



Confindustria Verona introduces
itself to foreign partners

NOW THE WORLD IS JUST AROUND THE CORNER



March 2022



WHO WE ARE



WHAT WE DO



HELPING BUSINESSES TO OPEN INTERNATIONALLY



VERONA: A STRATEGIC GEOGRAPHIC LOCATION



MADE IN VERONA



NETWORK OF ENTERPRISES



INTERNATIONAL OPENNESS



INVEST IN VERONA



INFRASTRUCTURE AND LOGISTICS



LOOKING TOWARDS THE FUTURE: VERONA 2040



WHO WE ARE

*A proactive, voluntary, territorial association
of entrepreneurs for entrepreneurs*

Confindustria Verona is a **private** proactive association of companies located in the **territory** of Verona engaged in manufacturing and services. Our aim is promoting and protecting the interests of member companies in their relations with the institutions and with the other actors of the market. Moreover, we offer comprehensive support in day-to-day activities and specific services to improve corporate development.

Not only large enterprises are part of Confindustria Verona, but also a considerable number of SMEs, counting a total of **1,966 member companies** and more than **72,713 employees**.

Our companies well represent the different industrial sectors of the province, ranging from **metalmechanics, agrofood, marble, wood, materials and services for construction, to IT and fashion**.

Confindustria Verona is part of the national system of **Confindustria, the General Confederation of the Italian Industry**.

Confindustria is the main Italian association representing manufacturing and service companies in Italy. Established in 1910, today it represents 150,063 companies (of all sizes) and 5,417,168 employees overall.

Confindustria aims at contributing to **economic growth and social progress** of Italy, in collaboration with the political institutions and the economic, social and cultural organizations, both national and international.

Confindustria defends the interests of all industrial sectors toward National, European and International Institutions on matters reserved to the State or the European Union.

Among the hundred local branches of Confindustria representational system, Confindustria Verona places itself 6th for number of member companies, 8th for number of employees. This position not only well reflects how our association has become a reliable point of reference for companies, but also the richness of the entrepreneurial culture of our territory.





WHAT WE DO

Representation, Identity and Services

Confindustria Verona represents its member companies in relation to institutions, economic and political organizations, trade unions, and other leading groups.

We safeguard the interests of our members, SMEs as well as large companies, by promoting agreements with individual businesses, groups and industrial sectors as a whole. Representatives are appointed to local authorities, administrative bodies, institutions, committees and other organizations where representation is mandatory or useful.

Along with the institutional role, the wide variety of consulting services are worth to mention as well. Indeed, a team of over 60 highly qualified professionals work in our headquarter office to promptly respond to our member companies' enquires and offer support in the day-to-day activity of running a business.

Confindustria Verona is divided into several service areas: Industrial Relations, Internationalization Logistics and Transport, Tax Revenue and Company Law, Infrastructure and Territory, Education and Training, Environment Health and Safety.

In particular, we help our entrepreneurs with the management of human resources (fulfilling contractual obligations, making social security payments, handling administrative disputes and industrial relations), on legislative references and interpretations (employment rights, contracts,

company law, bankruptcies, regulations, the safeguarding of privacy), on the aspects related to taxation (tax consulting, amnesties and settlements, international tax laws and tax assistance for employees).

Continuous actions representing companies in relation to the State, local authorities, public opinion, political parties, social and cultural organizations.

We strongly believe that the whole is greater than the sum of its parts.

Becoming a member of our Association is a free choice of the entrepreneur, our members are indeed freely united by common interests, aims and values.

Membership enables our entrepreneurs to act together, speaking as a cohesive group and contribute to decision making in business sectors. Within our Association, companies find the opportunity to exchange experiences, express their opinions and network with other entrepreneurs.





HELPING **BUSINESSES** TO OPEN **INTERNATIONALLY**



Our International Department provides consultancy services on international trade and contractual law, custom duties and international transport legislation; it supports the entrepreneurs at international fairs and organizes thematic workshops. Over the years important agreements with foreign trade associations were signed to ensure cooperation in partner search, business-to-business meetings and country focus seminars.

