



Business Support on Your Doorstep

INTRODUCING EMILIA-ROMAGNA'S ECONOMY AND COMMERCIAL RELATIONS WITH TURKEY

Bologna 10th November, 2010 EIMA Fair



***Economic
research
department***

Unioncamere
Emilia-Romagna





Who we are, What we do

Unioncamere Emilia-Romagna is the Regional Association of the Chambers of Commerce of Emilia-Romagna: we bring together all nine Chambers of our region (Bologna, Ferrara, Forlì-Cesena, Modena, Parma, Piacenza, Ravenna, Reggio Emilia and Rimini).

Our aim is the promotion of the area's economic strength, in cooperation with all local policy-makers.

We:

- **provide institutional representation of Chambers;**
- **coordinate the activities of the Chambers.**



CESTEC Milano (coordinatore)
CCIAA Milano
ALINTEC Milano
FAST Milano
ASTER Bologna
UNIONCAMERE Emilia Romagna
CCIAA Ravenna

UNIONCAMERE Veneto (coordinatore)
CCIAA Udine / Azienda Speciale
CCIAA Gorizia
CCIAA Trieste / Azienda Speciale
CCIAA Pordenone / Azienda Speciale
CONSORZIO AREA di Trieste
VENETO INNOVAZIONE
INFORMEST
ENEA
AGENZIA PER LO SVILUPPO Trento
CCIAA BOLZANO / Az. Spec. EOS

CCIAA Torino (coordinatore)
UNIONCAMERE Piemonte
CONFINDUSTRIA Piemonte
FINPIEMONTE
CCIAA Aosta / Az. Spec. Attiva
UNIONCAMERE Liguria

CONSORZIO PISA RICERCHE (coordinatore)
UNIONCAMERE Toscana
Promofirenze
CONFINDUSTRIA Toscana
CONFESERCENTI
FIRENZE TECNOLOGIA
CCIAA Ascoli Piceno / Azienda Speciale
MIT Marche
COMPAGNIA DELLE OPERE Pesaro
COLDIRETTI Umbria
UMBRIA INNOVAZIONE Terni
ETRURIA INNOVAZIONE
CER Umbria
UNIVERSITA' di ROMA II
APRE Roma
CNR Roma
BIC Lazio
UNIONCAMERE Lazio
CONFCOMMERCIO
FILAS
CCIAA Cagliari / Azienda Speciale
CCIAA Sassari
SARDEGNA RICERCHE

MONDIMPRESA (coordinatore)
ATS: Unioncamere Abruzzo / CCIAA di: L'Aquila, Chieti, Pescara, Teramo
UNIONCAMERE Basilicata
UNIONCAMERE Campania
CCIAA-Napoli / Az. Spec. Eurosportello
UNIVERSITA' FEDERICO II Napoli
UNIONE REG.LE COMMERCIO SERVIZI Campania
ENEA
UNIONCAMERE Calabria
SPIN
UNIONCAMERE Molise
UNIONCAMERE Puglia
REGIONE Puglia
CONSORZIO CATANIA RICERCHE
OSS. EUROPEO PROV. REGIONALE Catania
CRES
CCIAA Palermo
SISTEMI FORMATIVI CONFINDUSTRIA Sicilia

EEN in Italy

SIMPLER Consortium



Emilia-Romagna



Lombardia

- Aster



- Eurosportello
Ravenna



- Unioncamere



- Cestec



- Innovhub



- Fast



- Alintec






REGIONAL SCENARIO

**Introducing you
to our region:
geography**





**Introducing you to our region:
social and macro-economic
indicators**

	<i>Italy</i>	<i>Emilia-Romagna</i>	<i>E.R / Italy</i>
<i>Population</i>	60.045.068	4.337.979	7,2%
<i>Active Businesses</i>	5.286.106	429.078	8,1%
<i>Added Value</i>	1.412.910 Mil €	125.553 Mil €	11,3%
<i>GDP p.c. (EUR)</i>	26.278	32.397	123,3%
<i>Activity rate (15-64)</i>	62,4%	72,0%	115,4%
<i>Unemployment rate</i>	7,8%	4,8%	61,5%
<i>Export Value</i>	290.800 Mil €	36.381 Mil €	12,5%

