

• INVEST
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IN ITALY •

ITCA 
ITALIAN TRADE AGENCY

INVITALIA 

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November 10th, 2020

Why invest in Italy



Why invest in Italy in a snapshot



- 3rd in the Eurozone
- 9th in the world



- 2nd in the EU for **manufacturing**
- 1st for **jewellery** production
- 1st for **superyacht** production
- 2nd in the world for **fashion industry**
- 2nd in the world for **leather shoes**



- **Deficit/GDP ratio** (average 2011-2019)
- 2,6% **Italy** vs. - 3,7% France
- 4,6% UK and - 5,7% Spain



- 1st in the EU for production value in the **pharma** sector [+52% exports, higher than the EU average (+32%)]
- 1st in the EU for **production of pharmaceuticals**
- Italian Big Pharma invest **over € 1 bln in R&D**



- 1st in the EU **patents'** growth rate [in the 2017, + 4.3% vs the EU average of + 2.6%]
- 8th in the world for **IP filings**



1st for **UNESCO** World Heritage Sites (55 in total)
1st in Europe for no. of **cultural companies** (14,5% of total)



- 1st in the world for no. of **geographical indications** (299 in total)
- 1st in Europe for no. of **biological producers**
- 2nd in the EU for added value in the **agrifood** sector



- 1st in the world for standard of population's **health**
- 2nd in the world for **longevity**



Leonardo is one of the major global players in the **Aerospace, Defense and Security**
3th in the EU and 4th in the world for expenditure in **R&D**



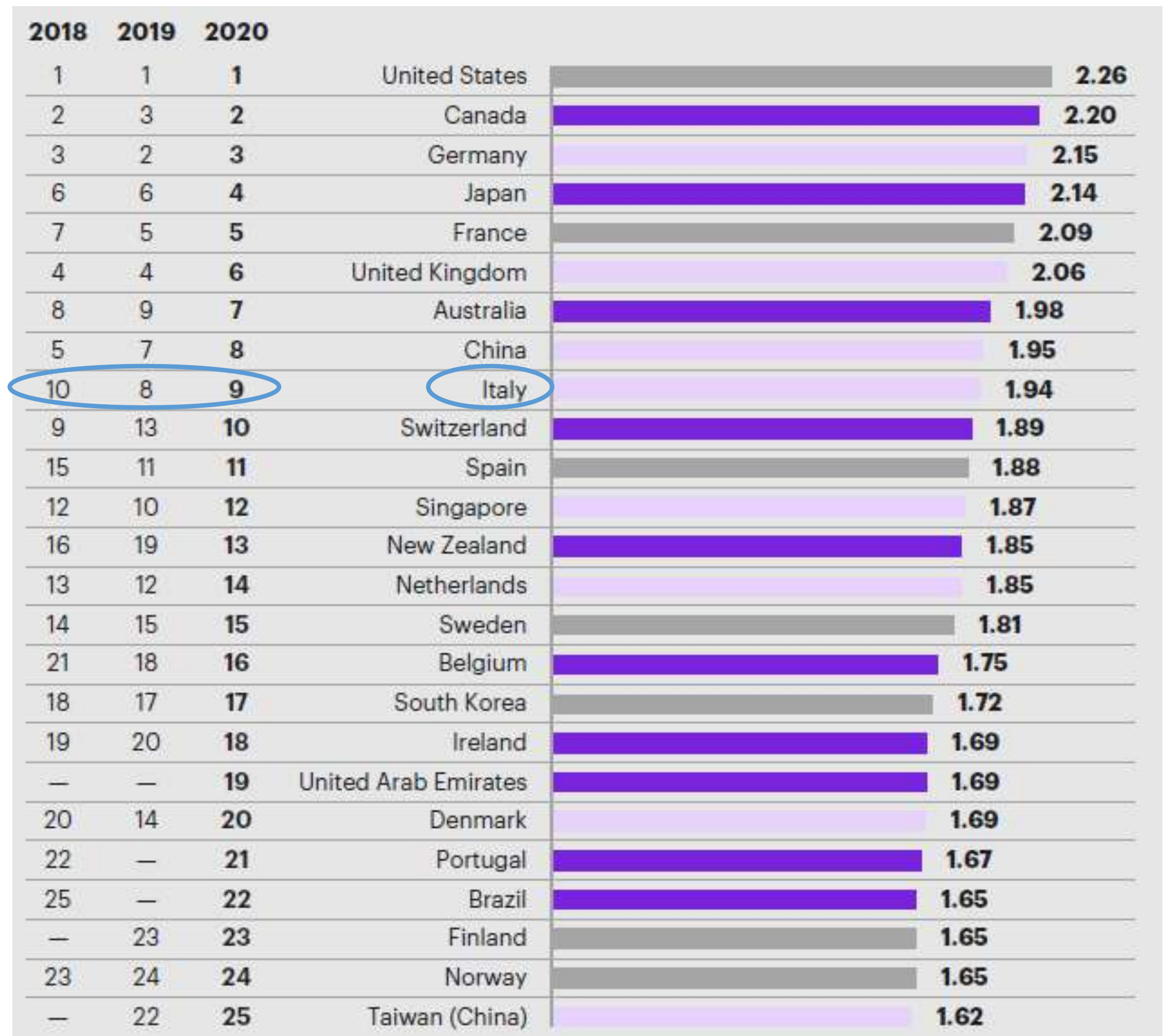
- 4th in the EU and 7[°] in the world for **number of universities**
- In the **Top 5** among the EU countries for **no. of researchers**



