

# The Italian SMEs ecosystem's strenghts and opportunities

*THE CASE OF  
LOMBARDY*



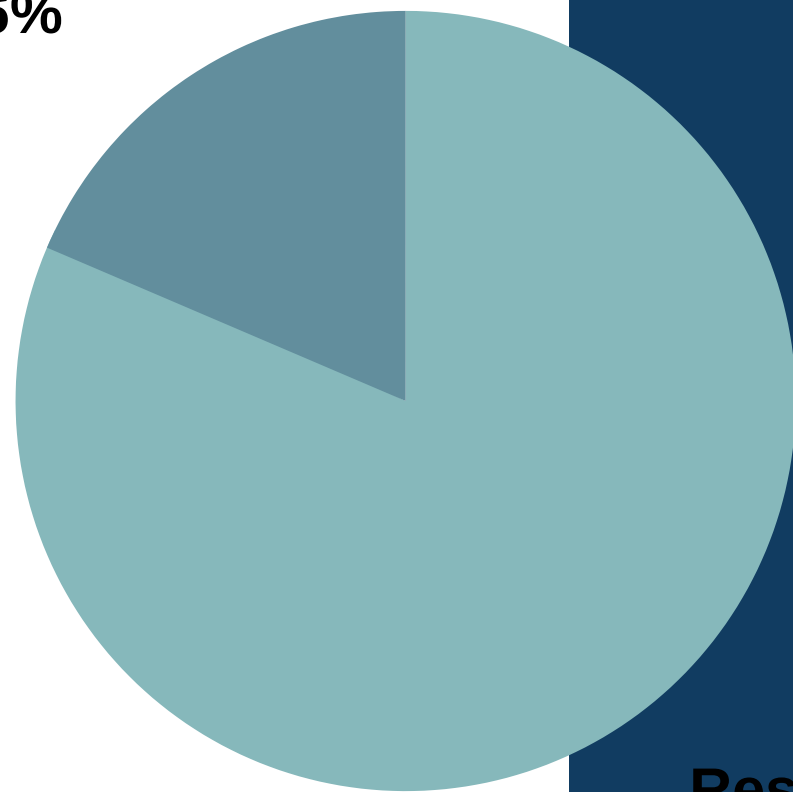




**Welcome  
to  
Lombardy**



**Lombardy**  
**18.6%**



**Rest of Italy**  
**81.4%**

# SMEs at a glance:

**99.9% of enterprises in Italy are SMEs,** which account for 78% of the workforce and 68% of the value added

In Italy there are 4.334.000 SMEs, of which **18.57% are located in Lombardy.**

# SMEs: Key factors for success

## COLLABORATION AND KNOW-HOW TRANSFER

Guarantee **better economic and innovative performances** than those companies not belonging to industrial districts.

## DENSE NETWORKS OF RELATIONSHIPS AMONG THEM

Which overcomes the weakness of their small sizes. The most widespread networks include: **business groups, "filieres" and industrial districts.**

+25%

Patents produced in district vs. non-district SMEs

Labor productivity / employer in a district

€ 56.000

100 km

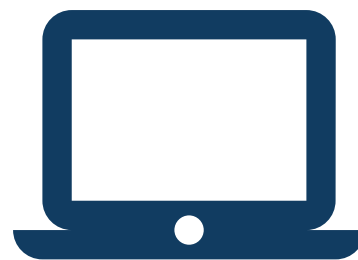
Average distance of the supplier to the consumer

# SMEs: The Current Challenges

The SMEs ecosystem is alive and kicking in particular thanks to **internationalization** and **innovation**



