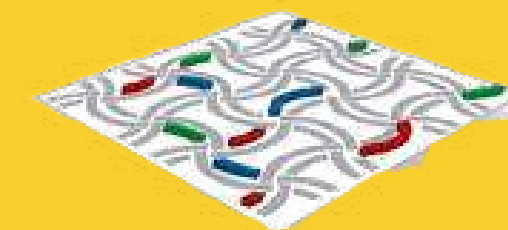


FDI PROJECTS IN LOMBARDY 2017-2019



attr**ACT**



**INVEST IN
LOMBARDY**

POWERED BY



OBJECTIVES AND METHODOLOGY

This presentation starts from fDi Markets (The Financial Times Ltd's fDi Intelligence division) data processed by ITA - Italian Trade Agency with the support of Promos Italia.

The objective is to report some FDI key-data (2017-2019) related to Lombardy region, giving evidence of the sectors deemed to be the most strategic and some of the most important players among the enterprises that decided to invest in the region.

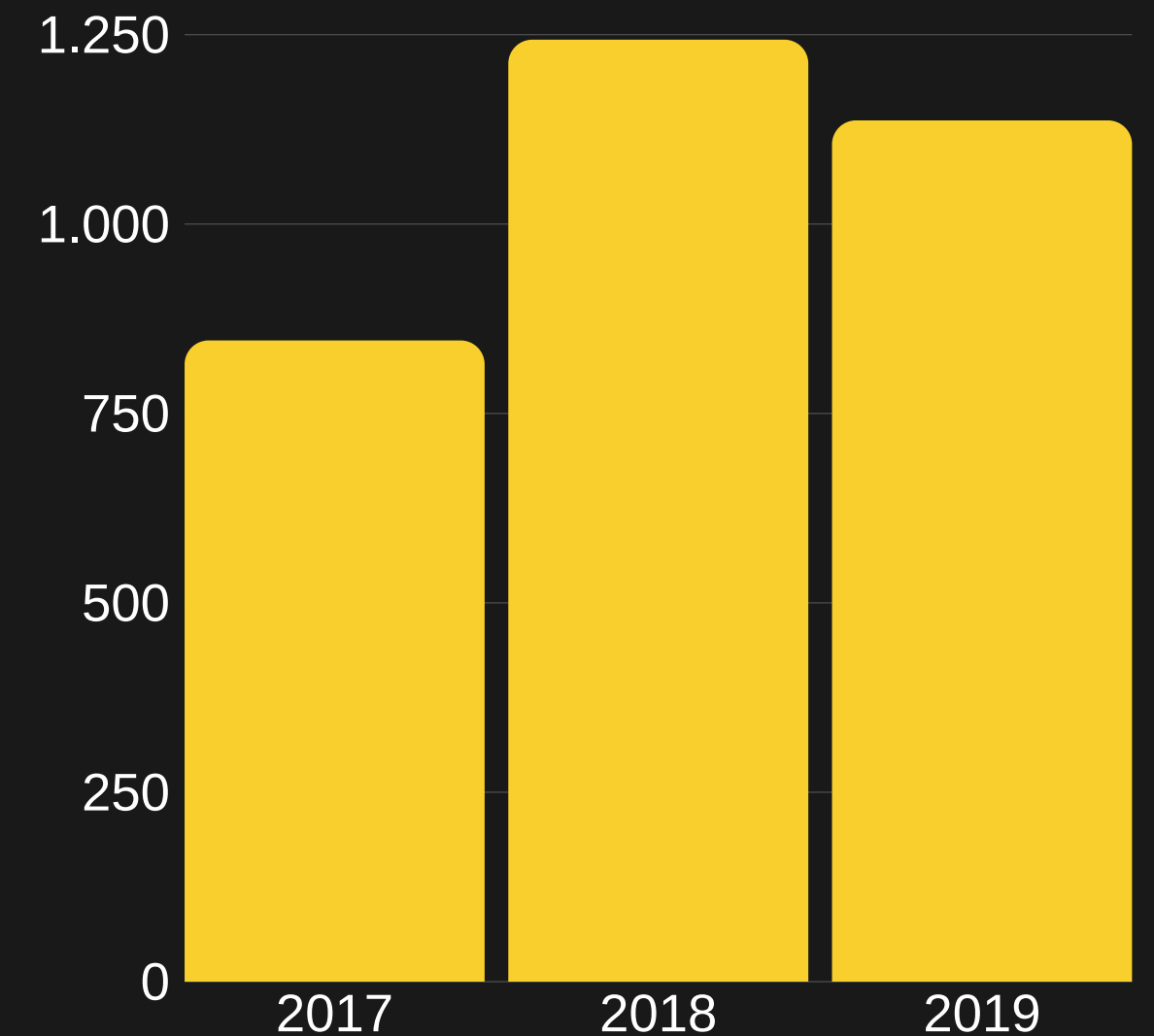
Meanwhile the report shares useful insights on the assistance to foreign firms carried out by Lombardy region and highlights the dedicated services provided to international projects on the field.

