

# 8 reasons to invest

## 1. A strategic position in Europe and in the Mediterranean Sea

Lying at the heart of the Mediterranean Sea, Italy is the main crossway linking southern Europe to northern and central Europe and represents a meeting point for land, sea and air routes. Italy is the gateway to three key markets with over 800 million consumers.

## 2. The great strength of the Italian economy: small and medium companies

A production network of 5 million companies with a strong entrepreneurial culture, creating high quality products in various economic sectors and able to compete in international markets.

## 3. A wide infrastructure network

Companies deciding to invest in Italy can rely on a wide infrastructure network:

- **Second longest road network in the EU25**, after France, including about 6,500 km of motorways, representing 13.7% of all motorways in the EU (25), and 21.500 km of national roads;
- **Fifth longest rail network in the EU25** with 16,703 km of working lines and 24,216 km of tracks;
- **One of the most developed freight village systems in Europe**. 7 Italian freight centres are classified in the Top 20 of European logistic infrastructures, with Verona ranking first;
- **Second most important country in Europe for maritime freight transport**: 24 main commercial ports, with 3 International Hub, scattered along 7,400 km of coastline and a total traffic of container around 10 million TEUs in 2010;
- **First EU country in maritime transport of passengers** in 2009 with 92 million passengers.

*Source: Assoport, RFI, UIR, Anas*

## 4. Countless opportunities for expanding companies

Italy is the 4<sup>th</sup> largest economy in EU (FMI) with a potential market of almost 60 million consumers, for innovative services (more than 25 million internet users) and products, the Italian market offers countless opportunities to expand businesses in strategic sectors such as **logistics, ICT, life sciences, renewable energies, tourism**.

## 5. Facilities and support for foreign companies

Invitalia comprises a single and reliable national reference point for foreign investors eager to expand or to set up a new business in Italy by providing a free of charge spectrum of services for all stages of the investment process: updated detailed information on the business environment, investment opportunities in specific sectors and business advisory services throughout the implementation process.

## 6. Innovative value system

- Innovation in Italy is driven by an extensive network of high-quality universities public and private institutions (almost 100)
- Over 40 modern network of science and technological parks, which ensure that research is widely integrated into industrial processes.
- The parks network is a key to the innovation development:
  - 600 Hi Tech companies settled
  - Over 200 R&D Center (public and private)
  - 16.000 employees with a high level of technological expertise
- Italy ranks 4<sup>th</sup> for registered trademarks and 8<sup>th</sup> for number of pending patents among G12 countries. The number of issued patents is one of the most relevant indicators for measuring the innovative output of a Country.

*Source: RIIR*

## 7. High qualified human resources

**Italy ranks 2<sup>nd</sup> in Europe in terms of manufacturing companies**, with a skilled workforce internationally recognized and praised, contributing to the high quality of Made-in-Italy products. High standard of human resources in the research field, also supported by the tradition and the high quality of the University system and several research centers. Companies investing in Italy can rely on an average of 300,000 graduates per year.

*Source: Ministry of Education, University and Research*

## 8. Quality of life and lifestyle

.....Italy is a modern and cosmopolitan country with 3,8 million inhabitants with an excellent standard of living. Superior health and education provision, endless opportunities in beautiful landscape, and a vibrant cultural country are just some of the reasons why more than 4 million foreigners (7,0% of total residents – *Source: Istat*) have decided to live in Italy. Italy is recognized for its international brand in strategic sectors such as fashion, automotive, marine, design, mechanics. The Italian style, innovation, creativity and love for the tradition are all key success factors of the “Made-in-Italy” brand in the competitive world market. Moreover, **Italy has the largest number of World Heritage (UNESCO) sites in Europe**, with 43 locations listed as places of outstanding cultural and historical significance.