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## WORLD MANUFACTURING WEEK 2020

Manufacturing: Why Invest in Italy

Italian Regional Manufacturing excellence presented at the WMW by  
ITA – Italian Trade Agency in collaboration with Invitalia

10<sup>th</sup> November 2020

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invest in tuscany

Tuscany,  
for centuries  
in the future

**Tuscany, for centuries in the future.**

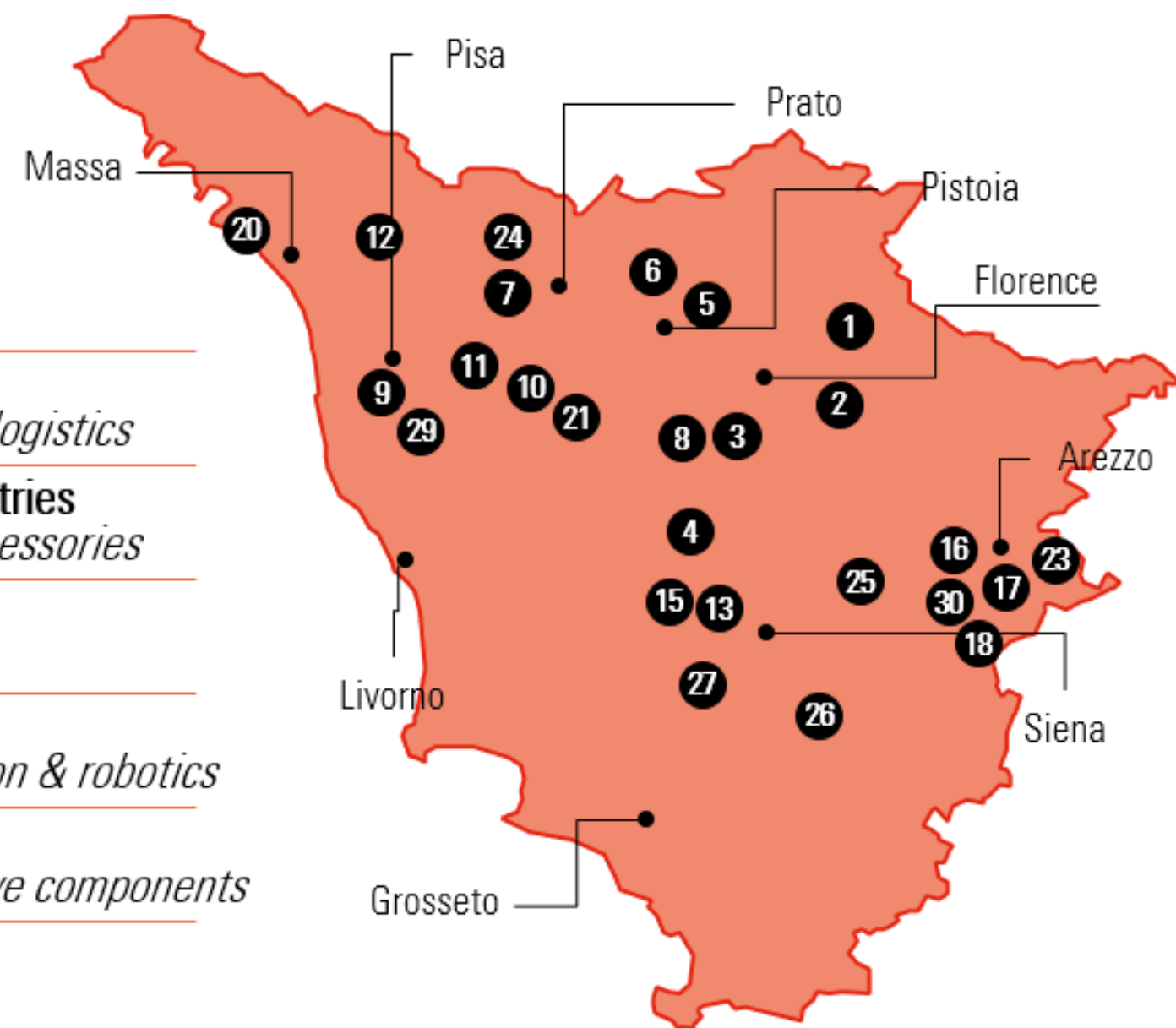
**Filippo Giabbani**  
Executive Director, Invest in Tuscany