Moreover, highly qualified professionals of international experience and well-known expertise are involved in one-to-one meetings with member companies. The aim is to provide an indispensable first orientation advisory service to properly structure the export activity and face with method the internationalization process.

Confindustria Verona collaborates closely with important partners such as SACE, the national financial group active in the export credit, credit insurance, investment protection and financial guarantees, Simest and Finest in a all-round support for the internationalization of the businesses.

Thanks to these stable collaborations, we are able to offer an all-way-round support to enhancing the export and the internationalization of our member companies.



VERONA: A **STRATEGIC** GEOGRAPHIC LOCATION

The province of Verona is located in a position particularly favorable for the productive system and the commercial exchange. Being in the North-East of Italy, it is part of a geographic area known for its high level of productivity and well-being. Within this area, Verona is conveniently crossed by two of the four European TEN-T Corridors that run through Italy, on the Mediterranean and the Scandinavian Mediterranean routes.

Apart from these complex infrastructure networks, whose importance is geopolitically and geo-economically strategic for the whole country, many other aspects are influenced by this strategic geographic location, from the high level of attractiveness of foreign direct investments or the extent of openness to international trade, to logistic infrastructures such as the airport and the intermodal centre, or the fair system.



PROJECTS FOR THE NEAR FUTURE

QUADRANTE EUROPA | The freight village is preparing with major investments to handle new vehicles and traffic that will head towards Verona via the new Brenner base tunnel. The most important project for the development of the freight village (about 59 million euros) concerns the construction of the new 750-metres intermodal terminal, in collaboration with RFI, which will be able to accommodate longer trains travelling on the Brenner axis after the opening of the BBT tunnel. With the opening of the base tunnel, the average number of trains in transit will double from 66 to 120.

AEROPORTAL SYSTEM | Catullo Airport is part of the North-Eastern Airport Hub together with Venice, Treviso and Brescia, which has started the investments for an expansion worth 68 million Euros.

NEW HIGH-SPEED/HIGH-SPEED LINE ON THE IBERIAN-UKRAINIAN TEN-T CORRIDOR | The Brescia-Verona high-speed railway line is currently under construction (approximately 2.5 bil-



THE IMPORTANCE OF OUR **TERRITORY**

100

Multinational
corporations
member of Conf.
Verona

4th

Italian province
for import

5th

Italian province
for manufacturing
interchange

1st

Veneto province
for GDP per capita

1st

Veneto province
with companies of
more than 250
employees

1st

Italian intermodal
and logistic center
(Quadrante Europa)