THREE-YEARS ANALYSIS

Investments in Lombardy

	2017	2018	2019
NUMBER OF PROJECTS	62	56	70
AVERAGE INVESTMENT (MLN €)	13,639	22,188	16,445
TOTAL NEW JOBS CREATED	2.756	3.075	2.444

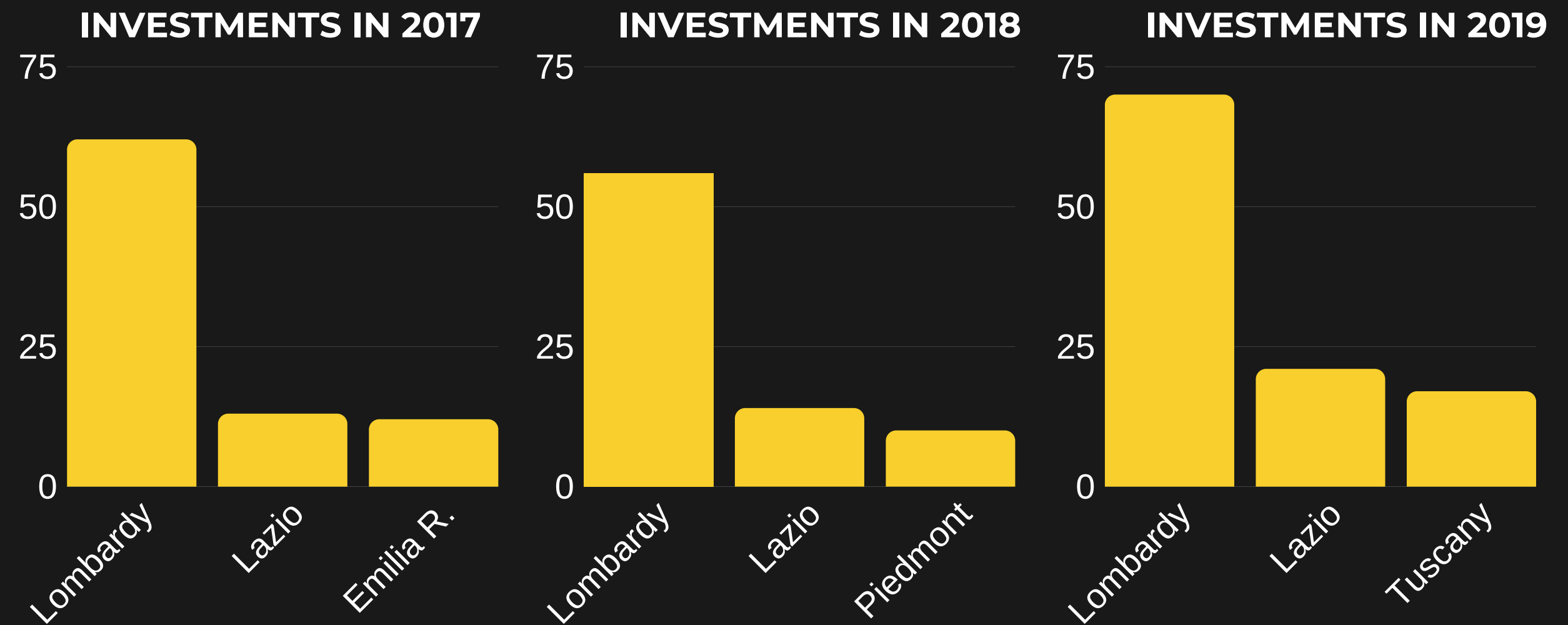
TOTAL INVESTMENT PER YEAR (MLN €)



The analysis of FDIs' data highlights an Italian system unbalanced towards the North-Center. In particular, **Lombardy** is the region with the **highest number of settlement or expansion projects in the last three years (2017 - 2019)** between the Italian regions. Furthermore, there is a **significant growing trend**.