**Generational turnover:**  
of the shareholders  
and management



**Technological transformation:** the renewed competences with 4.0 and digital revolution

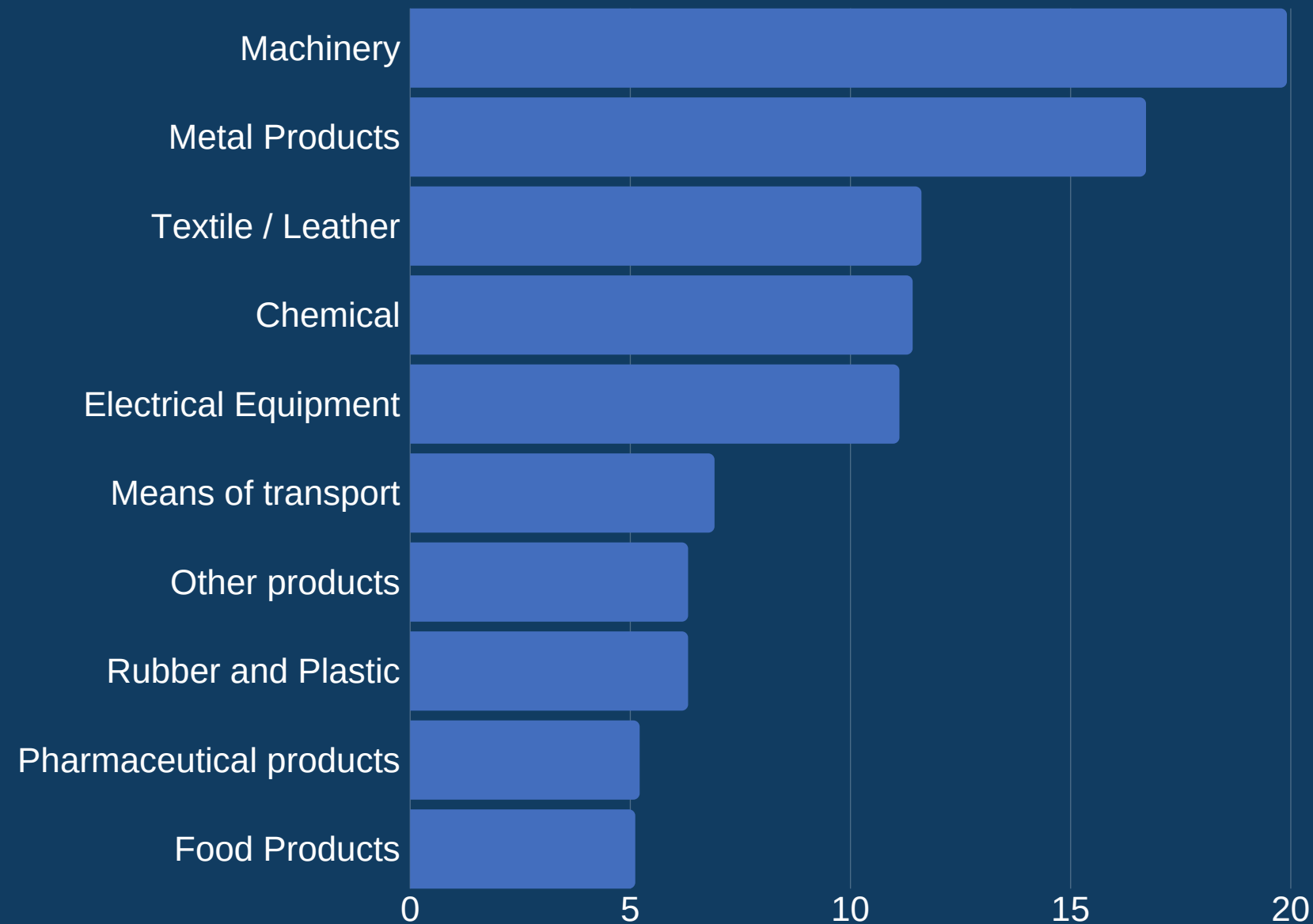


**Cultural diversity:**  
in the company

# A manufacture based and export oriented economy

**ITALY HAS A VERY STRONG INTERNATIONAL VOCATION**

Manufacturing classification (2018)



**82,4%**

Share of italian exports from **manufacturing companies**

**52,1%**

Share of italian exports from **SMEs**

**27,5%**

Export from **Lombardy** as a share of the total Italian yearly export (€462 billion)