Data source: Unioncamere Emilia-Romagna Research Dept. on ISTAT and Tagliacarne Institute gross data (last available data)



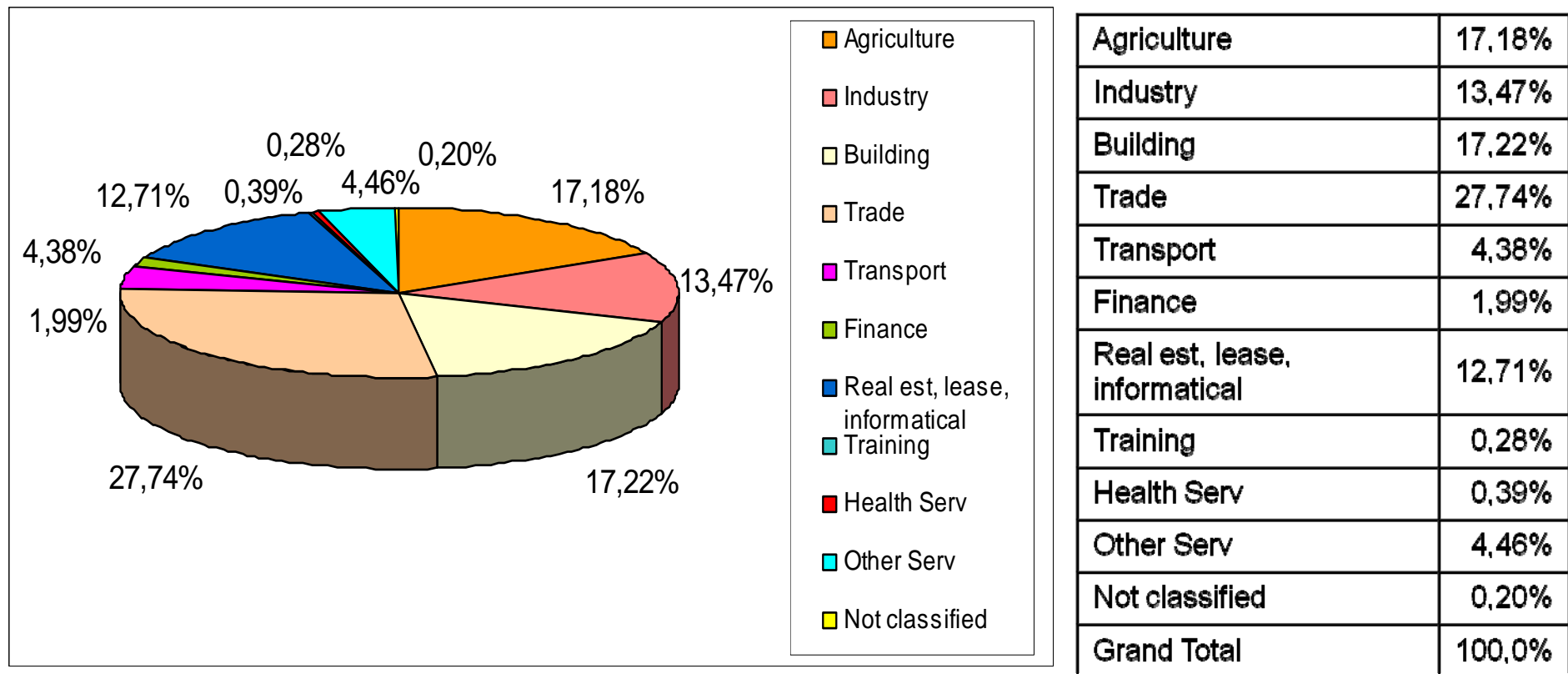
REGIONAL ECONOMY

**The structure of our economy I:
the weight of the macro-sectors
ADDED VALUE**

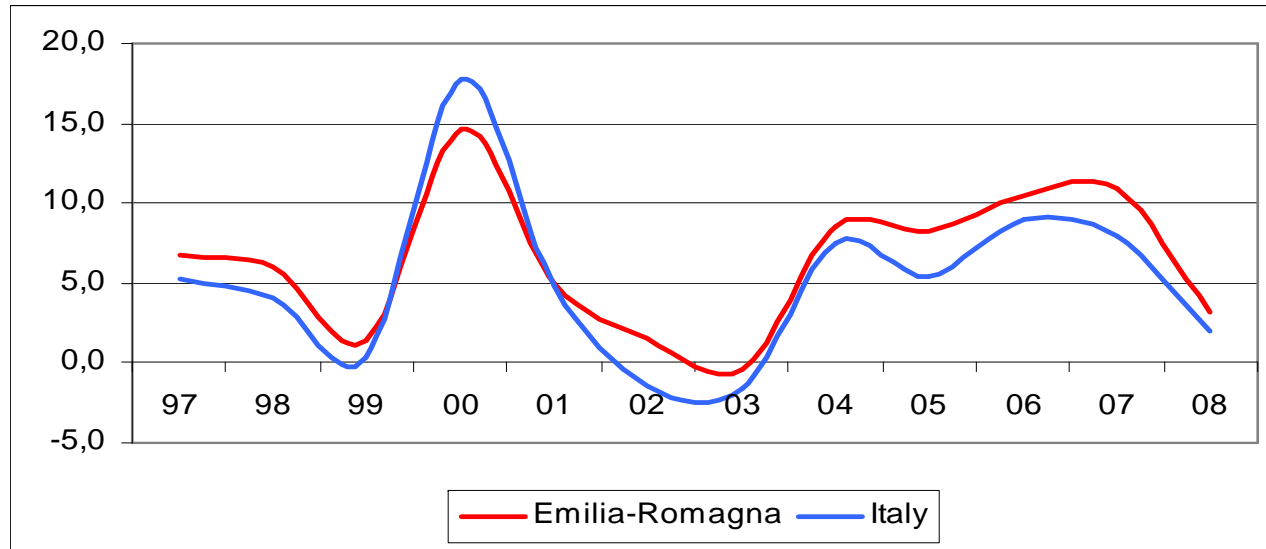
	<i>Agriculture</i>	<i>Industry</i>	<i>Services</i>	<i>Total amount</i>
<i>Emilia -Romagna (millions of Euros)</i>	2.975	41.545	81.033	125.553
<i>Emilia -Romagna (relative weight)</i>	2,4%	33,1%	64,5%	100,0%
<i>Italy (millions of Euros)</i>	28.443	381.446	1.003.021	1.412.910
<i>Italy (relative weight)</i>	2,0%	27,0%	71,0%	100,0%
<i>Emilia-Romagna / Italy</i>	10,5%	10,9%	8,1%	8,9%

**Data source: Unioncamere Emilia-Romagna Research Dept. on Tagliacarne
Institute gross data (1st Jan 2009)**

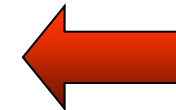
The structure of our economy II: the weight of the macro-sectors ACTIVE BUSINESSES