BENCHMARK

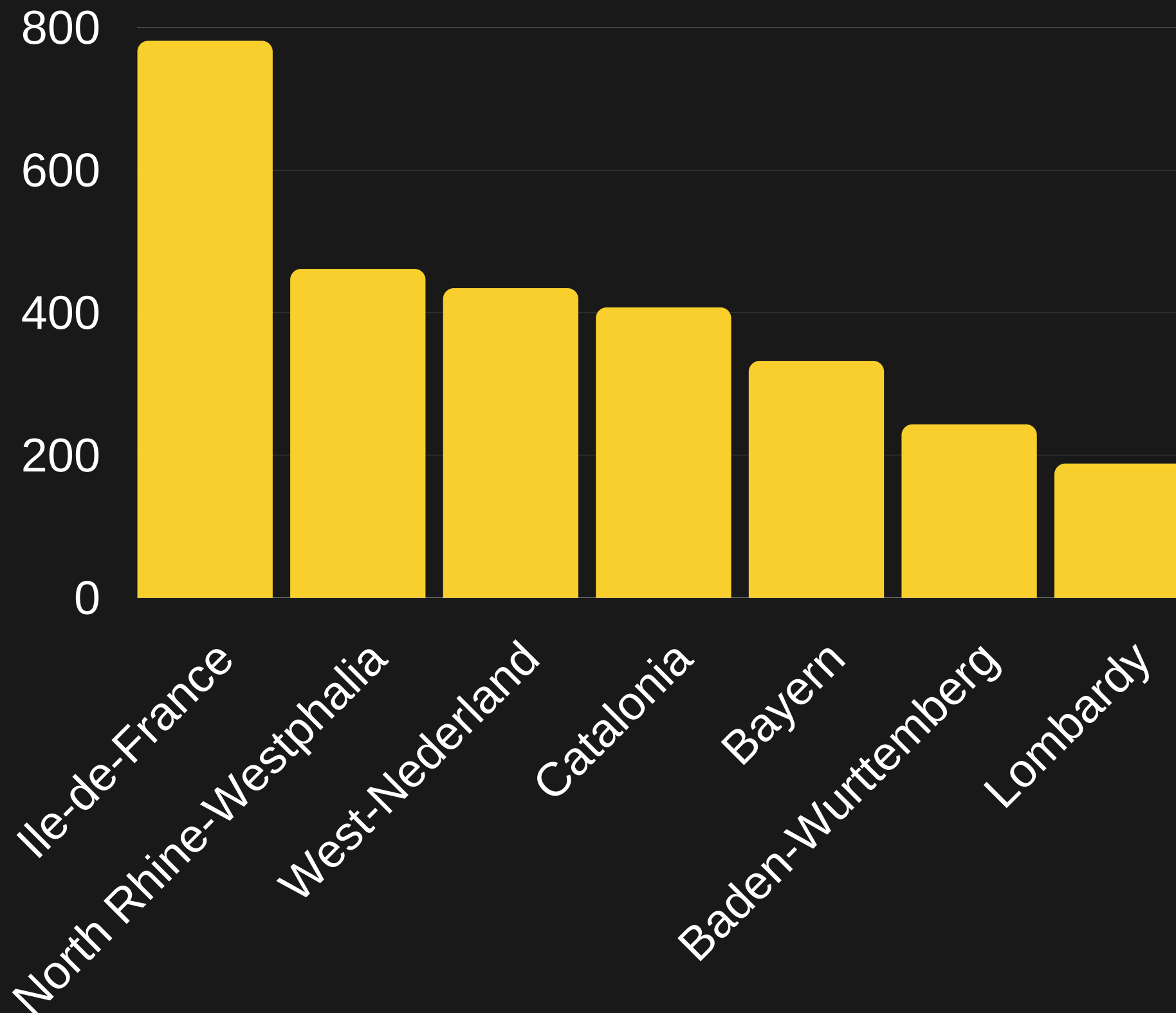
top 3 Italian Regions



BENCHMARK

top European Regions

IDE BENCHMARK TOP EU REGIONS (2017-2019)



Lombardy currently ranks **7th among the top European Regions** in the IDE Benchmark 2017-2019.

This data shows that **Lombardy is one of the most competitive Regions in Europe**, and possibly one of the Regions with the highest growth potential.

For this reason, **Lombardy** is currently focusing on **enforcing** its own **FDI strategy and its support to foreign companies.**

Lombardy is significantly positioned in the ranking concerning the major **European regions in planning its FDI strategy** (i.e. the ability to structure an offer and an effective territorial promotion) and it gained an excellent position among the **top European Regions for growth forecasts.**

BENCHMARK

top European Regions

TOP 10 LARGE EUROPEAN REGIONS OF THE
FUTURE 2020/21 FDI STRATEGY

1	North Rhine-Westphalia	Germany
2	Flanders	Belgium
3	Scotland	UK
4	Catalonia	Spain
5	Lombardy	Italy
6	FrankfurtRheinMain	Germany
7	Madrid Region	Spain
8	Andalusia	Spain
9	Hauts-de-France Region	France
10	Emilia-Romagna Region	Italy

PROJECTS' ANALYSIS

COUNTRIES, BUSINESS
FUNCTIONS & INDUSTRIES

Sources: fDi Markets (a service of The Financial Times Ltd's fDi Intelligence division), processed by ITA - Italian Trade Agency;
AttrACT-Invest in Lombardy Monitor on foreign investments by Promos Italia

