



# OUR DATA, for economic development

Fostering local economic development by the use of data from  
Commerce Register

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# 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).

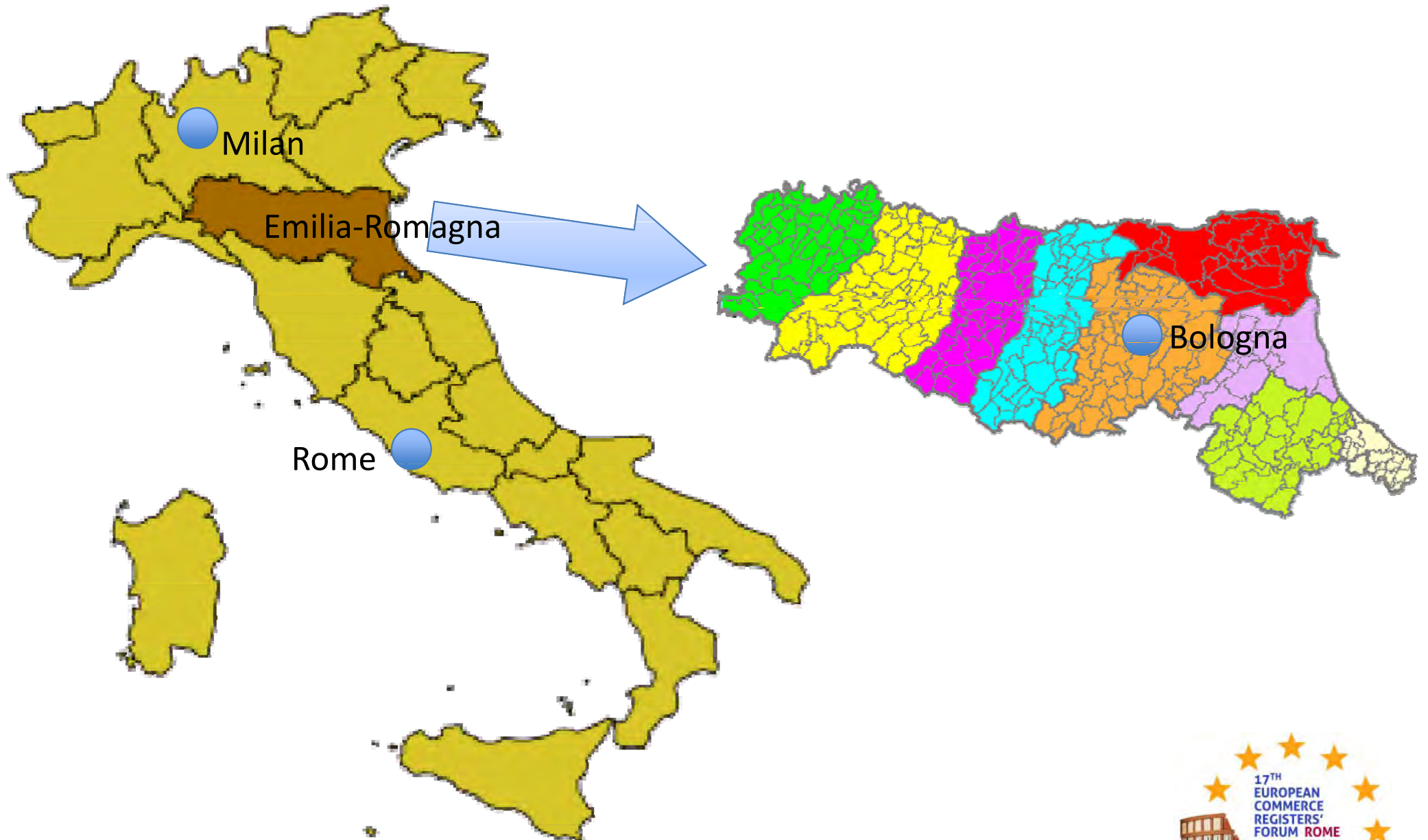
Our aim is the promotion of the region's economic strength, in cooperation with all local policy-makers.

