

**INVEST IN
LOMBARDY**

INVEST IN LOMBARDY

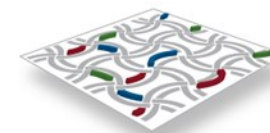
May 26th 2016



PROMOS
1991-2016
THIRTY FIVE YEARS OF
INTERNATIONALIZATION



PROMOS



**INVEST IN
LOMBARDY**

We are the **Special Agency** for international activities of the **Milan Chamber of Commerce**.

Since 1991, we have been supporting Italian and foreign companies aiming to expand their business operations abroad.



PROMOS
1991-2016
TWENTY FIVE YEARS OF
INTERNATIONALIZATION

PROJECTS
RUNNING



IN **50**
TARGET
COUNTRIES

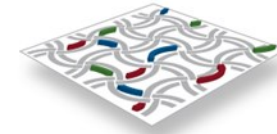
450

INTERNATIONALIZATION PROJECTS
IMPLEMENTED PER YEAR

MORE THAN **280.000**
COMPANIES IN DATABASE



INVEST IN LOMBARDY



**INVEST IN
LOMBARDY**

- ❑ **Assisting foreign investors along the entire process of settlement and investment, by giving quick and concrete responses to their needs**
- ❑ **Monitoring the international investments flows** and influencing the choices by the foreign decision makers in favor of Milan and Lombardy, through the organization and the implementation of **promotional actions** and an international network
- ❑ **Enhancing investment opportunities on the Lombardy region** on one hand, and assisting the authorities in charge in submitting initiatives aimed at improving the administrative, legal and fiscal context

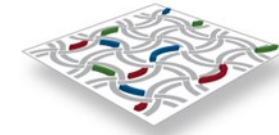


**INVEST IN
LOMBARDY**



Invest in Milan

OUR STAKEHOLDERS



INVEST IN LOMBARDY

PUBLIC PARTNER



Regione Lombardia



PROMOS

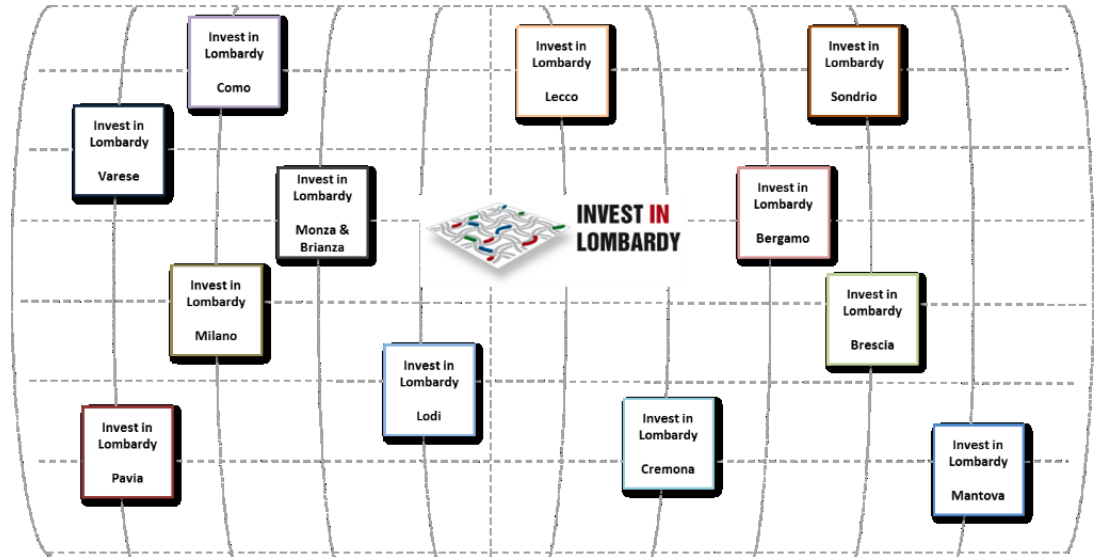


unioncamere lombardia
camere di commercio lombarde

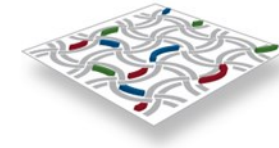
PRIVATE PARTNER



A LOCAL NETWORK



OUR INSTITUTIONAL PARTNERS



**INVEST IN
LOMBARDY**

Agreement between
*Italian Ministry of Economic
Development - Italian Trade Agency*
and
Lombardy Region – Promos
related to investment promotion