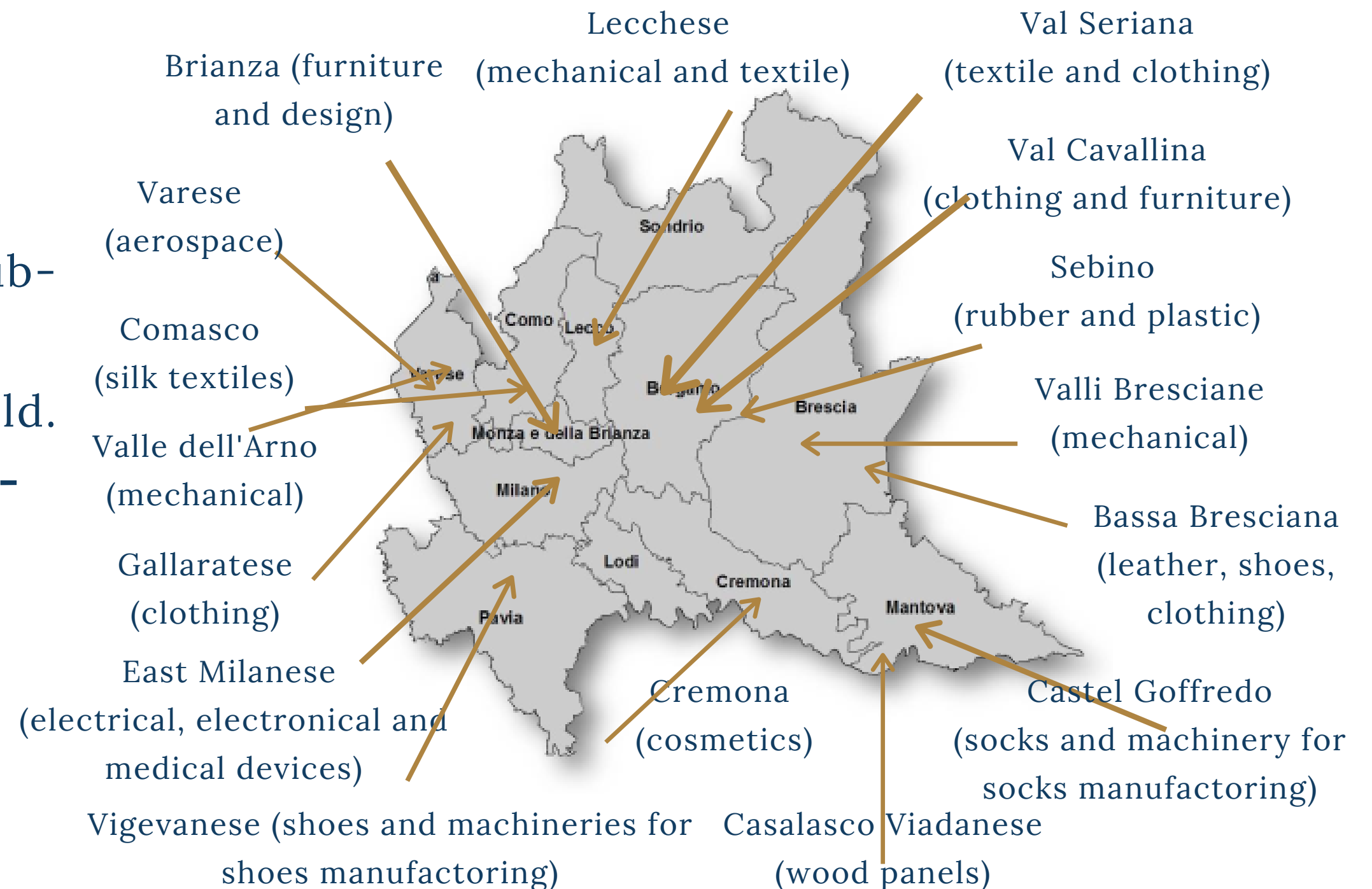
**97%**

Share of exports from Lombardy from manufacturing industry

# The case of Lombardy: the manufacturing districts

## LOMBARDY COUNTS 16 MANUFACTURING DISTRICTS

All of them involve an extraordinary **geographic concentration**, of interconnected producers, subcontractors, associations and institutions in a particular field. This allows the creation of **in-depth know-how** and, which guarantees **specialized employers** and **higher competitive advantage**.