1st

VeronaFiere as
direct organiser of
events in Italy

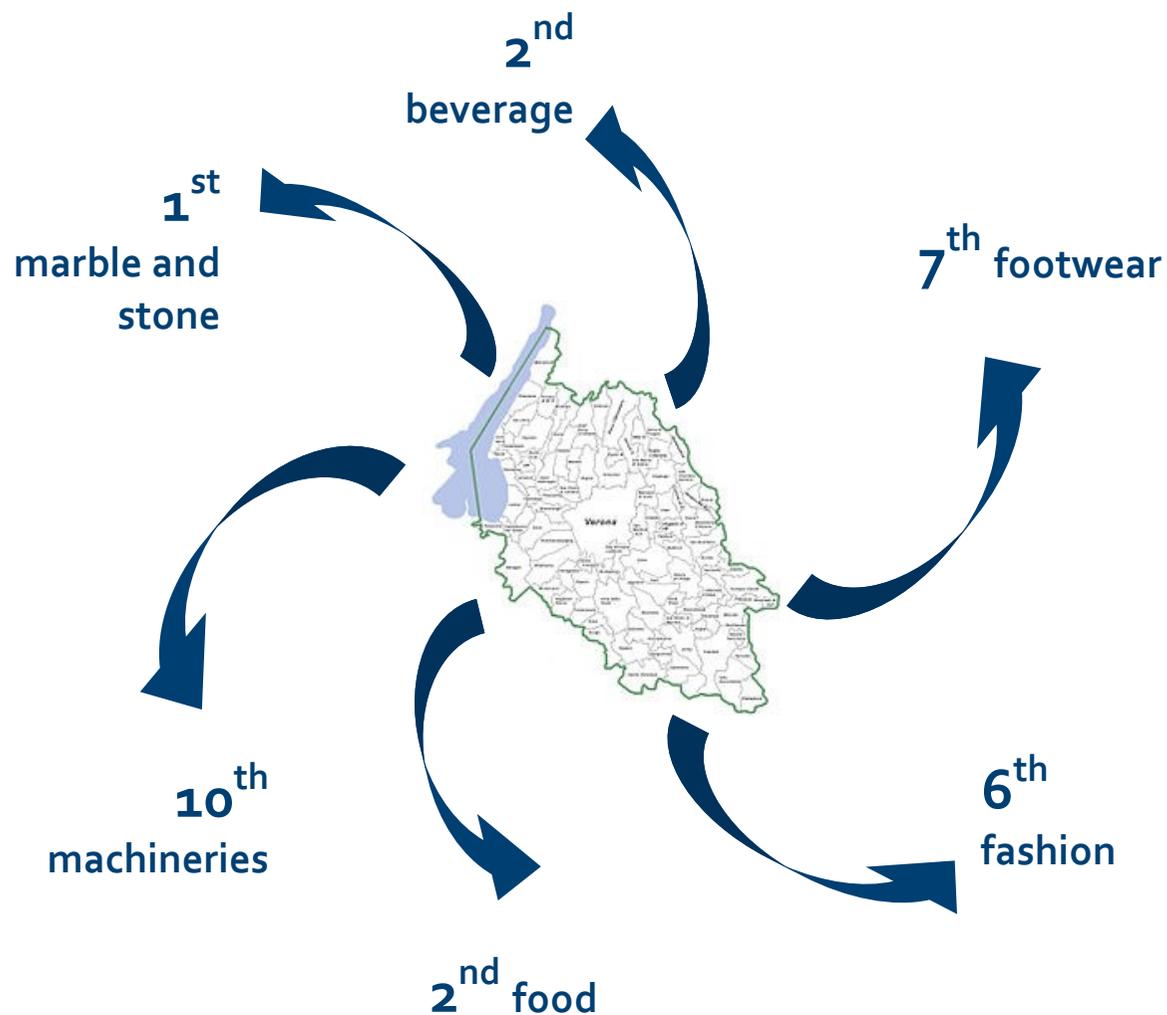
5th

Italian province
for tourist
numbers



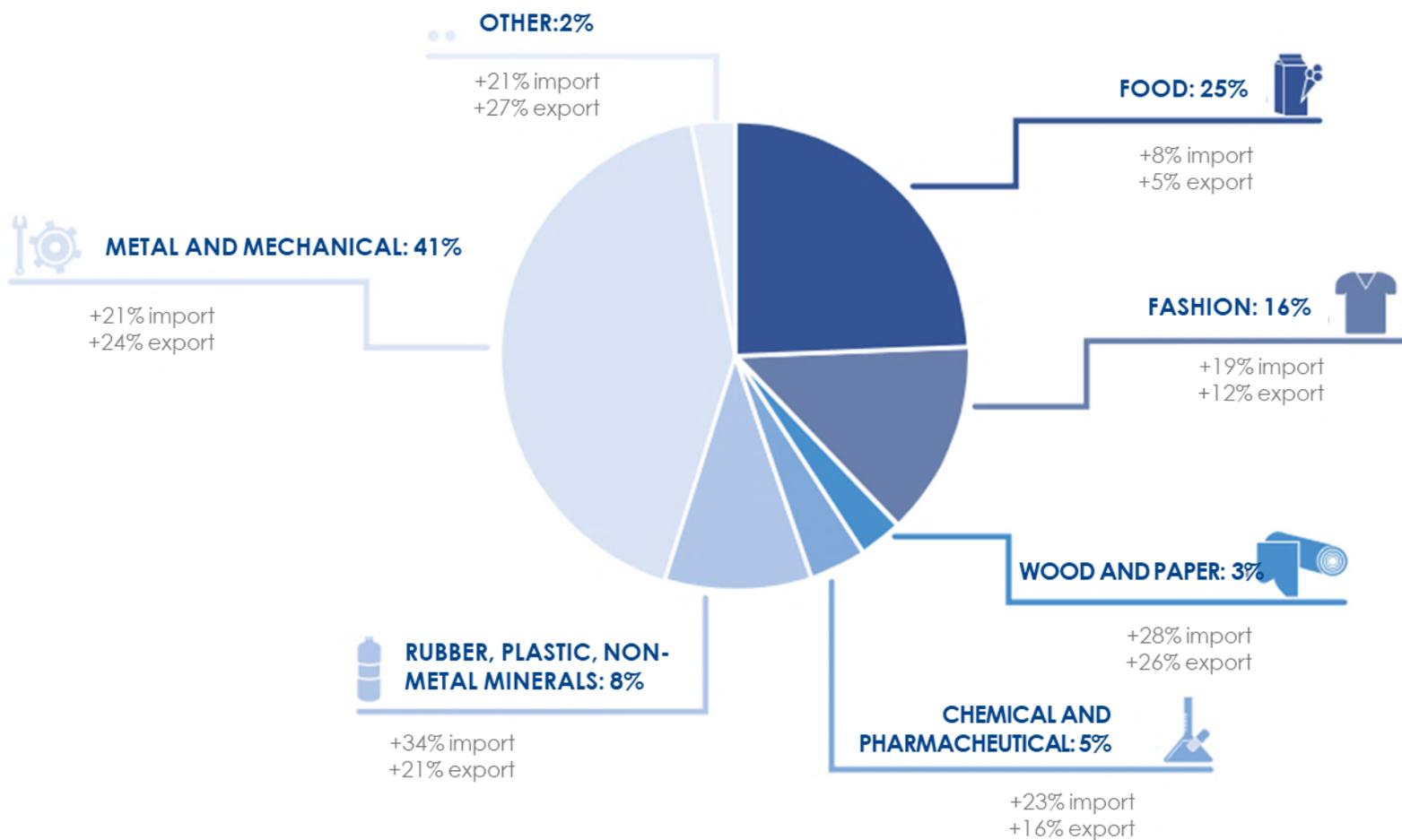
«MADE IN VERONA» POSITIONING OF THE EXPORT OF PRODUCTS

Verona is one of the **Top 10** exporting provinces in Italy





«MADE IN VERONA» ANALYSIS OF EXPORTS



Source: Istat, 2021
Manufacturing sector



NETWORKS OF ENTERPRISES

Our companies are diversified and organized in industrial networks. This phenomenon of aggregation is **one of the strengths of the economy of Verona** and shows that companies possess the capacity of organizing themselves into networks, characteristic considered by the European Union as the focal point for business innovation.

REGIONAL INNOVATIVE NETWORKS: Confindustria Verona is the promoter of 4 Regional Innovative Networks, which are public/private clusters formed by enterprises and universities and research centres. The Networks aim to promote technology transfer and to develop innovation projects supported by regional resources through the participation in calls.



“Innovative Food Network Veneto - RIAV”

promoted by over 50 companies of the food chain, Consorzio Coverfil, SIAV - Service Company of Confindustria Veneto, Univeneto; founded in 2017, it adheres to the National Agrifood Technological Cluster (CL. A.N.)



“Innovative Regional Climate and Energy Network Veneto”

promoted by over 50 Companies, UniVeneto, Centro Levi Cases, ITS Meccatronico; founded in 2017, it adheres to the National Energy Technological Cluster



“Innovative Regional Network for Logistics—RIVELLO”

promoted by over 50 companies interested in the innovation of logistic processes, 2 Universities from Veneto, Consorzio Coverfil, Confindustria Veneto SIAV S.p.A. Service Company of Confindustria Veneto, Speedhub: Digital Innovation Hub (DIH) of Confindustria Verona, founded in 2019



“Innovative Regional Network for Health—TECH4LIFE”

promoted by over 50 companies in the health technology sector, 4 Universities from Veneto, Confindustria Medical Devices Association; founded in 2021



INTERNATIONAL OPENNESS

Verona's economy is particularly open internationally. This distinctive feature derives partly from its peculiar geographic location: at the crossing of two of the four European TEN-T Corridors. The international openness has been a propulsion to commercial exchange, facilitating the import-export, and also an attractive force for foreign direct investment in the territory.