We:

- provide institutional representation of Chambers;
  - coordinate the activities of the Chambers;
- we analyze and monitor the regional economy.



# Italy and Emilia-Romagna region



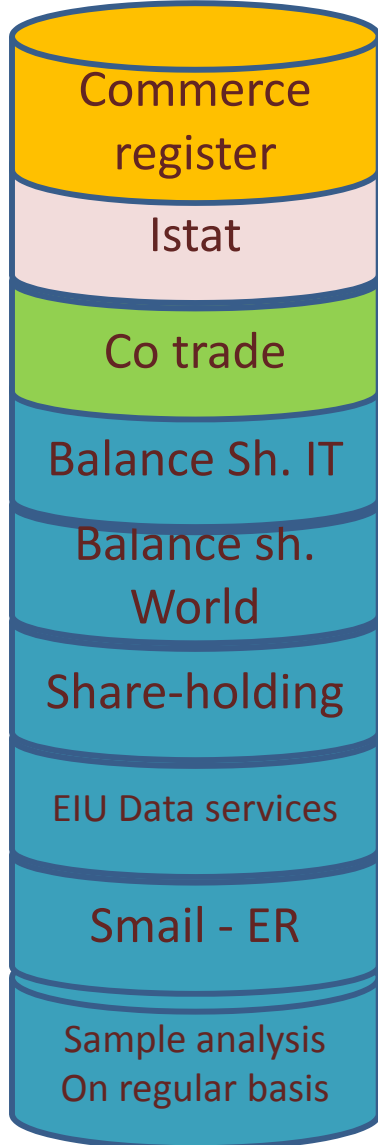
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# Our use of “big-data”

## Data-bases:



## Data available:

Data of all Italian firms

Import – export data for every firms of Emilia-Romagna

Import – export data for all countries about 8.000 products

Balance sheets for all Italian (joint-stock) firms

Balance sheets for more than 120 millions firms of the world

Shareholding about firms from all over the world

Country reports with economic indicators and forecasts

Social security contribution info. for every employee

Firms habits:

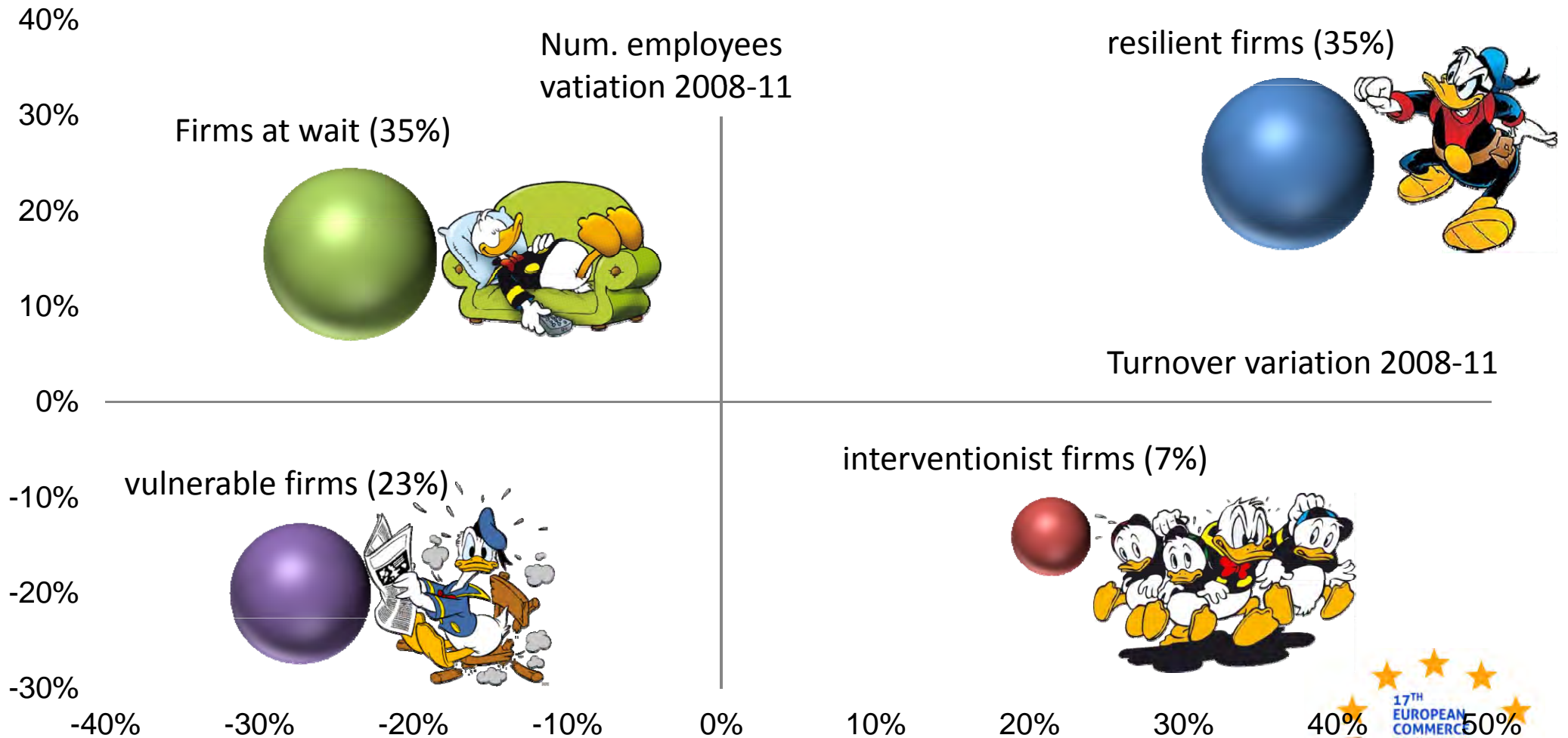
credit supply, innovation & ICT, internationalization .....