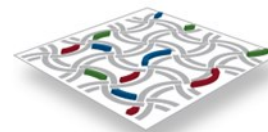
**MINISTERO DELLO
SVILUPPO ECONOMICO**



ASSOLOMBARDA
Confindustria Milano Monza e Brianza

Agreement between
Assolombarda Confindustria Milano Monza e Brianza
and
Promos related to investment promotion

OUR BUSINESS PARTNERS



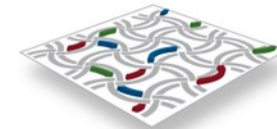
INVEST IN LOMBARDY



MOORE STEPHENS



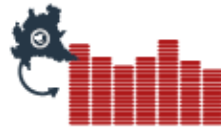
OUR RESULTS



**INVEST IN
LOMBARDY**



5 Investments supported every 2 months



For each euro invested in Invest in Lombardy project we generated €112 euro of FDI

546

COMPANY ASSISTED

80

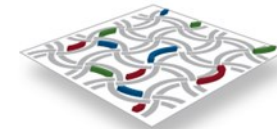
INVESTMENTS SUPPORTED SINCE 2012



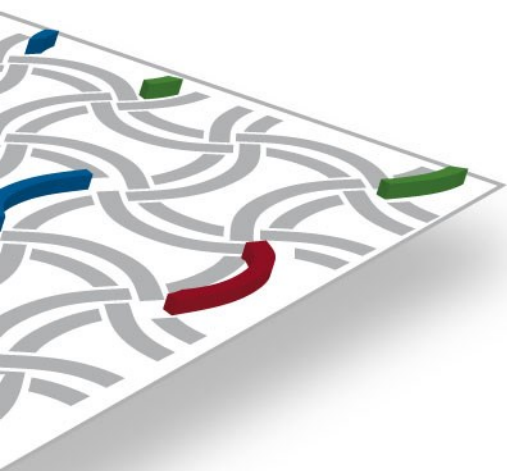
1 roadshow each month



More than 1000 companies met during last 12 roadshow months

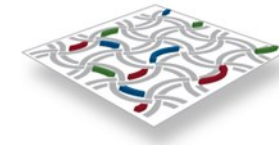


**INVEST IN
LOMBARDY**



HOW WE CAN SUPPORT YOU

ANALYSIS AND RESEARCH



INVEST IN LOMBARDY

Supporting in market research for defining your **business plan**

Italy ranks 2nd in Europe for paper demand by corrugated cardboard producers

Paper Demand by Corrugated Cardboard Producers (k tons, 2014)



- Total paper demand by corrugated cardboard producers in Europe was around 27 million tons in 2014
- Italy represents ~3.8 million of this demand, corresponding to ~14% of the European total
- Italy is the second largest

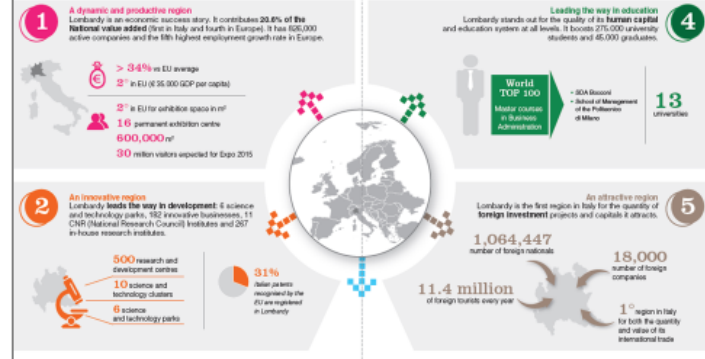
Executive Summary of Investment Alternatives (1/3)

Location / Municipality	Land Size (sqm)	Price (€/sqm)	Connectivity	Notes	Pros	Cons
1 Former Gulf Berticono (Lodi)	437,225	35	• Highway A1 at 13.3 km • Milan at ~60 km	Previously occupied as oil refinery	• Land already has a test building certificate (permit) that can fasten construction • Close to power plant, possibility to negotiate special prices	Completely greenfield investment
2 Former Azeta Unilever Casajusterlengo (Lodi)	250,000 (+100,000 if necessary)	65	• Direct access to national road SP22 • Highway A1 at 8 km • Milan at ~40 km	In the middle of a logistic quarter	• Very well connected logistically • Availability of water course	Completely greenfield investment
3 Former Azko Nobel Fombio (Lodi)	270,000	11	• Highway A1 at 9 km • Milan at ~70 km	Currently occupied by a disused industrial coating factory	• Cheaper infrastructure costs (~40% of normal)	• Completely greenfield investment • Pending building certificate