# Key Sectors



# Lombardy Key Sectors

(1/2)



## Advanced

### Manufacturing

- 1st region in Italy
- 100.000 firms
- 3rd region in Europe
- 1672 foreign companies are located in Lombardy



## Aerospace

- 200 firms
- > 16.000 workers
- > €6 bln turnover
- €1.3 bln from exports



## Agrifood

- 1 region in Italy
- 245.000 workers
- 5.937 companies
- 1/6 of total are exports
- 74 foreign companies



## Chemical

- 2nd region in Europe
- 70.000 workers
- 1st region in Italy (31%)
- 151 foreign companies are located in Lombardy



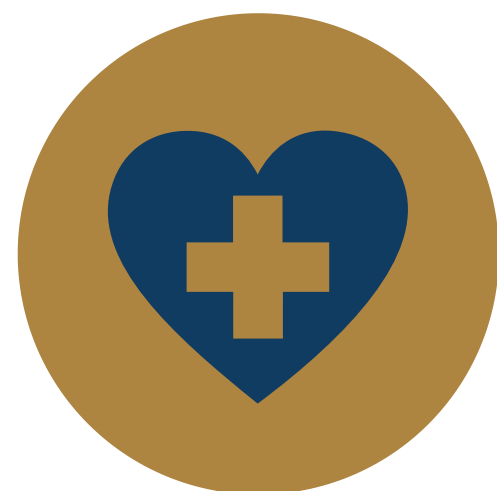
# Lombardy Key Sectors

(2/2)



## Green Industry

- > 40.000 companies
- 190.000 employers
- 291 foreign firms
- 50% of the Italian energy plant
- 40% of Italian renewable enterprises



## Health

- 1st Italian region
- 1st Italian region for European funds
- 1st Italian region in biotech
- 816 biomedical enterprises



## Mechatronics & Robotics

- 34.000 companies
- 432.000 workers
- €64 bln exports
- 431 foreign firms



## Mobility

- 592 companies
- 43.000 employers
- The Automotive cluster is 7th in Europe, 2nd in Italy
- The Boat sector counts 3000 companies
- 263 foreign companies





# Why Lombardy?



# Why Lombardy?

THE RIGHT PLACE FOR YOUR BUSINESS



**7/10**

Global  
multinationals  
have offices in  
Milan

**3rd**

Largest  
populated  
region in  
Europe.

**1st**

Wealthies  
region in  
Italy

**3rd**

Manufacturing  
region in  
Europe in  
terms of  
employment

**Top Ten**

Cities for  
investment  
projects in  
Western  
Europe (Milan)

# Lombardy:

## A dynamic region



Home to 10 million people



Home to 20% Italian companies



Generates more than 20% of Italian GDP



Business base for more than 800.000 companies



1st region for FDI in Italy



92/100 multinational companies have invested in the region



16 permanent exhibition centers



6400 foreign companies invested



Almost 6000 foreign-invested companies giving work to over 596.000 employees



# Lombardy: an innovative region

>500

Research and development centers

9

Sciences and Tech Clusters

6

Science and technology parks

>1/3

Italian Patents recognized by the EU are registered in Lombardy



# 7 Good Reasons TO DO BUSINESS IN LOMBARDY



1) Extraordinary  
Business Environment



2) Key Access to  
EMEA markets



3) Global  
destination



4) Human Capital  
Lab



5) A smart  
city



6) Dynamic real  
estate market



7) Policy measures for  
investments: AttrACT



# 1) Extraordinary Business Environment



## A business hub

Milan is the European city with the highest density of multinational companies (3000 multinational companies, 274.000 employees and a turnover of €175 bln)



## A growing finance capital

Milan is home to the Italian stock exchange and it hosts **198 banks**

**A dynamic environment**  
Starting a business is easy and simple: it just takes 6 working days, faster than it is in Germany and UK. Lombardy is one of the 4 motors of Europe



## Global Reach

the Milan Metropolitan area accounts for nearly 1/3 of all FDI in Italy



## A business mentality

1 in 8 inhabitants in an entrepreneur

## 2) A key access area to EMEA markets

### STRATEGIC POSITION

Lombardy is a key access to a potential market of **500 mln consumers** within the EU and **270** in North Africa and Middle East (areas that represent 15% of global GDP)