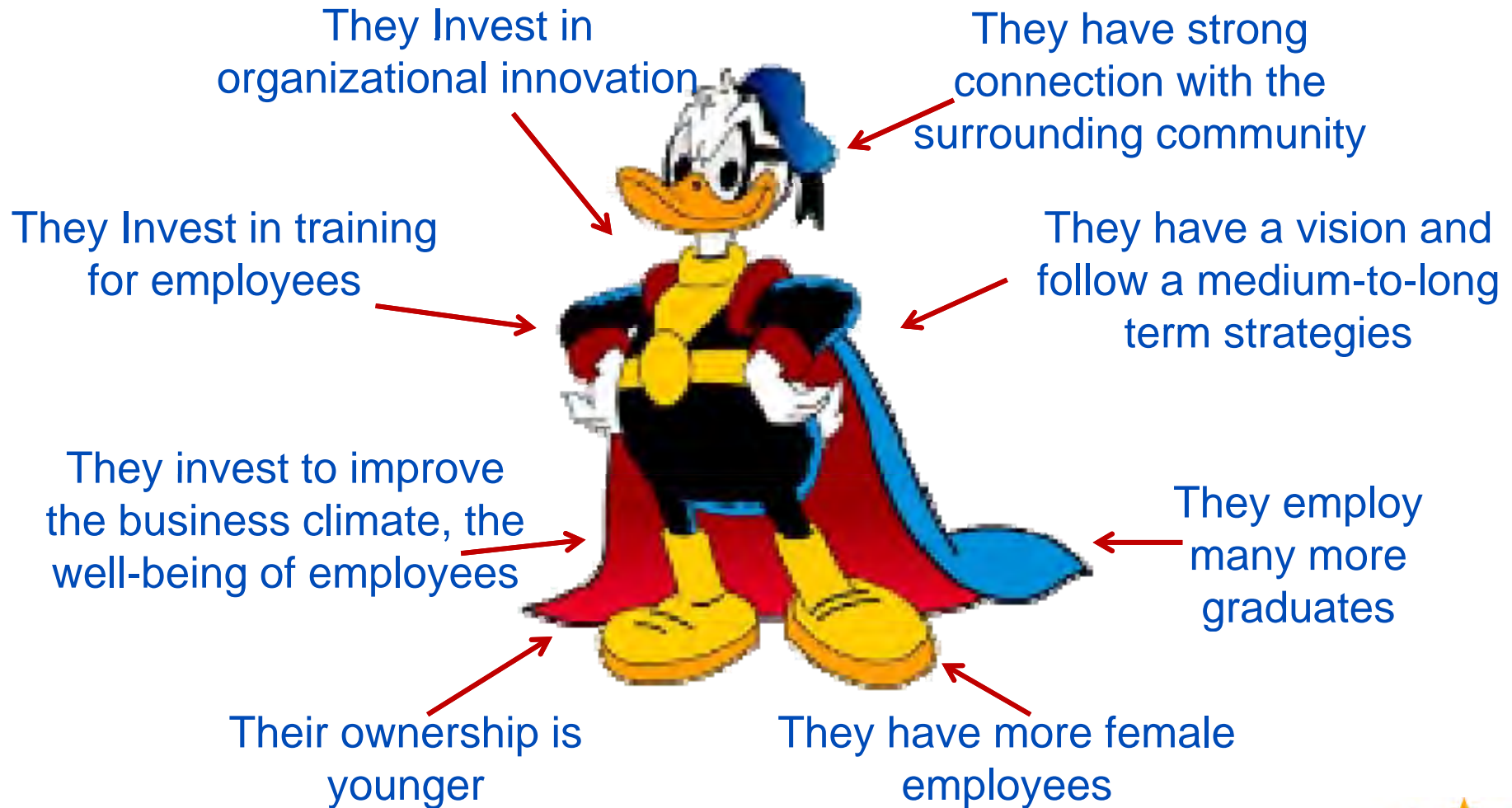


# Resilient and vulnerable firms

Joint-stock companies classified by economic results and employment change (period 2008-2011)



# Identikit of the resilient firms




# Design export policies for different sectors

Compare business structure and export performances

STRONG SECTOR TO CONSOLIDATE

Few firms but export-oriented. Drivers for new subcontracting chains?

		BUSINESS STRUCTURE		
		STRONG	AVERAGE	WEAK
EXPORT	STRONG	mechanics for general use; Ceramics; Clothing; mechanics for agriculture; Other mechanics for special applications; Appliances for household	Other metal products, dairy products, tubes, pipes, hollow profiles and related accessories in steel	Other food products Wiring devices
	AVERAGE	Plastic products Processed and preserved meat and meat products	Parts and accessories for motor vehicles and their engines, motors, generators, transformers, App for electricity distribution; made garments; Beverages; Commodity Chemicals	Soaps and detergents; Machine tools; electronic products, Fabrics, Paints, varnishes, Luggage, handbags, Pulp, paper, Tanks, containers of metal; Vehicles; measuring instruments; Footwear
	WEAK	Metal made construction elements	Prod. of wood, cork, bakery and farinaceous products; Prod. of the press; Articles of paper and paperboard; furniture; live animals; Other Electrical Equipment, Concrete Productions, Cutlery, prod. of agricultural crops Electronic components; Prod. feeding anim	

Sectors to promote on the international markets



# Check the competitiveness of a specific product: Parmesan cheese (Parmigiano Reggiano)

## 1. MARKETS ALREADY IMPORTANT FOR ITALIAN EXPORTS OF THE PRODUCT



## 2. BIG MARKETS FOR THE PRODUCT THAT ARE NOT RELEVANT FOR ITALIAN EXPORT

EMERGING	JET ABSENT
Norway	Mexico, Venezuela, Czech Republic, Finland, South Korea, Egypt, Algeria





