



**INVEST IN
LOMBARDY**

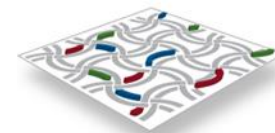
INVEST IN LOMBARDY

Milan, May 27th 2016



PROMOS
1991-2016
TWENTY FIVE YEARS OF
INTERNATIONALIZATION

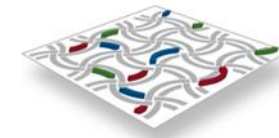




**INVEST IN
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WHY LOMBARDY

LOMBARDY KEY FIGURES



**INVEST IN
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LOMBARDY

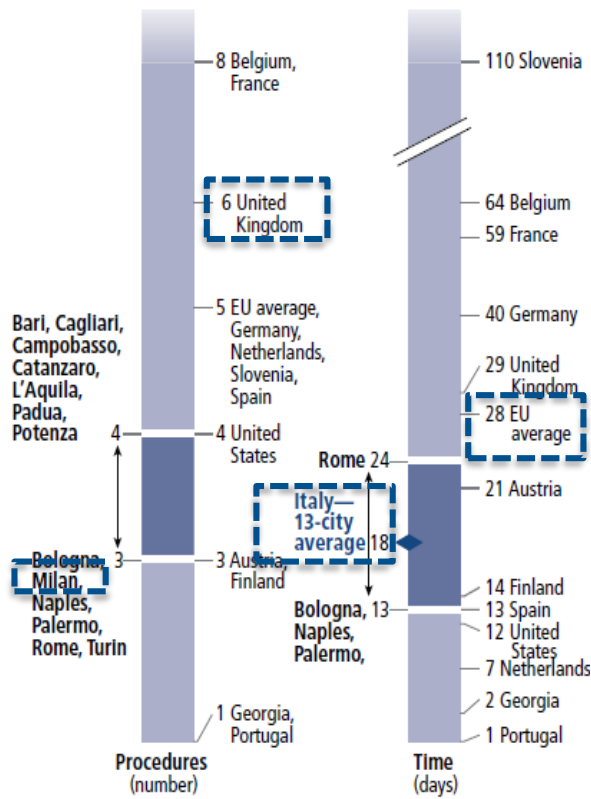
- **GDP:** almost **23% of Italy's total GDP** → higher than Norway, Austria, Denmark, Finland, Ireland and Portugal
- Lombardy's per capita nominal GDP **+23%** of the average per capita **European GDP**
- Lombardy has more than **800.000 companies**
- One of the **four European economic engines**
- One of the **top ten World Economic Centers** (According to Standard & Poor's)
- Over **60% of FDI** coming to Italy (**92 of the top 100** multinational companies in Italy)
- Milan, the **European city** with the **highest density of multinational companies**

ITALY AT ITS BEST



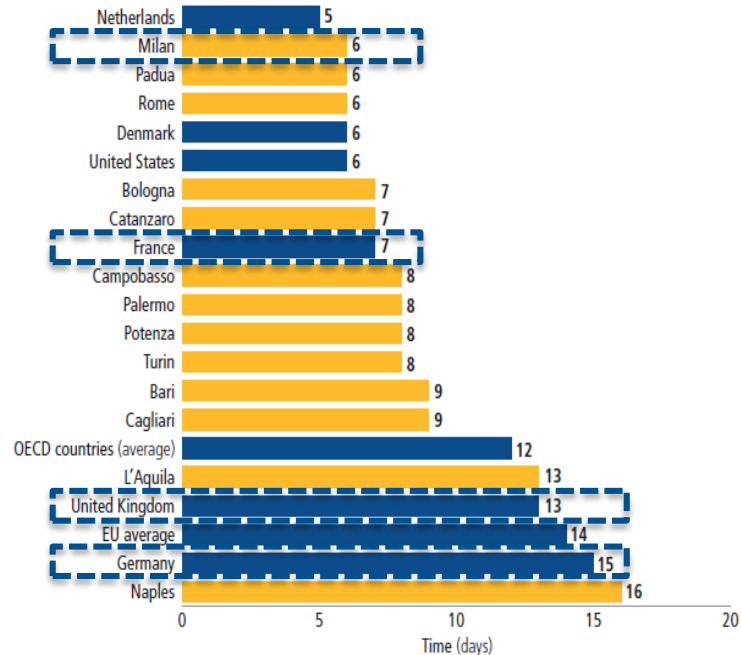
**INVEST IN
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Registering property in **Milan is faster**
and **less expensive** than in many EU
economies