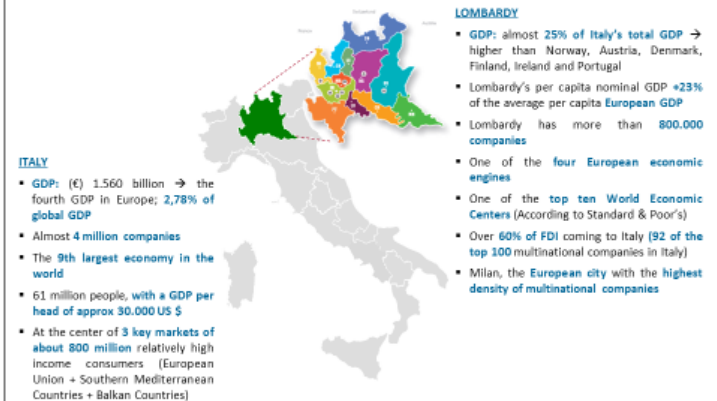
Source: Lombardy Region

Italian FDI Desk, Istanbul

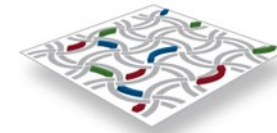
WHY INVEST IN LOMBARDY



EXCELLENCIES, NOT AVERAGE



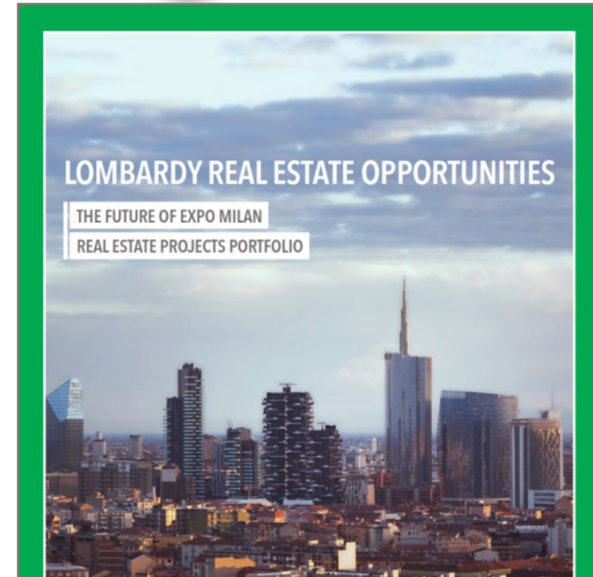
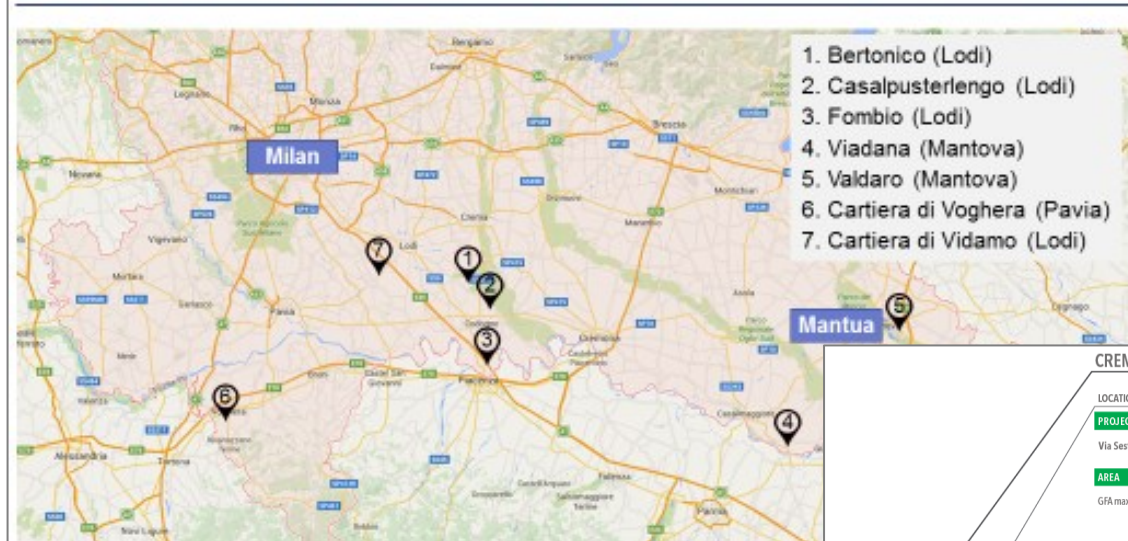
LOCATION SEARCH