# Parma ham: Map of opportunities

Rank	Market	% of the world import	% of Italian export	Italian market share	Relevance of the market	Italian commercial penetration	Var. of import from the world	Var. of import from Italy	Italy vs the world: synthesis	Opportunity rating	World average price	Italy average price	Italy vs world average price
	WORLD	100,00	100,00	9,96			15,54	1,34		3,25	5,47	9,64	
1	United Kingdom	37,72	19,59	5,17			46,04	-8,22		3,25	4,88	13,40	
2	France	8,71	19,17	21,92			2,68	1,91		4,00	6,50	9,44	
3	USA	6,49	10,44	16,01			0,59	28,97		4,00	5,25	12,55	
4	Germany	5,42	11,44	21,03			-14,67	-22,41		2,25	7,71	11,11	
5	Belgium	4,42	5,52	12,43			-0,18	6,85		3,00	8,03	13,08	
6	China, Hong Kong SAR	3,45	2,67	7,70			29,76	26,97		4,00	3,77	13,97	
7	Denmark	3,41	2,36	6,89			11,70	-8,43		2,75	5,78	14,78	
8	Italy	3,08	0,00	0,00			-7,59	0,00		1,50	5,50	0,00	
9	Japan	2,24	0,65	2,88			47,31	-8,46		3,00	6,63	12,52	
10	Netherlands	2,14	0,66	3,08			-10,59	305,01		2,88	7,55	5,86	
11	Sweden	2,03	1,50	7,35			3,88	-12,43		2,75	6,71	5,59	
12	Canada	1,90	0,92	4,80			15,81	35,78		4,38	6,28	9,01	
13	Spain	1,79	2,25	12,52			-13,36	-5,87		2,25	4,50	7,24	
14	Russian Federation	1,68	3,31	19,58			20,76	20,18		4,00	7,02	10,28	

## list of distributors for every target market

Distributors	Address	Zip Code	Municipality	Telephone	Web	E-mail	Turn over	Employee	MORE class-current	Falcon	Crif company	average Crif for the benchmark	VADIS P2BB-current	Description
Impresa XXX XXX XXX	Indirizzo	109004	Moscow	+7 XXX XXXXXXXXX	www.XXXXX.ru	<a href="mailto:info@xxxx.ru">info@xxxx.ru</a>	607.889	549	CC	19,86	281	581 B		sale of foodstuff
Impresa XXX XXX XXX	Indirizzo	115409	Moscow	+7 XXX XXXXXXXXX	www.XXXXX.ru	<a href="mailto:info@xxxx.ru">info@xxxx.ru</a>	579.932	73		0	521	560		
Impresa XXX XXX XXX	Indirizzo	119435	Moscow	+7 XXX XXXXXXXXX	www.XXXXX.ru	<a href="mailto:info@xxxx.ru">info@xxxx.ru</a>	454.616	74	BB	0,66	686	581 A		food retailing
Impresa XXX XXX XXX	Indirizzo	630015	Novosibirsk	+7 XXX XXXXXXXXX	www.XXXXX.ru	<a href="mailto:info@xxxx.ru">info@xxxx.ru</a>	285.301	136	BB	1,01	602	581 B		
Impresa XXX XXX XXX	Indirizzo	140411	Kolomna	+7 XXX XXXXXXXXX	www.XXXXX.ru	<a href="mailto:info@xxxx.ru">info@xxxx.ru</a>	269.408	53	AA	0,66	693	581 B		Wholesale of meat, poultry meat, products and preserves out of meat and poultry meat.
Impresa XXX XXX XXX	Indirizzo	143500	Istra	+7 XXX XXXXXXXXX	www.XXXXX.ru	<a href="mailto:info@xxxx.ru">info@xxxx.ru</a>	220.919	1	BBB	2,75	798	578 D		Production and wholesale of dairy products.
Impresa XXX XXX XXX	Indirizzo	117403	Moscow	+7 XXX XXXXXXXXX	www.XXXXX.ru	<a href="mailto:info@xxxx.ru">info@xxxx.ru</a>	209.181	749	CCC	5,21	600	581 A		Production of poultry meat.
Impresa XXX XXX XXX	Indirizzo	115035	Moscow	+7 XXX XXXXXXXXX	www.XXXXX.ru	<a href="mailto:info@xxxx.ru">info@xxxx.ru</a>	192.512	67	CCC	1,61	490	581 B		Wholesale of frozen meat products
Impresa XXX XXX XXX	Indirizzo	119633	Moscow	+7 XXX XXXXXXXXX	www.XXXXX.ru	<a href="mailto:info@xxxx.ru">info@xxxx.ru</a>	184.161	944	CC	19,86	345	560 D		
Impresa XXX XXX XXX	Indirizzo	125047	Moscow	+7 XXX XXXXXXXXX	www.XXXXX.ru	<a href="mailto:info@xxxx.ru">info@xxxx.ru</a>	170.500	84	BB	2,75	619	581 B		