Gateway for **500 mln** EU customers and **270 mln** from **Northern Africa** and the **Middle East**

An attractive country

- Italy ranks 9th in the 2020 A.T. Kearney FDI Confidence Index
- Italy keeps on registering a high level of attractiveness



2018 Digital Tax Index

A Competitive Digital Location



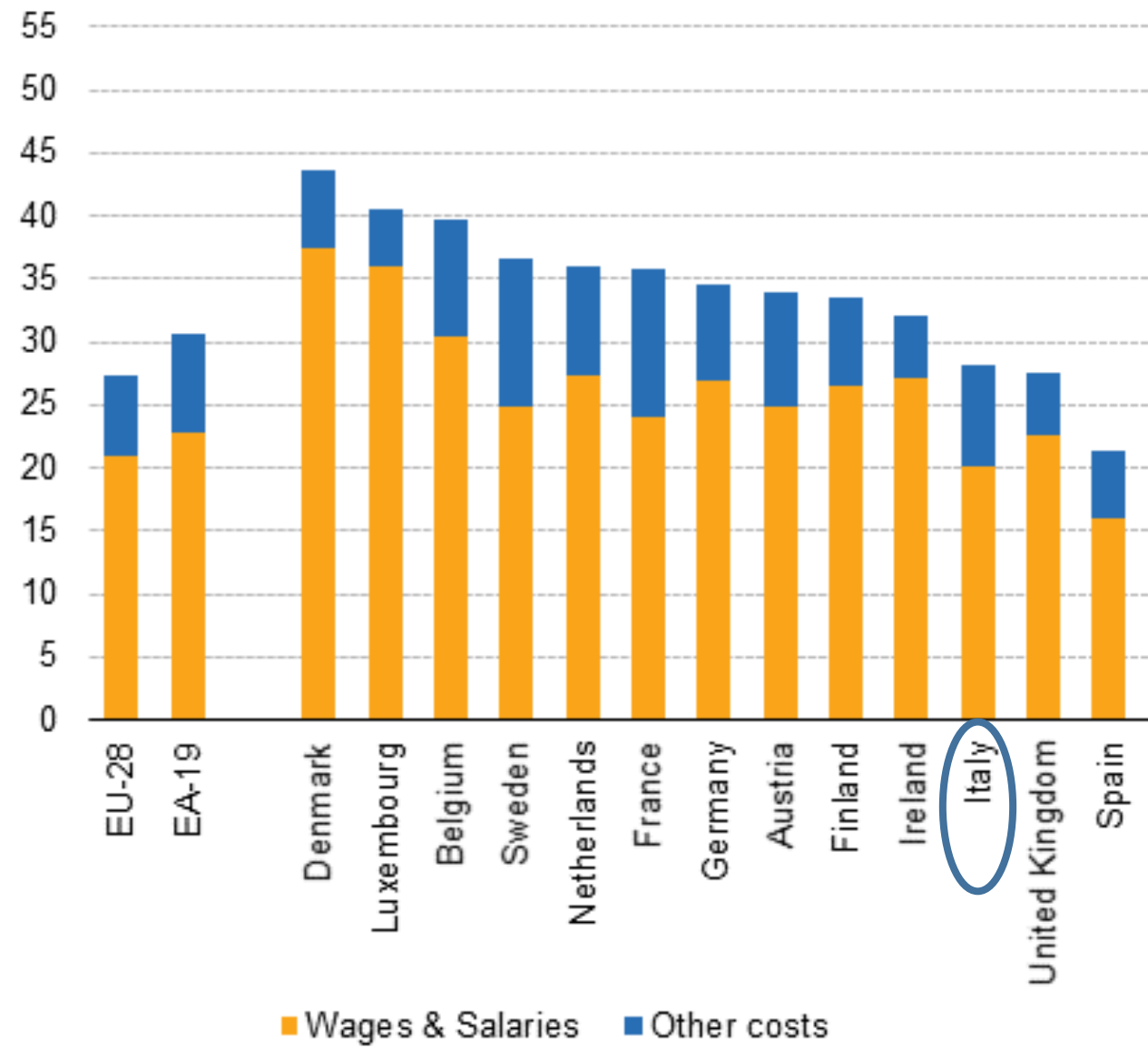
Italy is the most attractive location for investments in digital business models.