# KEY FACTS AND FIGURES

- 1 Leo France  
*Metal accessories*
- 2 Fendi  
*Bags*
- 3 Yves Saint Laurent  
*Bags*
- 4 Celine  
*Bags*
- 5 Ferragamo  
*Fashion*
- 6 Microtex  
*Special textile*
- 7 Marine Industrie  
*Textile*
- 8 Molteni  
*Pharma*
- 9 Pharmanutra  
*Nutraceutical*
- 10 Mastrotto  
*Leather goods*
- 11 Essity  
*Paper napkins*

- 12 Kedrion  
*Pharma*
- 13 DiagnosticaSenese  
*Diagnostic*
- 14 ToscanoAltaSartoria  
*Apparel*
- 15 Marchesini  
*Packaging machinery*
- 16 ChimeraGold  
*Metal accessories*
- 17 Monnalisa  
*Junior apparel*
- 18 Ilapak  
*Packaging machinery*
- 19 Abb  
*Charging stations*
- 20 The Italian Sea group  
*Shipyard*
- 21 Nuti Ivo  
*Leather goods*
- 22 Chimet  
*Metal refining*

- 23 Gsk  
*Pharma*
- 24 Banci  
*Textile & logistics*
- 25 Lem Industries  
*Metal accessories*
- 26 Menarini  
*Pharma*
- 27 Zcs  
*Automation & robotics*
- 28 Atop  
*Automotive components*
- 29 Leonardo  
*Drones*
- 30 Diakont  
*Electromechanical*
- 31 Uno Maglia  
*Apparel*



80 new plants in Tuscany  
and more than 500 €M  
of total investments. <sup>1</sup>

1. Da Fendi a Lilly, in Toscana tornano le fabbriche (Il Sole 24 Ore, 3/2/2019).

# BUSINESS ENVIRONMENT

## Manufacturing's Leading Factors



The region has a modern and **dynamic economy** ensured by a well established manufacturing industry, advanced industrial technologies, sectors of excellence and thanks to the strength of "**made in Tuscany**".



Openness and welcoming to **foreign companies investments** and projects as testified by the large number of **international companies** and **multinationals** in the region.



**System of innovation poles** and **top ranked universities**. Tuscany boasts of a multitude of **young talents** and **highly specialized experts** in technological and scientific fields. Prolific synergies between university system and industrial district testified by a lot of **spin-off** examples and local **startups**.<sup>3</sup>



And many more..

## Tuscany's Leading Factors

A **strategic central location** in Italy, in South Europe and in the Mediterranean area; possibility to reach EU clients and suppliers in **less than 3 hours**, thanks to a solid and well connected transport infrastructure.



**Supporting environment:** both **public** (EU, National and Regional) and **private incentives** available; presence of accelerator & incubators fostering innovation.<sup>2</sup>



The **dynamic** and **diversified** regional economic environment, the **high quality** of life and the **competitive cost of renting** facilities make Tuscany a very good place to **start a new business venture**.



# LOCATION ADVANTAGES

- ▶ **3 main logistic centres**  
(Livorno, Arezzo, Prato) 

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- ▶ **Major Italian highway (A1)**  
connecting Milan-Rome-Naples 
- ▶ **EU "Scandinavian-Mediterranean Core Network Corridor"** linking Baltic Sea-Southern Italy-Malta 