INVEST IN LOMBARDY

- ❑ Selection of **suitable locations** for your business
- ❑ Assistance during the **location assessment stage and site visit**

Greenfield and Brownfield opportunities map



INVESTMENT SITES

CREMONA

LOCATION: VIA SESTO, CREMONA, LOMBARDY

PROJECT NAME	REFERENCE SEGMENT
Via Sesto	<ul style="list-style-type: none"> • Industrial • Retail (excluding large outlets)
AREA	ACCESS
GfA max 77.688,50 sqm	<ul style="list-style-type: none"> • Set back from the north side mt. 500 • SS 415 Pavlese (towards Crema - Milan) from the south side km. 1,5 in the Port of Cremona Canal and from the SS 234 (direction Codogno-Pavia)

LOCATION: VIA PICENENGO, CREMONA, LOMBARDY

PROJECT NAME	REFERENCE SEGMENT
Via Picenengo	<ul style="list-style-type: none"> • Industrial • Retail • Logistics
AREA	ACCESS

LODI

LOCATION: EX GULF, BERTONICO, LODI, LOMBARDY

PROJECT NAME	REFERENCE SEGMENT
Ex Gulf	<ul style="list-style-type: none"> • Industrial • Logistics
AREA	ACCESS
NIA 437,225 sqm Max building area 214,200 sqm	<ul style="list-style-type: none"> • Highway A1 MILANO - NAPOLI / E35 - 13,27 km / 11 min • Railway - Direct connection freight yard Casalpusterlengo (to restore and renew); total length of the single-track line is 5,200 km • Port - Genova: 159 km / h 2 • Port La Spezia 185 km / h 2 • Airport Milan Linate: km.52,8 h33/1 h about

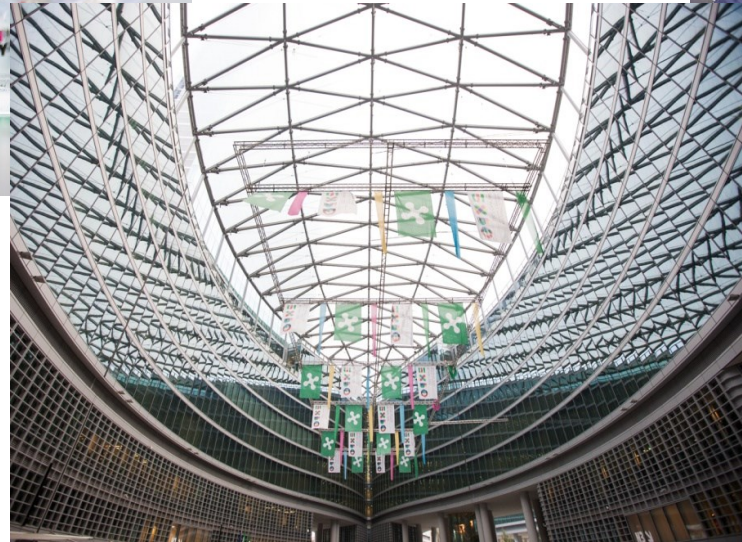
LOCATION: EX AZKO NOBEL, FOMBIO, LODI, LOMBARDY

PROJECT NAME	REFERENCE SEGMENT
Ex Azko Nobel	<ul style="list-style-type: none"> • Industrial • Logistics

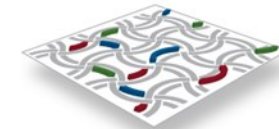
DEALING WITH PUBLIC INSTITUTIONS



- ❑ Facilitating relationship with local authorities and Institutions
- ❑ Introducing to local administration for complex investments (e.g. logistics, industrial, ..)
- ❑ Helping in dealing with administration procedures



ACCESS TO INCENTIVES AND CREDIT



**INVEST IN
LOMBARDY**

- ❑ Searching into **possible incentives at national and local level** available for your business
- ❑ Facilitating **links with credit institutions** and financial entities



ITALIAN AND LOMBARDY INCENTIVES FOR GREENFIELD INVESTMENTS



**INVEST IN
LOMBARDY**

COMPETITIVENESS COMMITMENT WITH LOMBARDY REGION:

Help step by step of the institutions to private companies:

- *"One stop office" - a single decision-making center for all matters*
- *Quick and concrete answer: answers within 1 month*
- *Taylor made support*
- *Profitable direct collaborations with local Institutions*
- *Access to highly specialized skills and R&D infrastructure*

HIRING HUMAN RESOURCES: tax credit for hiring young (30% of the salary for 18 months) and woman personnel (50% of the salary for 18 months)