The Index analyses **effective tax burdens** for standardized investments in digital business models in the 28 EU member states, Japan, Canada, Norway, Switzerland and the US.

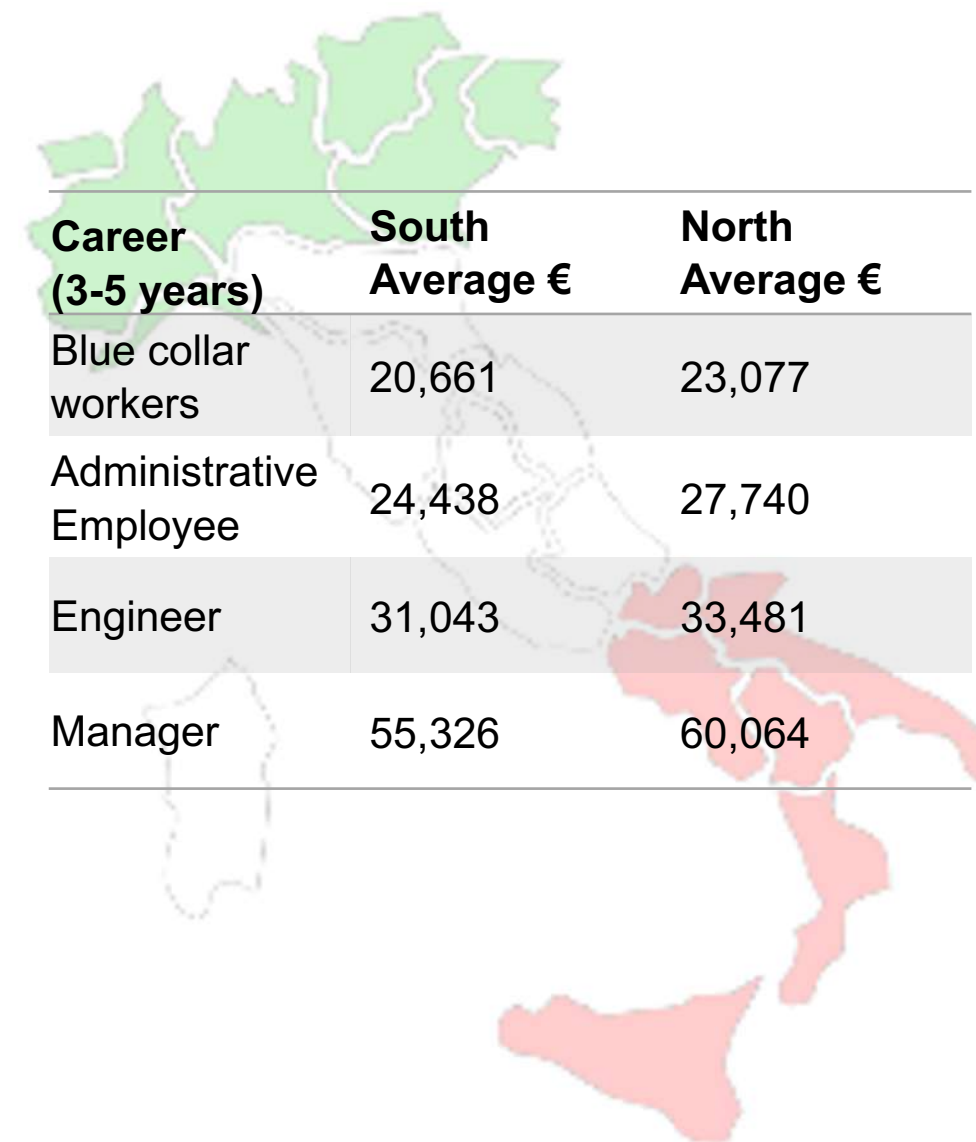
Country	Effective Average Tax Rate				
	Rank	Result 2018		Change to 2017	
		Ø	Δ Rank	Δ in percentage points	
Italy	1	-33.18%	→ 0	-18.72	
Ireland	2	-3.39%	→ 0	8.17	
Hungary	3	-0.52%	→ 0	6.33	
Lithuania	4	-0.05%	→ 1	-0.49	
Latvia	5	0.09%	↘ -1	-0.24	
Croatia	6	4.50%	→ 1	-0.69	
Romania	7	5.42%	↗ 2	-1.20	
Portugal	8	5.48%	↑ 11	-6.16	
Spain	9	5.50%	↘ -1	0.08	
France	10	6.73%	↑ 10	-4.93	
Czech Republic	11	7.16%	↘ -1	-0.32	
United Kingdom	12	7.45%	↗ 5	-2.64	
Norway	13	7.89%	↘ -1	-0.12	
//					
Switzerland (Zurich)	26	15.57%	↓ -13	7.18	
Estonia	27	15.95%	→ 1	-0.32	
Finland	28	16.17%	↘ -2	0.31	
Sweden	29	16.38%	→ 1	-0.55	
Greece	30	16.41%	↘ -1	-0.32	
Japan	31	21.16%	↗ 2	-4.30	
USA (California)	32	21.97%	→ 0	-0.84	
Germany	33	22.19%	↘ -2	-0.62	
Average		8.85%		-0.64	