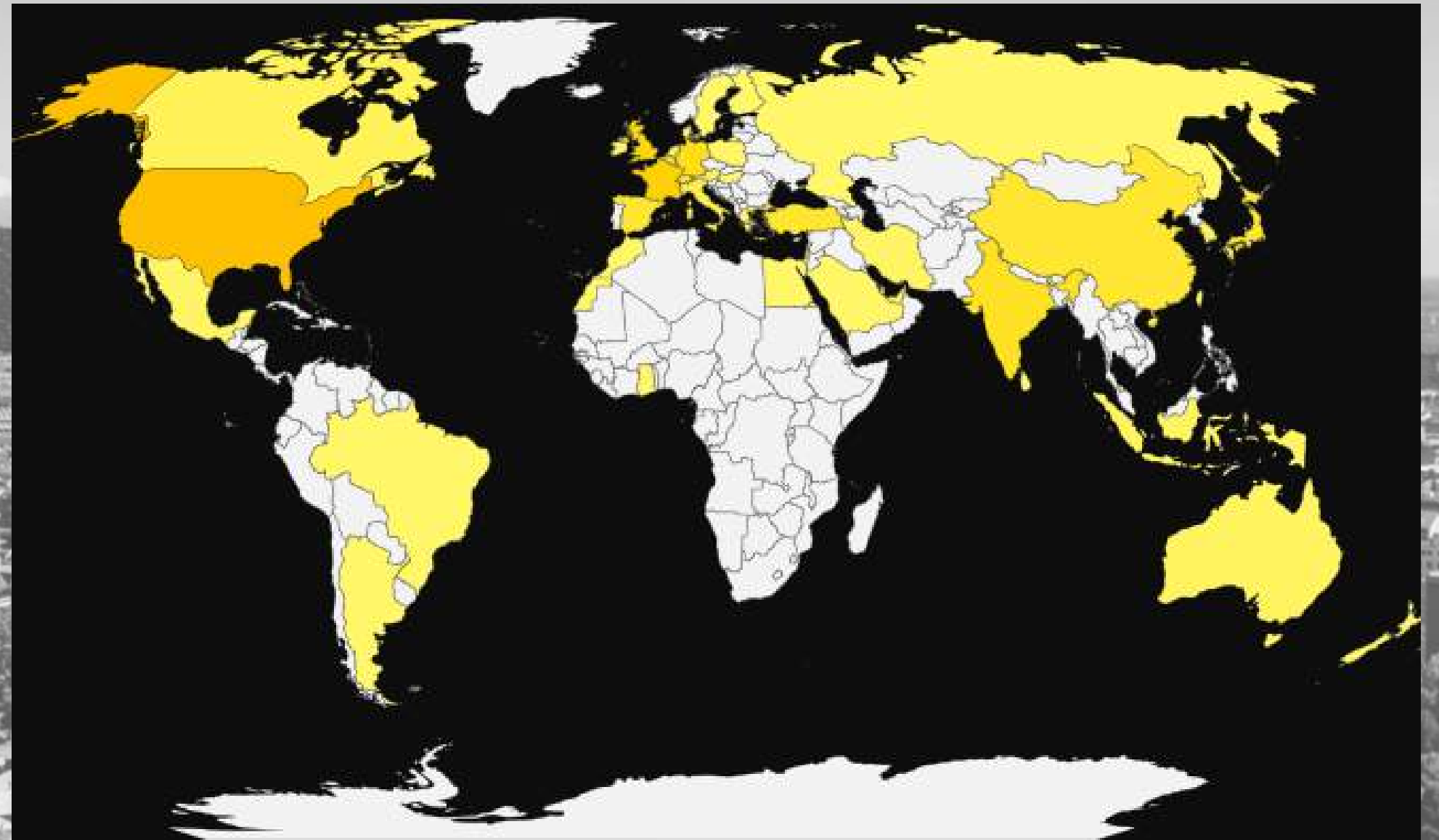
www.regione.lombardia.it

COUNTRIES OF ORIGIN

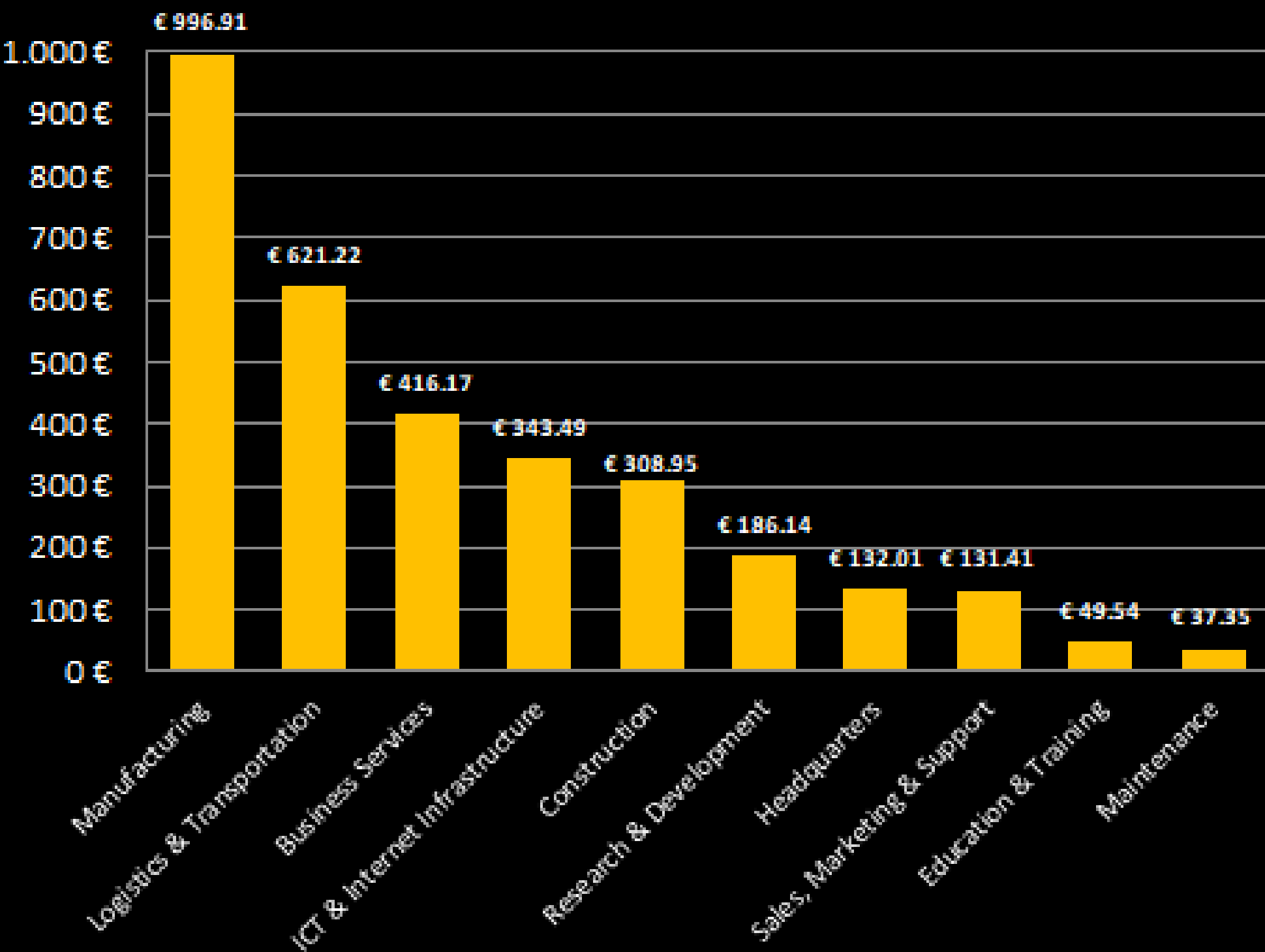
THE MOST IMPORTANT INVESTORS

The countries of origin of the companies that invested the most in Lombardy during the period 2017-2019 are the **U.S., U.K., France, Germany, and Spain**, namely Italy's most important commercial partners.

Asian investments increased constantly during the same period as well. In particular, investments from **China, Japan, and India**, have strengthened their presence in Lombardy in the last three years.