**Data source: Unioncamere Emilia-Romagna Research Dept. on Business Register
gross data**



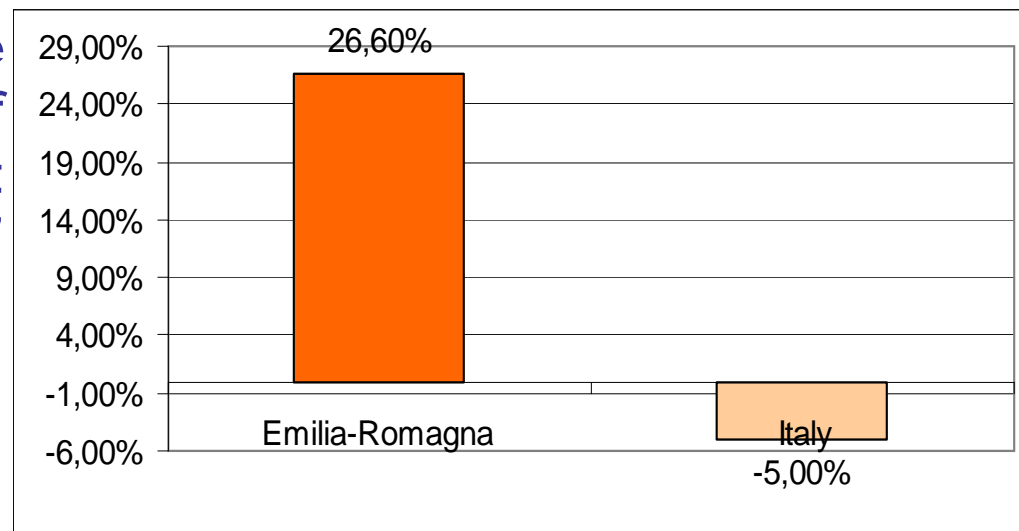
**Export
growth in
value terms**

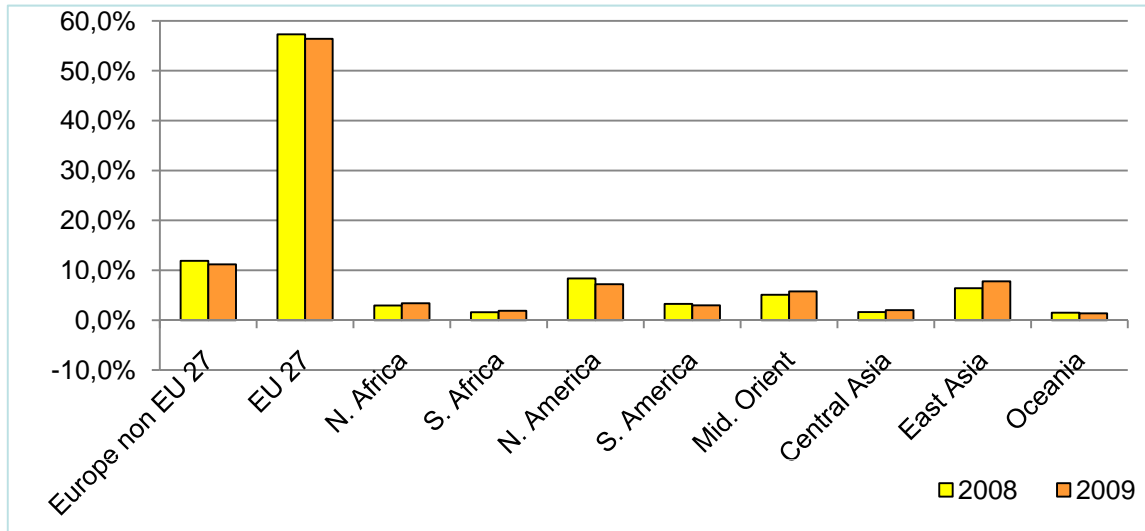


**Change of the
average value of
export
2000-2007**

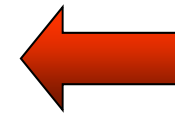


**Data source: Unioncamere
Emilia-Romagna Research Dept.