Labour cost

EU's Top economies salary, 2018

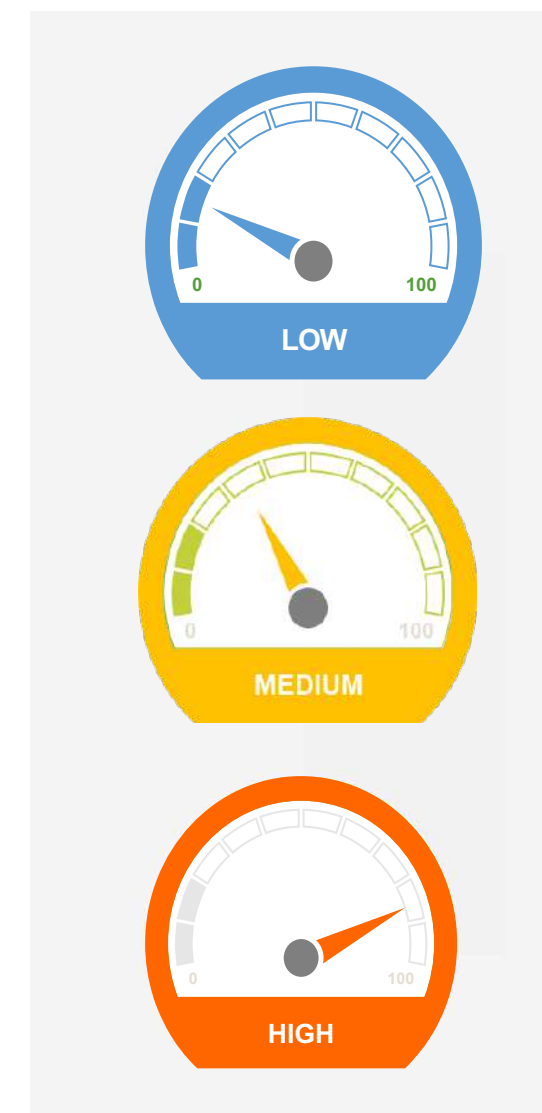
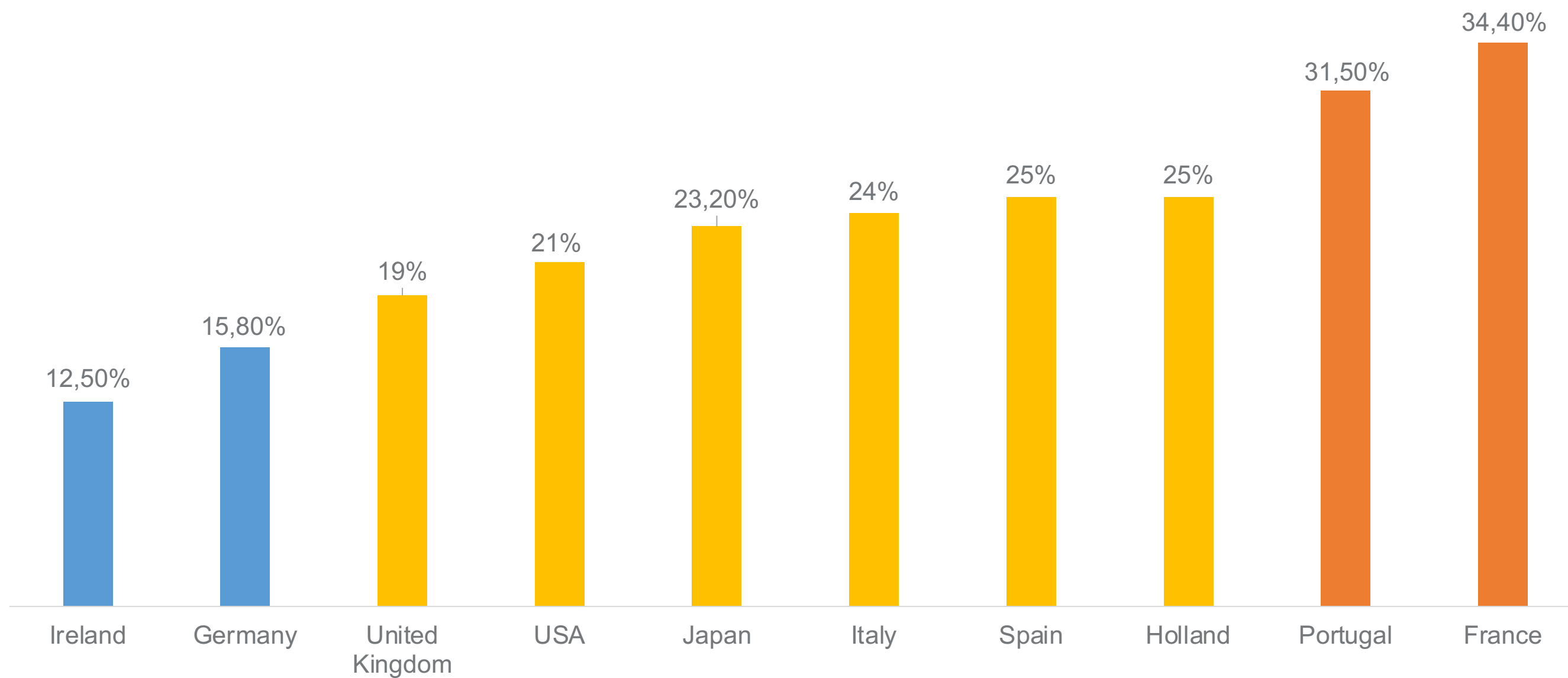


Annual salary in North and South Italy, 2019



➤ Among the top 3 most competitive countries for salary level

Corporate Income Tax Rate



Investment opportunities



- Greenfield and Brownfield areas available
- Clusters and hubs with high-levels of expertise and specialization
- High quality of human capital
- Incentives
- Support services free of charge

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THANK YOU

For further information:

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