Source: Doing Business database.

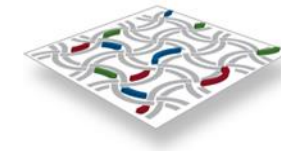
Starting a business in Milan is faster
than in **UK or Germany**



Source: Doing Business database.

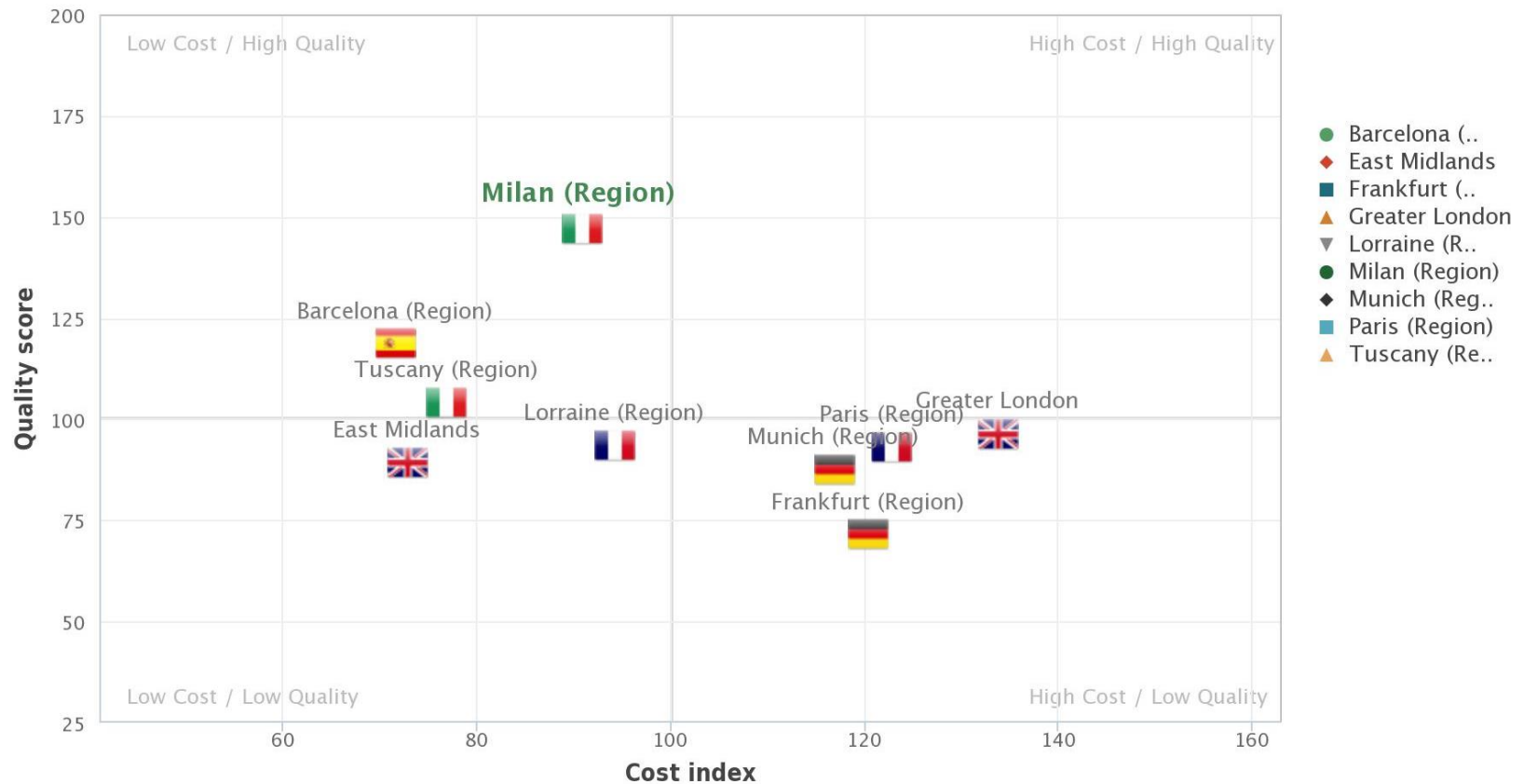
**Business Costs in
Milan are lower than
in Paris, Frankfurt,
Berlin and London,
(according to KPMG,
Competitive
Alternatives)**