Capital Invested in FDI projects 2017-2019



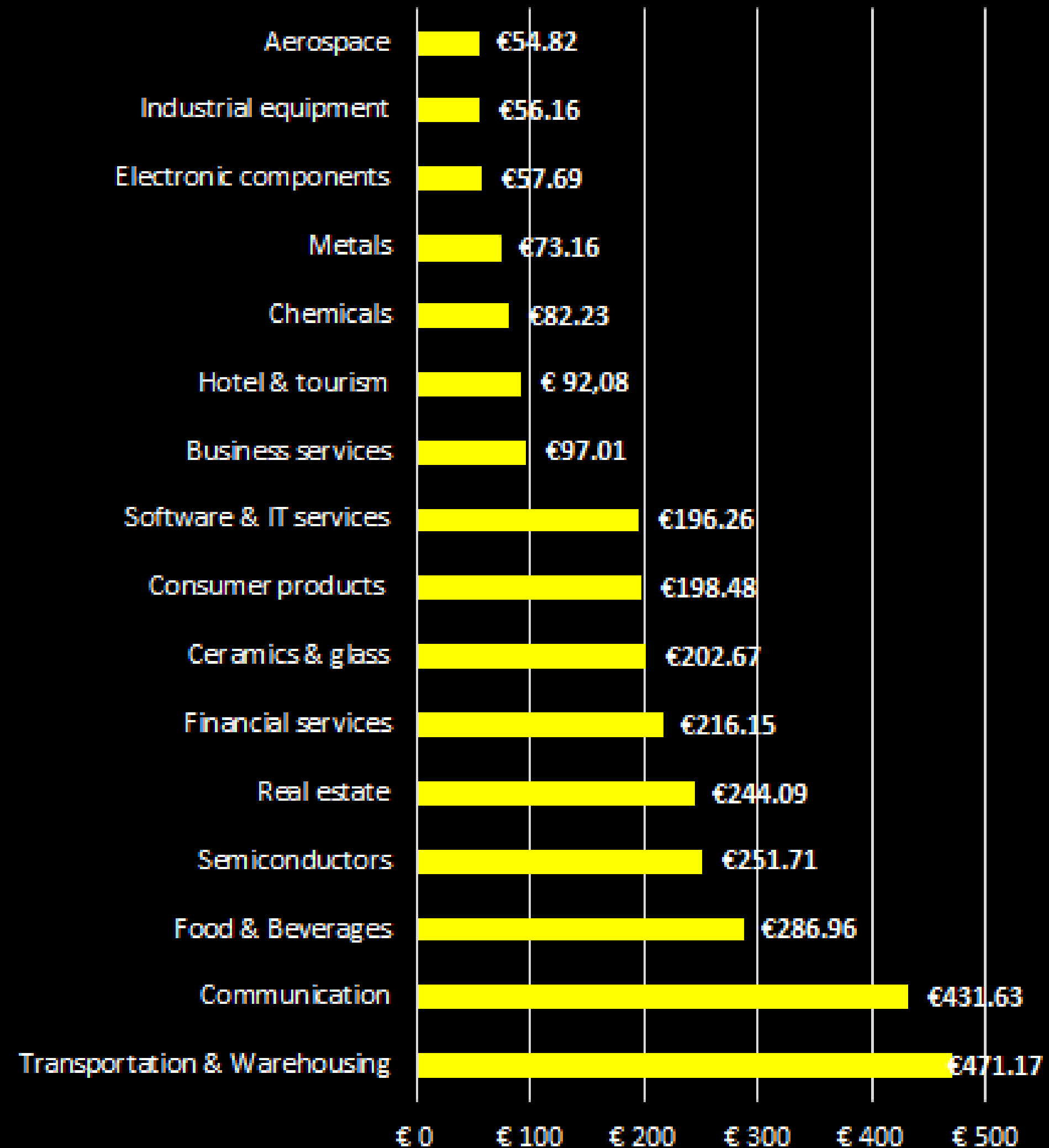
A REGION SUITED FOR MANUFACTURING

Analyzing the projects landed in Lombardy in the last three years, by business function, the Region has apparently been involved in a **huge amount of projects concerning the setup or the expansion of manufacturing plants: roughly 31% of the FDIs' total amount.** This data confirms **Lombardy's outstanding vocation as one of the most important European Region for production (mainly innovative)** and the first in Italy for value-added and turnover in this field.

INDUSTRIES

The investments have been spread out over a **wide range of industries**. The most relevant projects regarded **Transportation&Warehousing, Communication and Food&Beverage sectors**.

Huge investments also involved **Financial Services, Real Estate and highly innovative sectors**, such as **IT&ICT and Semiconductors industries**.



WHY LOMBARDY? SUCCESS STORIES

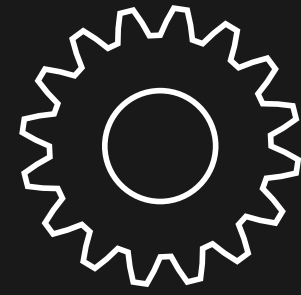
This section highlights some examples of important FDI projects in five strategic sectors in Lombardy in the period 2017 - 2019*

*Projects are intended already finalized, ongoing or announced.

Sources: fDi Markets (a service of The Financial Times Ltd's fDi Intelligence division), processed by ITA - Italian Trade Agency;
AttrACT-Invest in Lombardy Monitor on foreign investments by Promos Italia

www.regione.lombardia.it

ADVANCED MANUFACTURING



WHY LOMBARDY?

1st region in Italy, 3rd in Europe for number of employees

The sector includes 100.000 companies employing more than 1 mln workers

In Lombardy there are 1.672 foreign manufacturing companies employing 250.000 people

As of the third trimester 2019, despite a hardly reassuring international scenario, the sector in Lombardy experienced an increase in production of +0,6%, while turnover increased by 0.4% in the same period.



Chromavis

- **Investment:** € 52.000.000
- **Employment impact:** 197
- **Business function:** Manufacturing



Daikin

- **Investment:** > € 10.000.000
- **Employment impact:** n.a.
- **Business function:** R&D



MS Printing Solutions

- **Investment:** € 2,700.000
- **Employment impact:** 31
- **Business function:** Education



Saint Gobain

- **Investment:** € 16.700.000
- **Employment impact:** 31
- **Business function:** Manufacturing



ST
Microelectronics

- **Investment:** € 232.200.000
- **Employment impact:** 155
- **Business function:** Manufacturing

AEROSPACE



WHY LOMBARDY?

The sector includes 20 companies employing more than 16.000 workers, with a total turnover of more than €6 bln

27% of national exports in this sector is generated in Lombardy

The Aerospace cluster also includes 8 universities and 2 other bodies

In March 2020 the Italian Government and CDP have launched a specific - 21 mln € - venture fund dedicated to the space economy during the current Covid emergency



Air France - KLM

- **Investment:** € 14.800.000
- **Employment impact:** 69
- **Business function:** Headquarters



American Airlines Cargo

- **Investment:** € 88.800.000
- **Employment impact:** 92
- **Business function:** Logistics



Bombardier

- **Investment:** € 20.500.000
- **Employment impact:** 110
- **Business function:** Maintenance



CAE

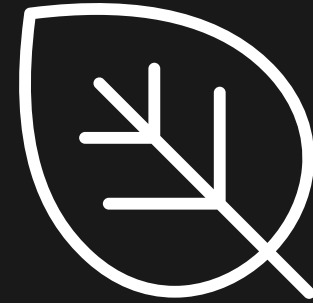
- **Investment:** € 34.300.000
- **Employment impact:** 83
- **Business function:** Education



Eva Air

- **Investment:** up to 10 mln
- **Employment impact:** 20
- **Business function:** Headquarters

AGRIFOOD



WHY LOMBARDY?