### A KEY LOGISTIC NODE

Milan is a key **logistic node**, within Lombardy, Italy's main logistic center with **1.476 companies** active in the sector

### INFRASTRUCTURE

- 900 km of national roads
- 11.000 km of provincial roads
- 58.000 km of municipal roads
- 573 km of highways
- 4 international airports
- 1680 km of railway network

### THE ITALIAN WAREHOUSE

Lombardy hosts **145.720** warehouses (20% of italian stock). Half of the goods flying to and from Italy pass through Milan airports





# 3) Milan and Lombardy

## GLOBAL DESTINATIONS



### 1) **A GROWING DESTINATION**

- 21.700.000 overnight stays in Lombardy in 2016
- 54% of international tourists
- 46% of national tourists
- €4.1 bln of business in 2016

### 2) **MILAN: A GLOBAL SUCCESS**

- 7.6 mln tourist arrivals in Milan in 2016
- + 48% since 2008, + 100% since 2000
- 1st touristic destination in Italy
- 6th touristic destination in Europe and 14th in the world
- Milan is the 2nd European Best Destination (BDE 2017)

### 3) **GREAT TOURISM FACILITIES**

- 3.279 accommodations facilities in Lombardy (1.000 in Milan)
- Lombardy is a land of amazing villages and lakes, they account respectively for 48% and 41% of the touristic demand
- 130 protected areas make Lombardy one of the greenest regions in Italy

# 4) Human Capital Lab



**12**

## **UNIVERSITIES**

Within the Lombardy region, 8 within Milan with more than 250.000 students enrolled

**10%**

## **POPULATION**

Milan University represent 10% of the Italian University population

**17%**

## **INTERNATIONALS**

Almost 1 in 5 international students in Italy are enrolled in Milan university

**500 RESEARCH CENTERS**

Lombardy accounts for more than 500 research and development centers, 9 sciences and technology clusters





# 5) Milan: a smart city

## **SMART CITY TECHNOLOGIES**

Milan is one of the most cabled cities in Europe and is in the top 3 EY Smart City Index 2018

## **INNOVATIVE STARTUPS**

Milan is the Italian capital of innovative startups: 926, 15% of the country total. Since 2007, Lombardy has seen the growth of 12.000 knowledge-intensive startups.

## **COMPETITIVE STARTUPS**

Milan is the best Italian city for ICT clusters in terms of infrastructure, labor availability and quality

## **POLICY MEASURES**

The city of Milan has launched a new plan for digital transformation, set to transform Milan in a European capital for smart cities and technologies

## **CONNECTIVITY**

Milan has been one of the first European testbeds for 5G connectivity



# 6) A very dynamic real estate market

**+15%**

## SPECTACULAR SUPPLY

the office supply in Milan accounts for 3.4 million square meters

**500**

## A COMPETITIVE ADVANTAGE

with a rental price of prime office properties of €500 sqm / year. Milan is more competitive than London, Paris, Geneva and Dublin