on ISTAT Institute gross data**





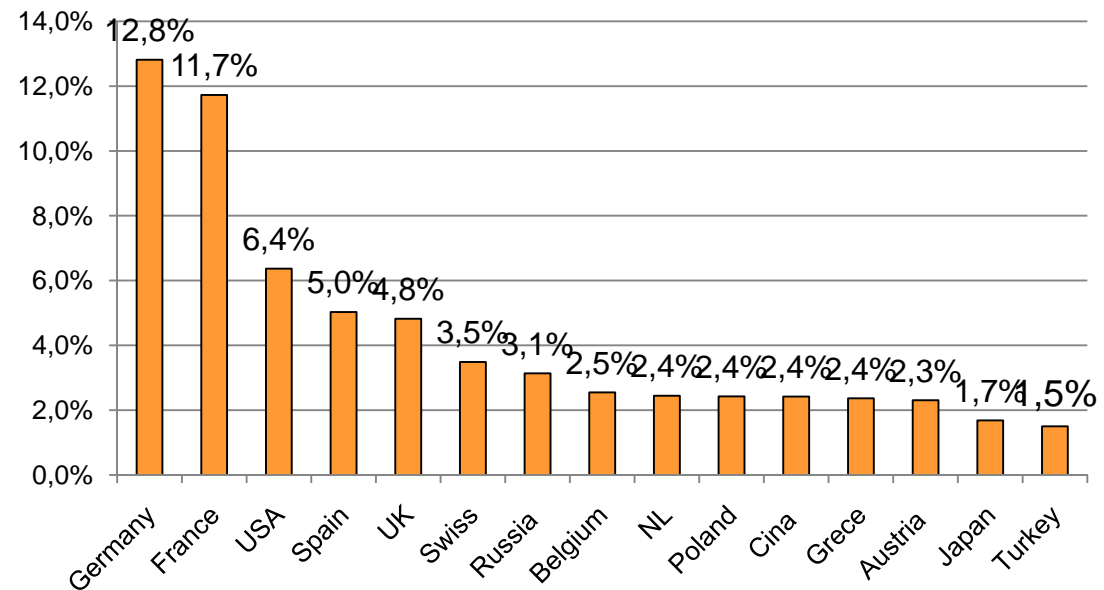
**Exports:
weight of
economic
areas**



**Exports:
Our main trade
partners**

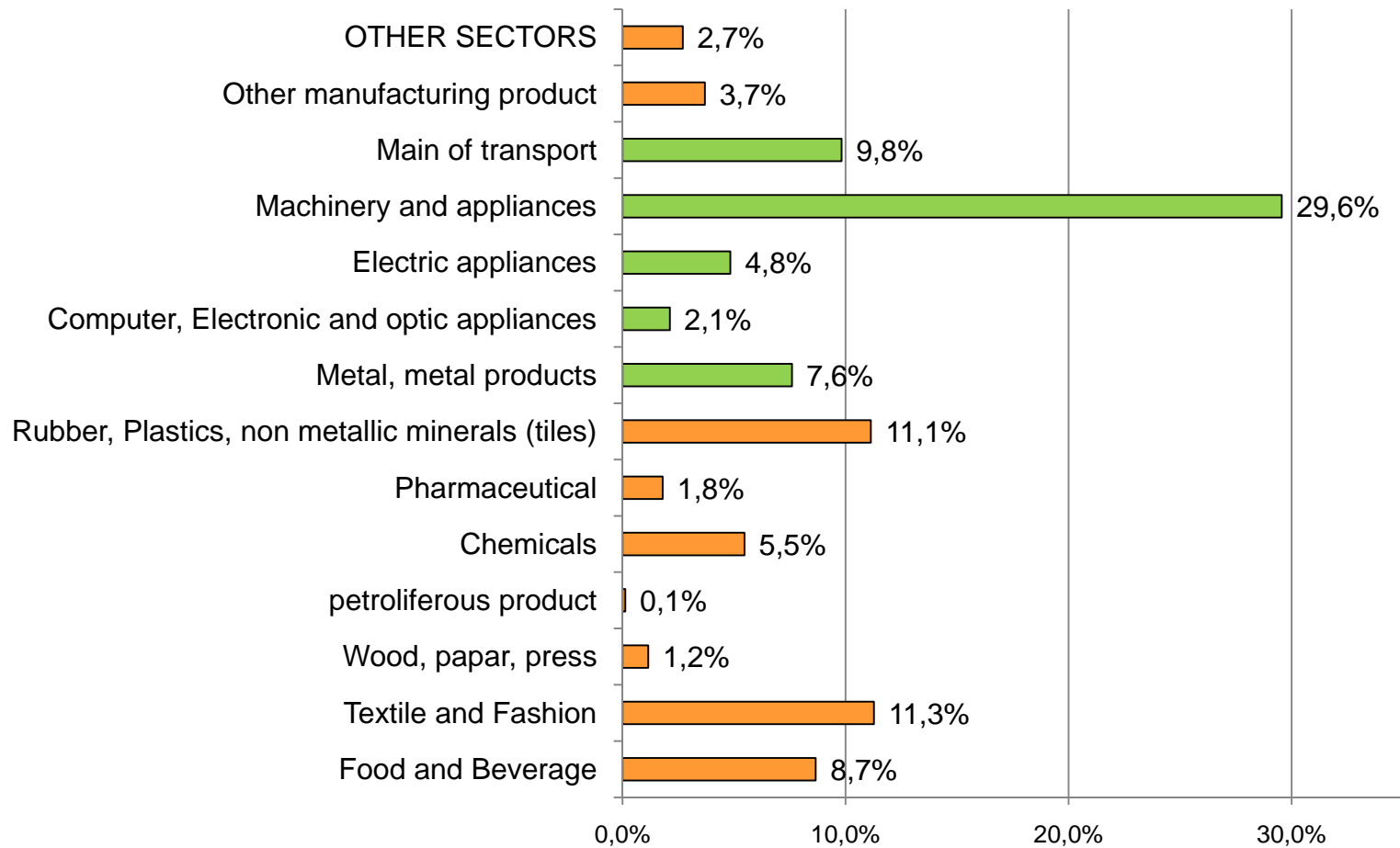


**Data source: Unioncamere
Emilia-Romagna Research
Dept. on ISTAT gross data
(1st Jan 2010)**





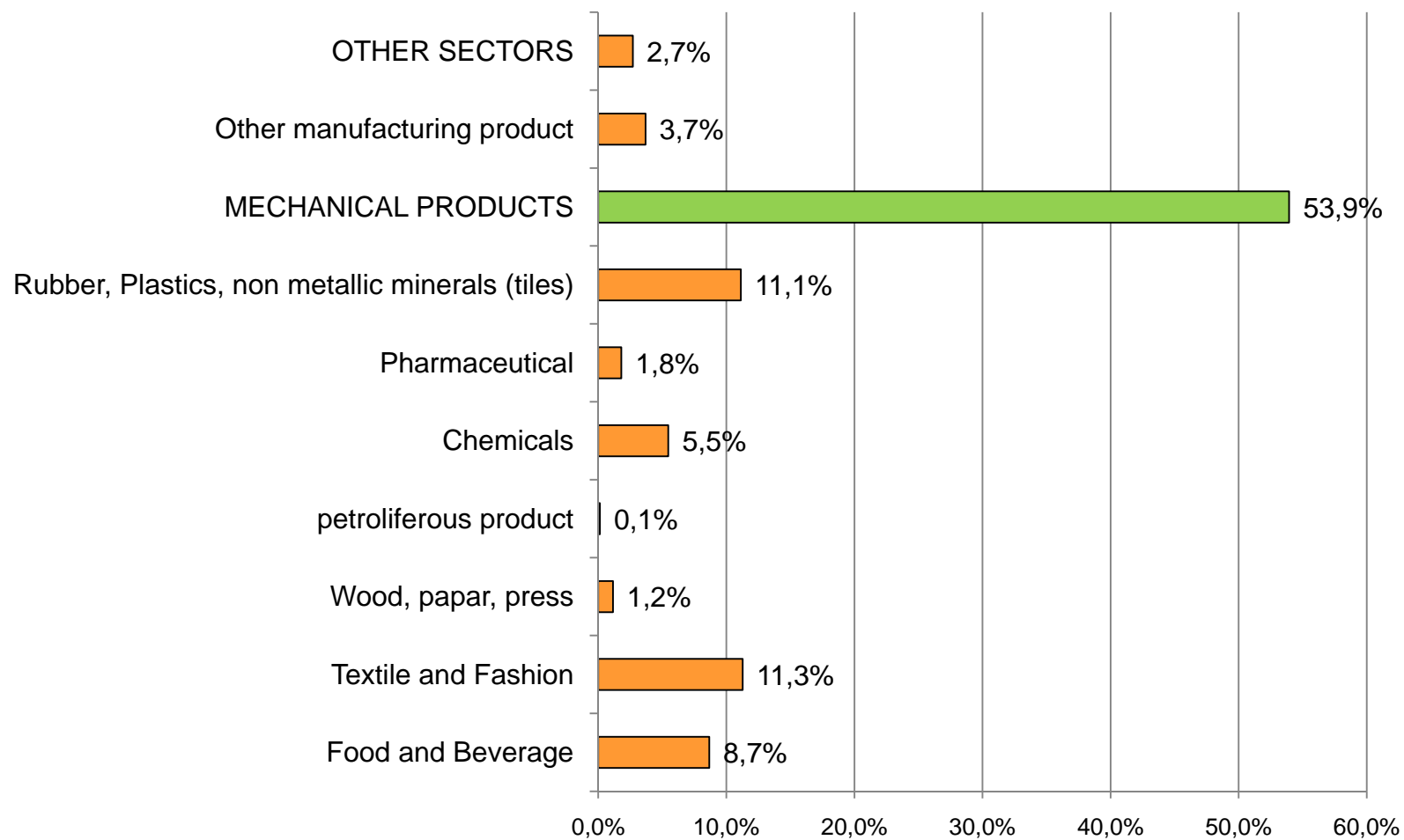
Exports: weight of economic sectors I



Data source: Unioncamere Emilia-Romagna Research Dept. on ISTAT gross data (1st Jan 2010)



Exports: weight of economic sectors II



Data source: Unioncamere Emilia-Romagna Research Dept. on ISTAT gross data (1st Jan 2010)

Emilia-Romagna & Turkey

MAIN EXPORTS:

Machinery and appliances	38,0%
Chemicals	11,6%
Textile and Fashion	8,7%
Metal, metal made products	6,5%
Main of transport	6,2%
MECHANICS (as a whole)	56,3%



MAIN IMPORTS:

Textile and fashion	38,0%
Metal, metal made products	12,7%
Main of transport	12,7%
Rubber, plastic, (tiles)	9,7%
Machinery and appliances	9,1%
MECHANICS (as a whole)	38,0%

Import 2009: 435.682.903 € - 29,0%

Data source: Unioncamere Emilia-Romagna Research Dept. on ISTAT gross data (1st Jan 2010)

