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

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

FUNDABLE PROJECTS COMMERCIAL FOCUS

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

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

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

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

FUNDABLE PROJECTS FOCUS CERTIFICATIONS/SUSTAINABILITY

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

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

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

Increase efficiency by purchasing digital payments and warehouse management software.