**4th**

## A TOP GLOBAL DESTINATION

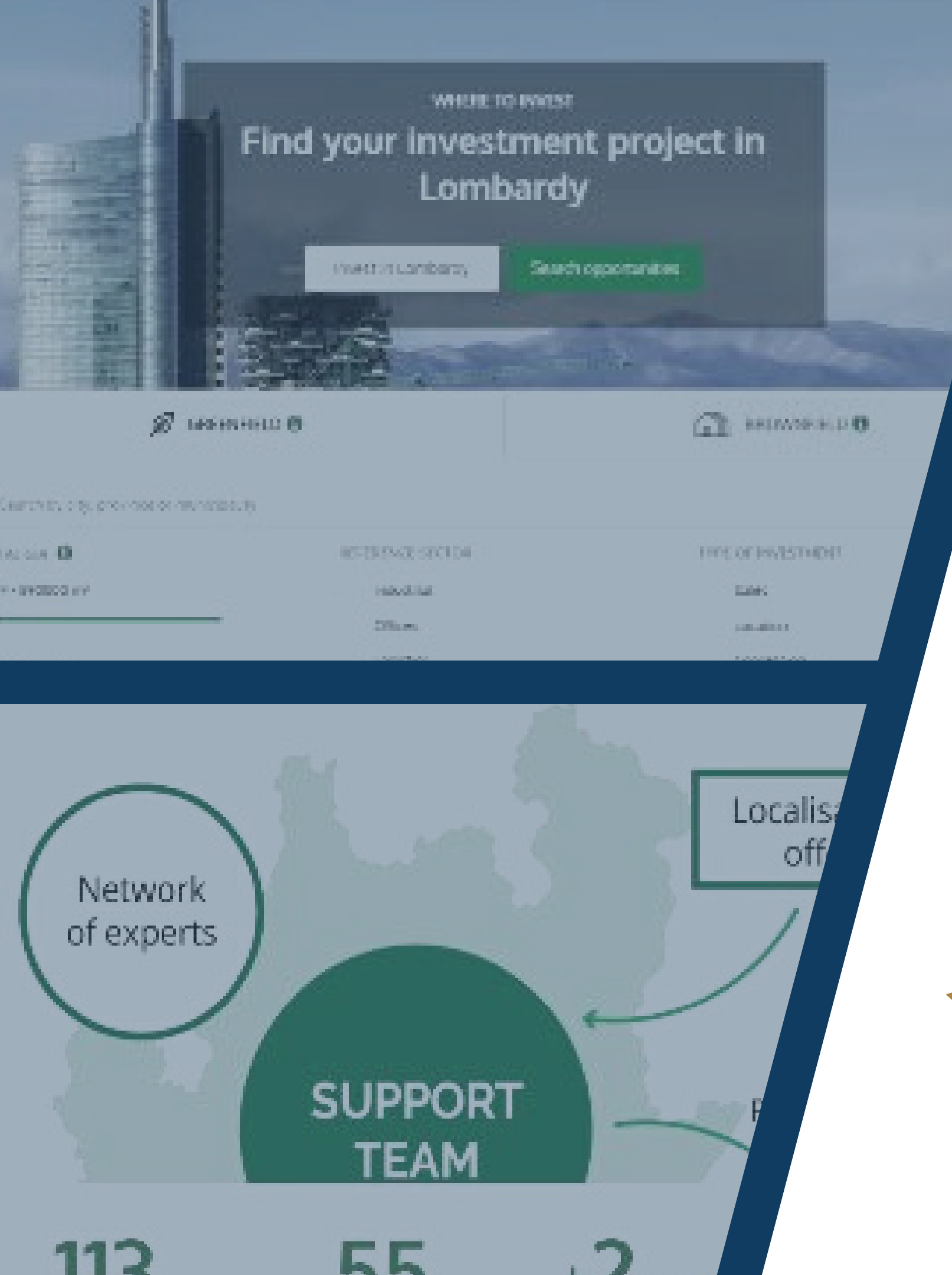
in the last 5 years, Milan was the 4° real estate market in Europe, 80% of investments was from investors outside Europe

**€20 bln**

## A HUGE MARKET SHARE

€20 billion the value of real estate projects in Lombardy (out of a total €30 billion in Italy) in 2018





## 7) Policy measures for investments: AttrACT

Agreements in which municipalities  
and Lombardy region engage to  
implement **concrete actions** to  
facilitate business and investments  
on the territory



[www.attractlombardy.it](http://www.attractlombardy.it)





**How can we  
support business  
in Italy and  
worldwide?**



## MISSIONS

- **Promote Italian SMEs** abroad and strengthen the competitiveness of the Italian economic system internationally
- **Support Foreign SMEs** in Italy and worldwide through a consolidated internationalization business model



Promos Italia is the new Italian agency for **internationalization** of the Italian Chamber of Commerce. It supports **SMEs'** internationalization and foster "**Made in Italy**" abroad.