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# Map of competitiveness

Rank Italy	Rank World	Company name	Municipality	Country	Turnover	market share	Var.	Dinamic evaluation	Patents	Trade Marks
1	25	Impresa Xxxxxx Xxxxxxx	Barzano'	Italy	642.230	9,9%	9,4%	↑	0	127
2	36	Impresa Xxxxxx Xxxxxxx	Castelnuovo Rango	Italy	420.143	6,5%	-4,5%	↓	0	2
3	43	Impresa Xxxxxx Xxxxxxx	Biassono	Italy	327.172	5,1%	-2,2%	↓	0	12
4	46	Impresa Xxxxxx Xxxxxxx	Bologna	Italy	322.474	5,0%	2,4%	↔	7	7
5	48	Impresa Xxxxxx Xxxxxxx	Rho	Italy	310.914	4,8%	3,0%	↗	4	0
6	71	Impresa Xxxxxx Xxxxxxx	Parma	Italy	218.424	3,4%	0,6%	↔	3	44
7	110	Impresa Xxxxxx Xxxxxxx	Montagna In Valtellii	Italy	142.858	2,2%	2,6%	↗	0	0
8	121	Impresa Xxxxxx Xxxxxxx	Correggio	Italy	134.834	2,1%	-0,5%	↓	1	3
9	124	Impresa Xxxxxx Xxxxxxx	Milano	Italy	131.531	2,0%	1,0%	↔	0	10
10	138	Impresa Xxxxxx Xxxxxxx	Langhirano	Italy	114.413	1,8%	14,6%	↑	0	2
11	140	Impresa Xxxxxx Xxxxxxx	Citerna	Italy	110.770	1,7%			0	0
12	147	Impresa Xxxxxx Xxxxxxx	Molteno	Italy	106.840	1,7%			0	0
13	153	Impresa Xxxxxx Xxxxxxx	Scalenghe	Italy	101.465	1,6%	3,4%	↗	0	0

Company name	Municipality	number of investee companies
Impresa Xxxxxx Xxxxxxx	Bologna	1
Impresa Xxxxxx Xxxxxxx	Langhirano	1
Impresa Xxxxxx Xxxxxxx	Cantu'	1
Impresa Xxxxxx Xxxxxxx	Corniglio	1