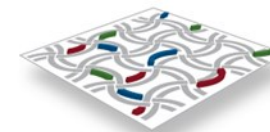
ACQUISITION OF NEW MACHINERY: financial aid at subsidized rate for machinery acquisition in industrial sector

- Maximum loan 2 million (euro)
- Either National and Lombardy funds are available

INNOVATIVE START-UP:

- Flexible working contract for hiring skilled personnel
- Tax credit for hiring for skilled personnel (35% of the annual salary)
- Easy access to financial credit (max 2,5 Million of Euro) at subsidized and government warranties
- Accelerate procedures for the setting up and registration of the newco

RECRUITMENT PERSONEL



INVEST IN LOMBARDY

- ❑ Assistance in **choosing the most suitable staff** for your business
- ❑ Facilitating **links with public and private bodies** specializing in recruitment



Leading the way in education
Lombardy stands out for the quality of its **human capital** and education system at all levels. It boosts 275,000 university students and 45,000 graduates.

4



World TOP 100
Master courses in Business Administration

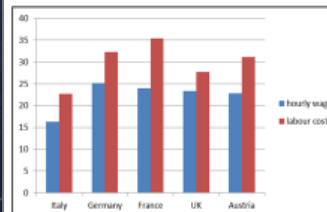
- SDA Bocconi
- School of Management of the Politecnico di Milano

13
universities

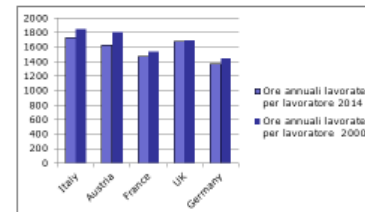
COSTI DEL LAVORO



Dati ISTAT e OECD: salari orari e costi del lavoro (2014)

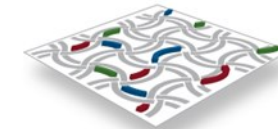


Dati OECD: ore lavorate per lavoratore (2000-2014)



- Secondo dati OCSE e ISTAT, l'Italia ha salari orari e costi del lavoro più bassi rispetto a Francia, Germania, Austria e Regno Unito.
- I lavoratori italiani hanno in media ore lavorate superiori rispetto ad Austria, Francia, Regno Unito, Germania.

Fonte: OECD e ISTAT 2014



- ❑ Finding **Merger & Acquisition opportunities**
- ❑ Collecting **blind profiles** of Italian capital seeking companies

DEMAND DRIVEN PROCESS

Investor request from:

- Promos offices
- Companies and Venture capital, investment funds
- Foreign Chamber of Commerce, and foreign institution
- Partner PP e their network



Diffusion of information:

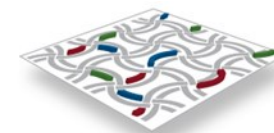
- Invest in Lombardy Business Partner
- Lombardy Chamber of Commerce
- Cluster and Incubator
- Association



Coordination of the contact:

- First step, management through Promos Office
- Expression of Interest
- Direct contact with the investor or advisor

EDUCATION



**INVEST IN
LOMBARDY**

- ❑ **Customized training courses** for foreign managers related to “**doing business**”, in collaboration with our school of management **NIBI**

NIBI
NUOVI MERCATI.
FORMAZIONE D'IMPRESA

PROMOS

Successful Italy
Milan, June 28th-29th-30th and
July 5th-6th 2016

Palazzo Turati, Sala della Musica
Via Meravigli 7

INTERNATIONAL
WORKSHOP

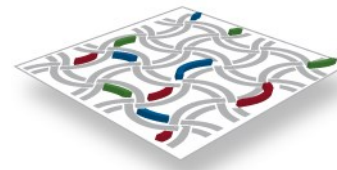
GOAL OF THE PROGRAM

Successful Italy is the event that ensures the success of your international venture by learning more about doing business in Italy. Italy is the economy of the Eurozone and it is part of the EU single market with 60 million inhabitants and connected to the key world players through trade and investment agreements. The Italian business environment is characterized by its own legislation and still characterized by its own institutional, economic and legal framework. Thus this is a distinctive context that businesses need to understand in order to seize the opportunities offered by the national market during the recovery process.

NIBI

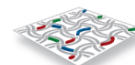
**NIBI – New International
Business Institute**

TOP-LEVEL TALENT TRAINING



**INVEST IN
LOMBARDY**

Follow us



**INVEST IN
LOMBARDY**

www.investinlombardy.com



@investinlombard



Invest in Lombardy



InvestinLombardy