A PERFECT MIX OF QUALITY AND COSTS



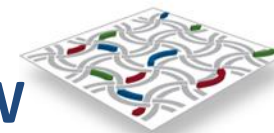
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Cost/quality matrix in wood manufacturing



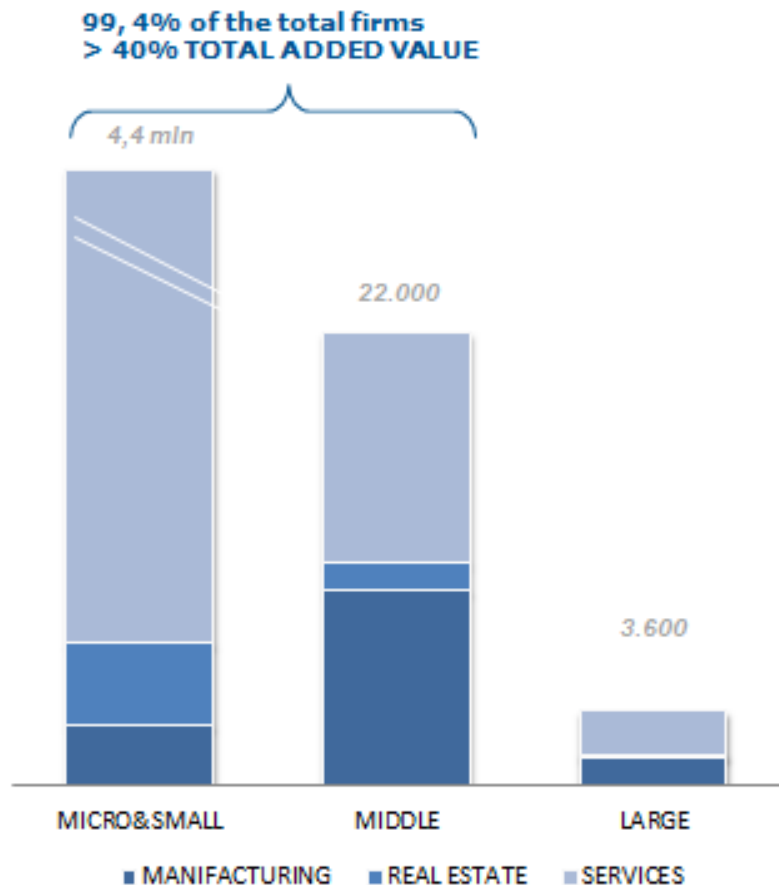
Source: fDI Benchmark 2014

THE EXCELLENCE OF SMEs IS LOOKING FOR NEW INVESTMENTS



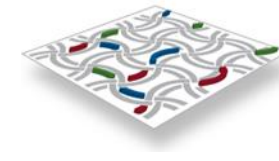
INVEST IN
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Number of companies per size and sector