Company name	Municipality	Owner	Country
Impresa Xxxxxx Xxxxxxx	Bologna	Impresa Yyyyyy Yyyy	Luxembourg
Impresa Xxxxxx Xxxxxxx	Milano	Impresa Yyyyyy Yyyy	Luxembourg
Impresa Xxxxxx Xxxxxxx	Sala Baganza	Impresa Yyyyyy Yyyy	Luxembourg
Impresa Xxxxxx Xxxxxxx	Naturno	Impresa Yyyyyy Yyyy	Germany
Impresa Xxxxxx Xxxxxxx	Fiorano Modenese	Impresa Yyyyyy Yyyy	Turkey
Impresa Xxxxxx Xxxxxxx	Naturno	Impresa Yyyyyy Yyyy	Austria
Impresa Xxxxxx Xxxxxxx	Fiorano Modenese	Impresa Yyyyyy Yyyy	Spain
Impresa Xxxxxx Xxxxxxx	Langhirano	Impresa Yyyyyy Yyyy	Luxembourg
Impresa Xxxxxx Xxxxxxx	Castellarano	Impresa Yyyyyy Yyyy	China

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# Map of competitiveness

Impresa Xxxxx Xxxxx	DE	18/07/2012	EP	Kkkkkkkk Kkkkkkkk	
Impresa Xxxxx Xxxxx	ES	11/08/2011	WO	Kkkkkkkk Kkkkkkkk	The invention relates to a ham slicer allowing the quick and simple inversion of the position of a piece of ham, once it is impossible to continue slicing the ham on one side without having to remove the ham and replacing the piece of ham in the ham slice
Impresa Xxxxx Xxxxx	DE	17/03/2011	WO	Kkkkkkkk Kkkkkkkk	The invention relates to cured chunky meat product, in particular boiled ham. The meat product is characterized in that, compared to a natural content of folic acid, a salt of the folic acid and/or a derivative of these substances, the meat product has a
Impresa Xxxxx Xxxxx	ES	10/02/2011	WO	Kkkkkkkk Kkkkkkkk	The invention relates to a ham slicer allowing the quick and simple inversion of the position of a piece of ham, once it is impossible to continue slicing the ham on one side without having to remove the ham and replacing the piece of ham in the ham slice
Impresa Xxxxx Xxxxx	ES	22/07/2010	WO	Kkkkkkkk Kkkkkkkk	This invention relates to a ham stand formed by a base (3) from which two partitions (1) and (2) for resting and supporting the ham extend, the first partition (1) having an opening (5) which is open at the top and substantially V-shaped, for resting the
Impresa Xxxxx Xxxxx	ES	10/03/2010	EP	Kkkkkkkk Kkkkkkkk	An automated ham-processing method, which is performed prior to curing in a drying chamber, and to a ham processing installation, comprising said method the stages of bleeding

Company name	Country	Data	Trade Mark
Impresa Xxxxx Xxxxx	Italy	30/10/12	4 - Standard character mark
Impresa Xxxxx Xxxxx	France	23/10/12	4 - Standard character mark
Impresa Xxxxx Xxxxx	Italy	23/10/12	3 - Illustration: Drawing or design which also includes word(s)/ letter(s)/number(s)
Impresa Xxxxx Xxxxx	France	17/07/12	3 - Illustration: Drawing or design which also includes word(s)/ letter(s)/number(s)
Impresa Xxxxx Xxxxx	Italy	19/06/12	3 - Illustration: Drawing or design which also includes word(s)/ letter(s)/number(s)

	Sample company 43013 LANGHIRANO, Italy			Spanish company 08554 SEVA, Spain			Chinese company 331100 FENGCHENG, China			Franch company 56300 LE SOURN, France		
	2012	2011	2010	2012	2011	2010	2012	2011	2010	2012	2011	2010
Key financials & employees												
Operating revenue (Turnover)	114.413	99.880	90.900	115.097	112.342	109.262	116.454	55.530	47.293	118.717	110.585	105.606
P/L before tax	4.778	4.076	4.211	1.089	1.480	4.265	8.455	-	3.706	455	3.575	6.406
P/L for period [=Net income]	3.268	2.816	3.099	795	1.032	2.974	-	4.187	2.246	1.058	3.006	5.106
Cash flow	7.108	6.340	6.676	3.698	3.980	5.899	-	-	-	3.044	6.427	8.446
Total assets	128.375	111.589	108.318	53.967	55.045	58.565	16.271	6.938	7.301	65.012	56.724	58.823
Shareholders funds	45.811	41.721	40.198	26.095	24.409	25.165	9.978	2.369	2.799	39.134	38.698	41.305