The main sectors of export in order of importance are: machines, beverage, fashion, food, footwear, stone, agriculture and siderurgy.

Goods are mainly directed to Germany, France, Switzerland, UK, US and Spain, but the export to newly industrialized countries has been registering a considerable increase over the last few years.

For what concerns the import, Verona is the 4th province at national level, following Milan, Rome and Turin. Verona's import mainly regards means of transport and components, due to the presence of important companies from the automotive sector that supply their branches throughout the country, then fashion, siderurgy and food.

Main countries from which Verona's companies import the most are: Germany, Spain, both data are influenced by the presence of a strong automotive sector, China and France.

In 2021, Verona was 5th for manufacturing interchange among the Italian provinces; in the same year exports increased by 12,3%, more than that recorded at regional (+7,5%) and national (+7,8%) level.

The territory is also characterized by extremely favorable conditions to foreign productive investments. In fact, more than 100 multinational companies are based in Verona and member of Confindustria Verona.

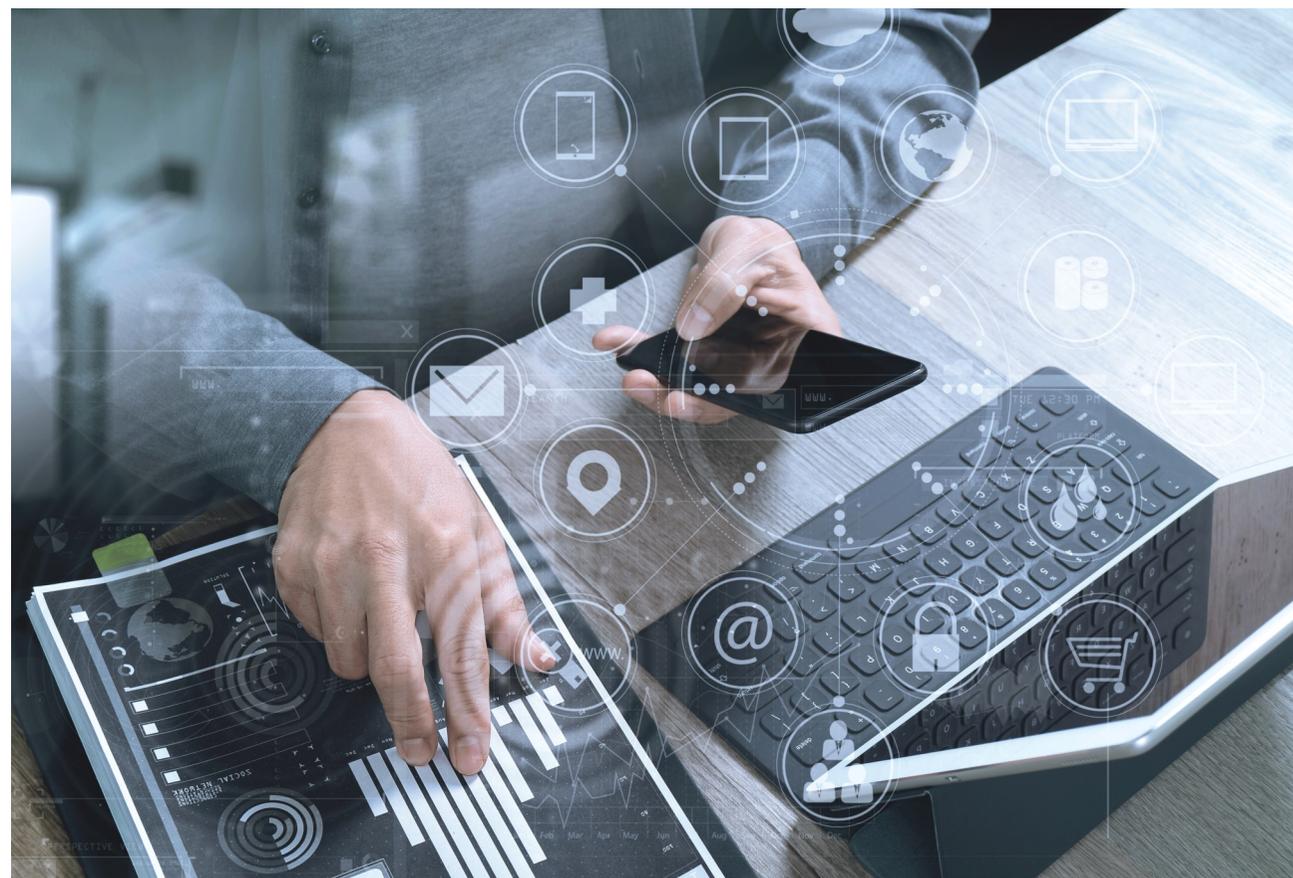


INVEST IN VERONA

Invest in Verona is the web portal managed by Confindustria Verona which gathers all the **economic and investment opportunities** within the Province of Verona.

The network supports companies in creating or expanding their business by finding staff and **infrastructures** and by **connecting companies** with their potential customers, thanks to a deep understanding of the main characteristics of the area.

It offers the following **services**: investment opportunities, funds and incentives, recruitment, marketing strategies on the territory, consultancy on starting up the business.



WWW.INVESTINVERONA.IT



INFRASTRUCTURE AND LOGISTIC

THE VERONA EXHIBITION CENTRE

The Verona exhibition centre (Veronafiere) has a very important flywheel effect over the economic development of the Verona province. The fair system, managed by the Verona Exhibition Authority, has developed itself over the years, becoming the number one Italian fair for number of expositions directly organized, whereas for business volume is second only to Milan's fair.

Agriculture and Agrofood are the core fields in which Veronafiere has traditionally led the way, but new areas of interest have been enforced such as building industry, constructions transport, automotive, furnishing, sport and tourism, without forgetting university and professional training. Veronafiere organizes numerous events of great international prominence, among which the most successful and well-known are: Vinitaly, International wine and spirits exhibition, Marmomacc, international fair of stone design and technology, and Fieracavalli, international horse fair and equipment.