It is the 1st region in Italy (16.4%) and 3rd in Europe per number of employees, while it's the 1st in EU per number of firms

The sector includes 70.000 production sites involving 245.000 workers

The food sector saw an increase of 7.2% between 2012 and 2017. In Lombardy there are 74 foreign companies

Italy is also the country with the highest number of DOP products (574), while the total number of European DOP is 1805



Aldi

- **Investment:** € 28.100.000
- **Employment impact:** 143
- **Business function:** Logistics



Barry Callebaut

- **Investment:** € 2.700.000
- **Employment impact:** 28
- **Business function:** Education



Eurogerm

- **Investment:** € 2.800.000
- **Employment impact:** 8
- **Business function:** Sales & Mkt



Keatz

- **Investment:** € 6.000.000 (Europe)
- **Employment impact:** n.a.
- **Business function:** Manufacturing



Nestlé

- **Investment:** € 1.000.000
- **Employment impact:** 100
- **Business function:** HR, IT & Digital

FASHION & DESIGN



WHY LOMBARDY?

The sector includes 34.000 companies involving 192.000 workers

The sector generates €5 bln of exports a year

Only in Milan there are 13.000 fashion enterprises and textile manufacturers

Milan is home to more than 20 top international exhibitions, such as the Design Week and the Fashion Weeks



Bally

- **Investment:** n.a.
- **Employment impact:** n.a.
- **Business function:** Headquarter



Lookiero

- **Investment:** € 17.000.000
- **Employment impact:** n.a.
- **Business function:** Sales & Mkt



Gratacos

- **Investment:** € 358.000
- **Employment impact:** 9
- **Business function:** Sales & Mkt



Gucci

- **Investment:** € 8.500.000
- **Employment impact:** 35
- **Business function:** Headquarters



Metrocity

- **Investment:** > € 1.000.000
- **Employment impact:** n.a.
- **Business function:** Sales & Mkt

LIFESCIENCE



WHY LOMBARDY?

It is the 1st region in Italy, with more than 30.000 units in the pharma sector, and it is among the top 4 regions in Europe

It is the 1st region in Italy for European funds in the health sector

It is the 1st region in Italy for Biotech, with 28% of business, 23% of investments and 32% of turnover

The sector includes 816 biomedical enterprises, employing 40% of workforce



Ekso Bionics

- **Investment:** € 15.500.000
- **Employment impact:** 26
- **Business function:** R&D



Flowmetric

- **Investment:** € 9.200.000
- **Employment impact:** 35
- **Business function:** Headquarters



Patheon

- **Investment:** € 10.000.000
- **Employment impact:** 14
- **Business function:** Manufacturing



Sanofi

- **Investment:** > € 10.000.000
- **Employment impact:** 51 - 100
- **Business function:** R&D



Ultivue

- **Investment:** € 21.400.000
- **Employment impact:** 26
- **Business function:** R&D

WHY LOMBARDY?

AIR FRANCE - KLM



"WE ARE PLEASED TO POSITION OURSELVES WITHIN THE **URBAN CENTER OF MILAN**, A CITY THAT, TODAY MORE THAN EVER, HAS A **GREAT ATTRACTION FOR BOTH THE BUSINESS AND TOURISM MARKETS**. THIS NEW PROJECT ENSURES A **MUCH MORE EFFECTIVE WORKING ENVIRONMENT** FOR OUR EMPLOYEES"

ALDI



"WE'RE EXTREMELY PROUD TO ENTER THE **ITALIAN MARKET, RENOWNED THROUGHOUT THE WORLD FOR ITS UNMATCHED GASTRONOMIC CULTURE** AND MEETING ITALIAN SHOPPERS' EXPECTATIONS WAS THE SUPERMARKET'S **"GREATEST CHALLENGE"**

CAE



"WE HAVE DECIDED TO INAUGURATE A DEDICATED TRAINING CENTER HERE IN ITALY, TO DEMONSTRATE OUR **COMMITMENT TO THE COUNTRY**. IN THE LAST 10 YEARS WE HAVE ALWAYS INVESTED HERE, ALWAYS WITH A **LONG-TERM AND SUSTAINABLE APPROACH**"

CHROMAVIS



"WE CHOOSE TO INVEST IN **LOMBARDY**, AND IN PARTICULAR IN THE **"COSMETIC VALLEY"** IN THE **CREMONA PROVINCE**, IN ORDER TO EXPLOIT ITS **HISTORY, KNOW-HOW AND PEOPLE**"

WHY LOMBARDY?