# Want to be global?

HOW TO REACH US:

WEBSITE

[www.promositalia.camcom.it](http://www.promositalia.camcom.it)

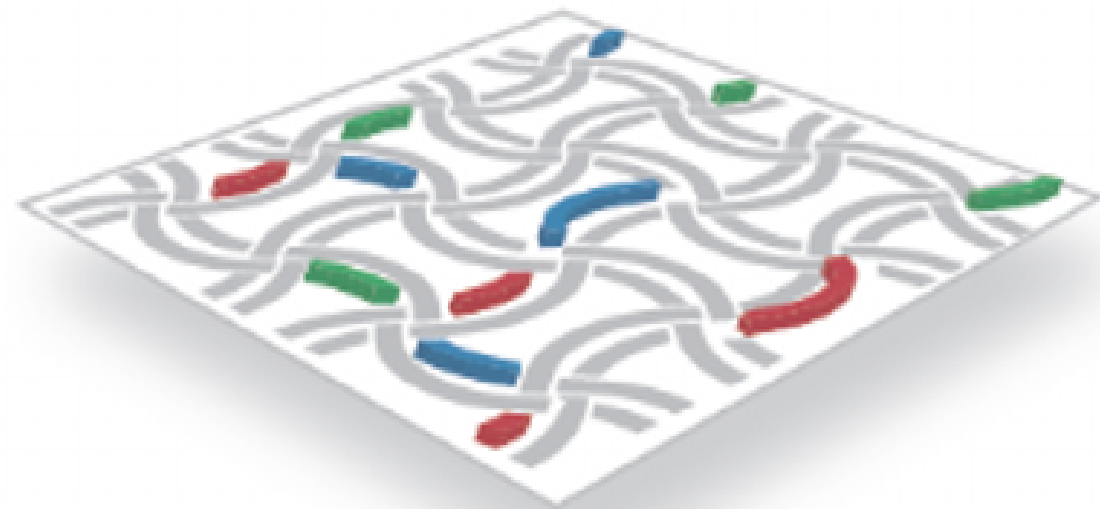
EMAIL ADDRESS

[info@promositalia.camcom.it](mailto:info@promositalia.camcom.it)

PHONE NUMBER

+ 39 02 8515 5336

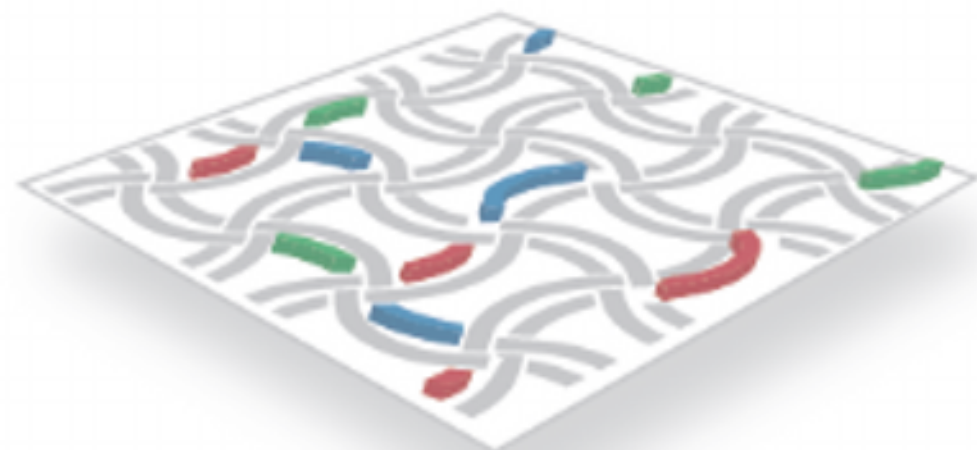




# INVEST **IN** LOMBARDY

Invest in Lombardy is the regional service **for attracting foreign investments** into the Lombardy region, operated by Promos Italia

Invest in Lombardy is structured as a **regional network** that works closely with the business community and connects it with the institutions, helping to facilitate the mutual needs for investment projects



**INVEST IN  
LOMBARDY**

# Want to invest or expand in Lombardy?

HOW TO REACH US:

WEBSITE

[www.investinlombardy.com](http://www.investinlombardy.com)

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An aerial photograph of a city, likely Rome, Italy, with a blue color overlay. A white rectangular box is centered on the image, containing the text "Thank you!". To the right of the box, a light blue map of Italy is overlaid on the cityscape, with the region of Lazio highlighted in white. The map shows the outline of Italy with internal regional boundaries.

**Thank you!**