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# Local scenario

	PARMA'S CLUSTER*			SAN DANIELE'S CLUSTER			ANDALUSIA/EXTREMADUR		
	2012	2011	2010	2012	2011	2010	2012	2011	2010
<b>Key financials &amp; employees</b>									
Operating revenue (Turnover)	19.139	18.465	18.737	12.366	13.667	13.980	3.355	3.654	3.612
P/L before tax	390	496	531	1	81	- 59	- 191	- 217	- 129
P/L for period [=Net income]	215	277	309	- 181	- 115	- 134	- 193	- 198	- 118
Cash flow	817	879	998	420	523	578	- 65	- 32	35
Total assets	23.685	22.565	22.935	19.196	21.131	21.667	5.356	5.959	5.731
Shareholders funds	7.981	7.463	7.611	7.354	8.007	8.336	1.722	2.163	2.112

Rank	Country	where the world exports	Where Italy exports	Where Parma exports	Parma export % Italy export	%Italy of world export	%Parma of Italy export	Relevance of the market	Degree of market penetration of Parma	Var. World export	Var, Italian export	Var. Italy export	Parma dynamics
	World	100,00	100,00	100,00	9,54	2,38	0,23			-1,0%	4,8%	6,7%	
1	France	4,58	16,48	26,13	15,13	7,62	1,15			-0,2%	9,3%	2,4%	
2	Germany	6,35	18,90	18,18	9,18	5,82	0,53			-7,5%	0,7%	0,4%	
3	Belgium	1,84	3,46	11,02	30,35	4,52	1,37			-0,5%	1,2%	3,9%	
4	USA	4,82	2,51	8,92	33,96	1,21	0,41			8,7%	31,0%	30,2%	
5	United Kingdom	5,90	6,85	8,34	11,62	2,71	0,31			-8,0%	4,0%	7,0%	
6	Netherlands	4,25	4,81	3,40	6,75	2,70	0,18			-3,4%	10,4%	0,6%	
7	Denmark	1,21	1,83	3,17	16,49	3,93	0,65			-0,9%	11,8%	14,8%	
8	Switzerland	0,62	3,10	2,80	8,63	11,76	1,02			-8,3%	3,7%	5,1%	
9	Austria	1,11	6,10	2,30	3,61	10,85	0,39			-3,4%	3,4%	19,2%	
10	Japan	9,18	1,57	2,05	12,44	0,42	0,05			-0,3%	33,9%	24,1%	

Country	Export of the last 4 years	share of the total	Exporting companies	share of the total	average value of export	Dinamics	Price level
World	642.448.637	100,0%	103	100,0%	6.237.365		
France	203.400.865	31,7%	60	58,3%	3.390.014		
Germany	101.492.112	15,8%	57	55,3%	1.780.563		
Belgium	84.755.448	13,2%	43	41,7%	1.971.057		
UK	64.184.485	10,0%	34	33,0%	1.887.779		
USA	50.434.747	7,9%	19	18,4%	2.654.460		
Danmark	20.878.754	3,2%	20	19,4%	1.043.938		
Austria	17.556.189	2,7%	30	29,1%	585.206		
Swiss	16.509.694	2,6%	36	35,0%	458.603		
Canada	10.321.714	1,6%	11	10,7%	938.338		
Japan	10.202.165	1,6%	18	17,5%	566.787		
The Netherland	7.949.767	1,2%	25	24,3%	317.991		

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# FURTHER INFO:

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