GUCCI



"**THE CONCEPT AND THE DESIGN OF OUR NEW MILAN LOCATION, SYMBOLIZE EVERY ASPECT OF THE NEW CHAPTER THAT GUCCI OPENED LAST YEAR. THE NEW SPACE WILL FOSTER AND NURTURE AN OPEN WORKING ENVIRONMENT THAT IS AT THE CORE OF A TRUE LEARNING ORGANIZATION.**"

MS PRINTING SOLUTIONS



"**THE NEW CENTER OF EXCELLENCE IS BORN FROM THE EXCELLENCE OF COMO AREA AND IT BRINGS TO THE WORLD THE QUALITY AND THE HISTORY OF ITALIAN TEXTILE PRODUCTION THAT IS ALWAYS AT THE FOREFRONT OF INNOVATION**"

FLOWMETRICS



"**OUR GLOBAL BUSINESS HAS GROWN RAPIDLY AND HAS MOVED TO OPENZONE IN BRESSO (MI), A SCIENTIFICALLY INNOVATIVE AND VIBRANT CAMPUS DEDICATED TO LIFE SCIENCES, SIMULTANEOUSLY INCREASING THE SPACE OF OFFICES AND LABORATORIES, WILL ALLOW US TO CONTINUE TO GROW OUR ACTIVITIES**"

PATHEON



"**IT IS NO COINCIDENCE THAT 103 MILLION EUROS HAVE BEEN INVESTED HERE IN MONZA IN THE PAST 16 YEARS. INVESTMENTS IN TECHNOLOGY AND KNOW-HOW ARE SO STRATEGIC FOR US THAT OUR BUSINESS PLAN REGISTERS ANOTHER 20 MILLION EUROS FOR THESE SPENDING CHAPTERS FOR THE NEXT TWO-YEARS**"

SERVICES AT A GLANCE



A TAILOR-MADE SUPPORT SERVING FOREIGN INVESTORS

In the last three years the dedicated team provided by the Lombardy Region has assisted roughly 230 companies from 41 countries in 36 sub-industries.

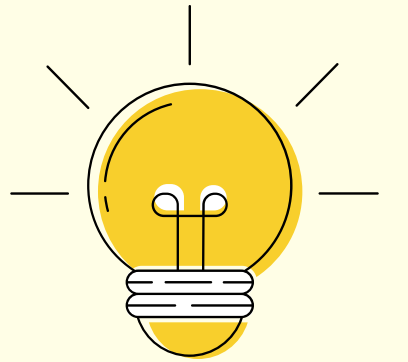


ONE-STOP-SHOP SERVICES FOR INVESTORS

The dedicated team has extensive experience in providing assistance to international companies planning to set up or expand business in Lombardy, offering a tailor made and professional service at any stage of their project.

FIND THE BEST BUSINESS OPPORTUNITY

The team provides companies with useful data and information on specific sector/market, helping in evaluating their investment



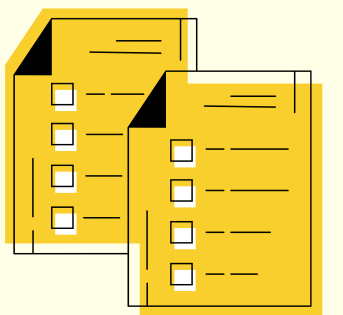
FIND THE RIGHT LOCATION

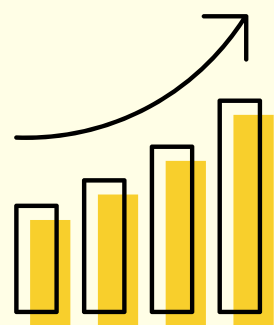
The team supports investors in exploring and selecting the most suitable locations: the AttrACT website involves more than 110 "ready to use" greenfield and brownfield opportunities



SET UP YOUR BUSINESS

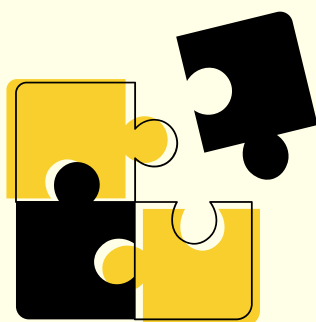
The team guides the investors throughout the whole settlement process





FINANCE YOUR INVESTMENT

The team helps investors in finding financial support from regional and national incentives



CONNECT THE DOTS

The service is based on a "business integrator" model facilitating the connections with the private and public stakeholders on the field



RECRUITING VALUABLE PEOPLE

The team, in connection with the network of educational partners and the main HR specialists, supports investors in identifying the best ways to select the right people for their company

ONE-STOP-SHOP

SERVICES FOR INVESTORS

The in-depth knowledge of doing business in Lombardy allows the team to support companies in evaluating their competitive advantage and setting their strategy according to the local business environment and the regional economic framework.

THE INSTITUTIONS INVOLVED



The Lombardy Region Economic Development Department promotes the attraction of investments in Lombardy



Unioncamere Lombardia is identified within the Agreement for the economic development and competitiveness of the Lombardy's system as the implementing entity of AttrACT initiative



OTHER INSTITUTIONS

Various institutional collaborations exist with regional and local administrations involved in the settlement processes (ARPA, Lombardy's prefects, ATS, other authorities)



Promos Italia - the Agency for International activities of the Italian Chambers of Commerce - is the acting technical partner in FDI attraction through the "Invest in Lombardy" project. The AttrACT program has consolidated this collaboration

CONTACT US

FOR QUESTIONS, COMMENTS
AND SUPPORT

WEBSITE

www.investinlombardy.com
www.attractlombardy.it

PHONE

+ 39 02 8515 5220

EMAIL

info@investinlombardy.com
attract@lom.camcom.it