

2.2.5. Italy



2.2.6. Region: Veneto

**COUNTRY: ITALY**AREA (Km²)301,338 Km²*(Source: Istat)*

TOTAL POPULATION

59,433,744 inhabitants.

(31 Dec 2012 Source: Istat)

MAIN PRODUCTIVE SECTORS AND THEIR CHARACTERISTICS

The secondary or industrial sector has been the driving force of Italian development and a cornerstone of its economy.

- Agriculture: 4.2%.
- Industry: 30.7%.
- Services: 65.1%.

The country can be split into two areas: the north is more industrialised and developed, dominated by private enterprises and where the country's main financial centre, Milan, is located. The south on the other hand is the country's agricultural region par excellence.

Tourism, machine production, iron and steel, chemical products, food processing, textiles, motor vehicles, clothing, footwear and ceramics are other productive sectors.

(Source: Infocamere-Movimprese, 2012)

COUNTRY: ITALY

NATURAL RESOURCES	<p>Cereals, pulses, industrial plants, vegetables and flowers.</p> <p>Fruit-growing, olives and grapes.</p> <p>It also has deposits of natural gas, oil, lignite, sulphur and pyrite, zinc, mercury, manganese and bauxite.</p> <p>Italy is rich in various types of building stone, it possesses high-quality marble and high-value fish in its territorial waters.</p>
POLITICAL SYSTEM	Parliamentary republic.
YEAR OF ACCESSION TO THE EU	1952.
OFFICIAL LANGUAGE/S	Italian.
PER CAPITA INCOME	24.700 euros.
OFFICIAL CURRENCY	Euro.

REGION: VENETO

AREA (km ²)	<p>18,400 Km².</p> <p><i>(Source: Istat) (31 Dec 2012 Source: Istat)</i></p>
TOTAL POPULATION	<p>4,800,000 inhab.</p> <p><i>(31 Dec 2012 Source: Istat)</i></p>
POPULATION DENSITY	267,55 Inhabitants/Km ² .

REGION: VENETO

Agriculture and fisheries:

Agriculture: 76,000 companies.

The main high-quality products include wine.

Industry: Industrial development has made it possible to transform the region.

The coast is home to refineries and shipyards. Noale, in the province of Venice, is the headquarters of the motorcycle manufacturer Aprilia. Italy's largest thermoelectric plant is in Porto Tolle, in the province of Rovigo.

The fashion industry is very strong: Benetton, Geox and Diesel are Venetian labels. Luxottica is the world's largest sunglasses manufacturer.

PRODUCTIVE SECTORS

Timber and furniture: 9,000 companies.

Optics: over 800 companies.

Mechanical industry: 25,000 companies, 260,000 employees working in it.

(Source: Infocamere-Movimprese, 2012)

Construction: 71,405 companies

Services:

The main sector is the fashion industry: 10,000 companies: textiles, clothing, leather and footwear. It is, in turn, the principal export sector.

Tourism is considered the most important sector, contributing 17.3 % of added value along with commerce.

ANNUAL GDP (IN BILLIONS OF EUROS)	133 billion euros.
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PER CAPITA INCOME:	28.500 euros.
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NUMBER AND DISTRIBUTION OF SMEs	Agriculture: 10% of Italy's total.
	20% of Italy's high-quality wine production.
	Timber and furniture: 30% of Italy's total, 20% of national exports.
	Optics: 85% of Italy's total, 70% of this output allocated for export.

REGION: VENETO

THE PERCENTAGE THAT THE REGION REPRESENTS IN TERMS OF THE TOTAL NUMBER OF BUSINESSES IN THE COUNTRY	<p>Agriculture: 10% of Italy's total.</p> <p>20% of Italy's high-quality wine production.</p> <p>Timber and furniture: 30% of Italy's total, 20% of national exports.</p> <p>Optics: 85% of Italy's total, 70% of this output allocated for export.</p>
LEGAL FORMS	<p>Sole trader</p> <p>Company ("SP")</p> <p>Corporation ("CC")</p> <p>Other formats ("AF") (cooperatives - in general, and in particular: limited liability cooperatives (the most common type); Consortium; Consortium with external activity; Limited liability consortium; Joint venture or limited liability; companies incorporated under the laws of another State.</p>
NUMBER OF SMEs PER 100 INHABITANTS	10 enterprises for every 100 inhabitants.
EVOLUTION OF THE BUSINESS SECTOR	<p>Having once been a very poor region, Veneto has become one of the country's richest regions.</p> <p>Veneto's production system has evolved into a successful industrial model based on small businesses.</p> <p>The "north-east model" became famous and made Veneto Italy's third industrial region in terms of the number of employees in the manufacturing industry.</p> <p>The opening of the international markets has helped to expand on exports historically aimed at the EU.</p> <p>60% of exports go to Asia, a market showing clear growth (Japan, Hong Kong, South Korea, China and Taiwan are the main destinations).</p>
KEY AREAS FOR THE PROMOTION OF SMEs	<p>Internationalisation: new markets in Russia, Central and Eastern Europe and South America.</p> <p>Connected via land, sea (Port of Venice) and air (Venice and Verona airports).</p> <p>R&D.</p> <p>Artisan industry and trade.</p> <p>Agriculture.</p> <p>Tourism, especially Italian and European.</p>