In 2019, 71 expositions were organized, 47 in Verona and 24 abroad, attracting over 13,000 expositors with over 1.1 million participants.

THE INTERMODAL CENTRE

The **ZAI Consortium** was founded in 1948 to manage the **first Agro-Industrial Zone (ZAI)** in Italy and later focused its activity on promoting projects with the aim of offering the industries of Verona logistics connections from which they could take advantage from, e.g. rails, road, air and river systems. The area over the jurisdiction of Zai Consortium covers 10 million square meters, 1,000 companies and 46,000 employees and includes the Interporto Quadrante Europa. The Interporto Quadrante Europa is an intermodal centre dedicated to the development of international exchange, where national and international road, rail and air goods transport meet. It is the 1st logistic freight out of 70 other centers among 30 countries in Europe. Thanks to this infrastructural system, Verona has become a point of reference for the collection and distribution of goods in Europe.

THE VALERIO CATULLO AIRPORT

Being conveniently located within easy-reachable distance from the Brenner-Modena and Milan-Venice highway, the Verona freight terminal and the Verona Exhibition centre, the Valerio Catullo Airport covers an important role in the airport system of the area of Garda.

The Valerio Catullo Airport in 2019 registered more than 3,6 million passengers. It undoubtedly represents a key element for the development of the territory in terms of tourists, business and freight flows. It supports the international expansion of the enterprises from Verona, making commercial opportunities in foreign markets more easily accessible.



LOOKING TOWARDS THE FUTURE: VERONA 2040

Verona 2040 is a project of Confindustria Verona in collaboration with ANCE, which has the aim of finding the **strategic scenarios for the territory development in the near future**.

In 2021, the project was firstly focused on the research and analysis of data, executed by Cresme Ricerche, to highlight Verona strengths and weaknesses, and then on the identification of projects already started and in progress in the territory.

The main objective for 2022 is to work on concrete projects which involve stakeholders in order to start a path of shared and jointly-responsible growth.



WWW.VERONA2040.IT



Confindustria Verona is next to its entrepreneurs,
supporting their ideas and projects,
with the strength of 1,966 member companies
and the experience of trusted professionals.



www.confindustria.vr.it