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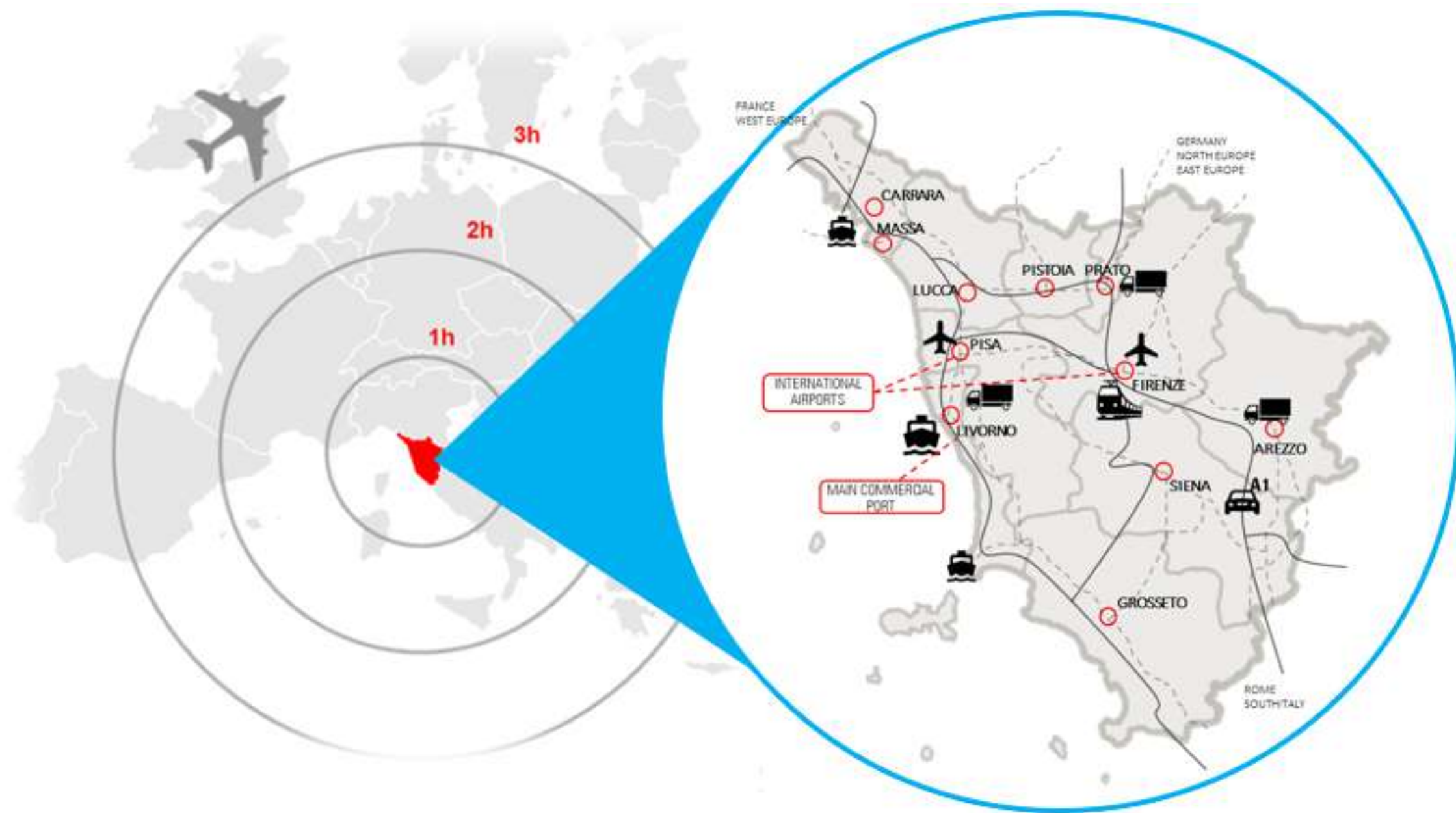
- ▶ **1 main commercial port** (Livorno) with direct link to major Mediterranean ports 
- ▶ **2 national ports** (Piombino, Carrara) 

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- ▶ **2 International Airports**  
(Florence and Pisa) 

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- ▶ **High-speed train**  
- 1:30h from Florence to Rome  
- 1:40h from Florence to Milan 



# FURTHER INFORMATION



**About us:** Invest in Tuscany is the regional referral system to attract foreign direct investments in Tuscany. It acts as **the point of reference for national and international companies** that want to invest in Tuscany, providing assistance and promoting investment opportunities.



**Mission:** to connect Tuscany to the international business community

## Services offered:

- Pre-establishment support
- Support during the settlement
- Post-establishment support



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# THANK YOU

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