**key critical factors
for success:**

'70

Similar process and
product

'80

Difficulties connected with
distribution and
personalization of products

Sharing strategies
oriented to consumers

'90

New technologies and new
competitors

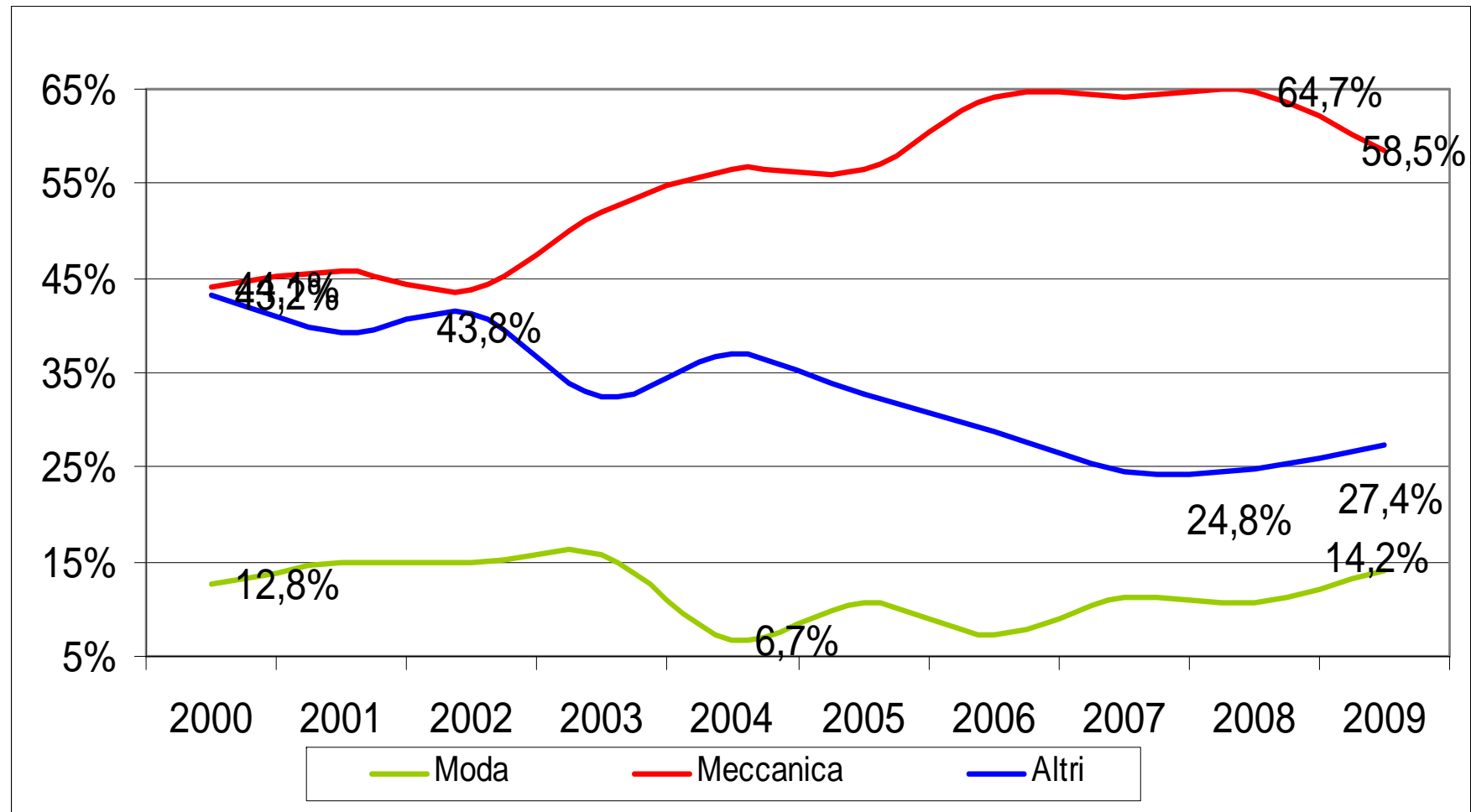
Investments in technology
and internationalization in
medium and large sized
enterprises, flexibility in SME

'00

Locating every phase of the
value chain wherever there's
a comparative advantage

"Pocket multinationals"
looking for comparative adv.
worldwide

Evolution of industrial clusters



Data source: Unioncamere Emilia-Romagna Research Dept. on ISTAT gross data



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FURTHER INFO

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