- ✓ An **additional unit of capital invested** in a foreign branch in Lombardy makes **16 percent more** in terms of **gross margin** than the **European average**
- ✓ An **additional unit of capital invested** in a foreign branch in Lombardy makes **19 percent more** in terms of **turnover** than the **European average**

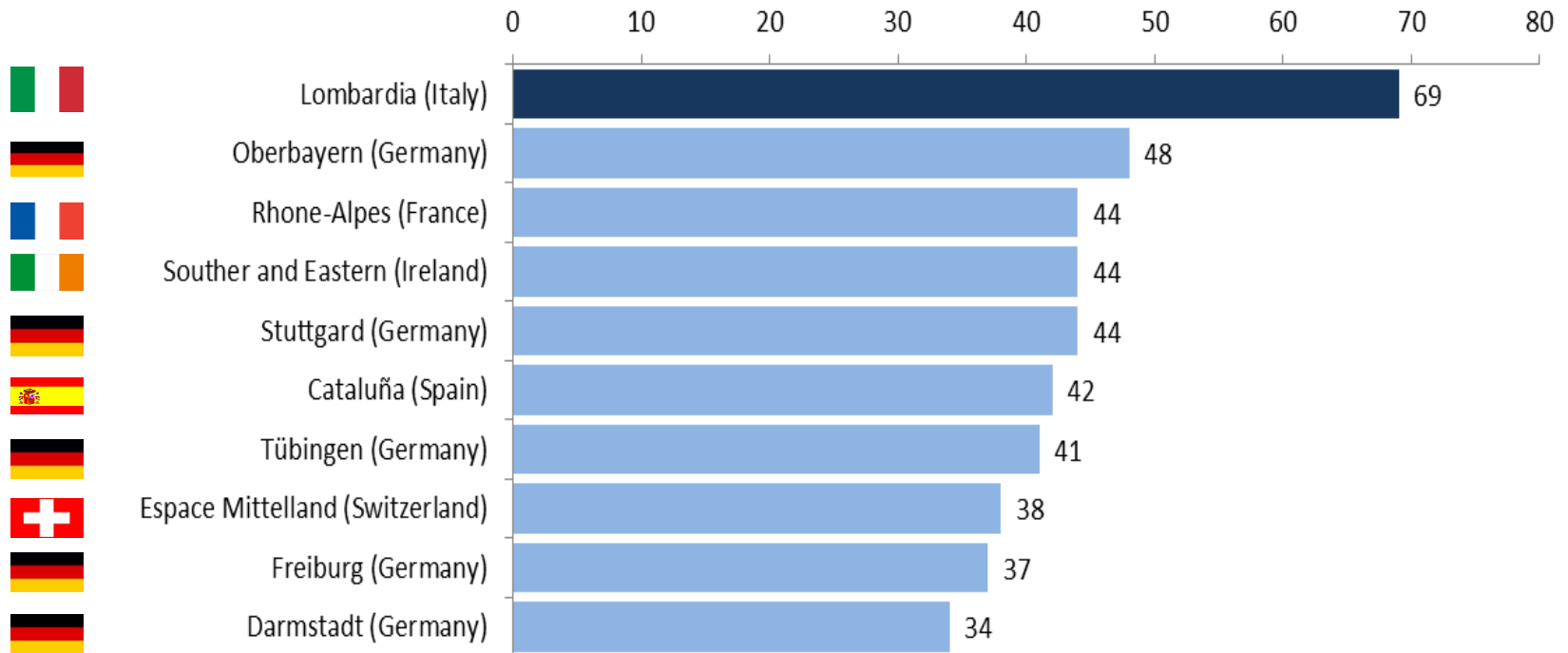
HIGH TECHNOLOGY MANUFACTURING...



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Number of employees in high tech manufacturing sector

'000, data 2013



Source: Eurostat

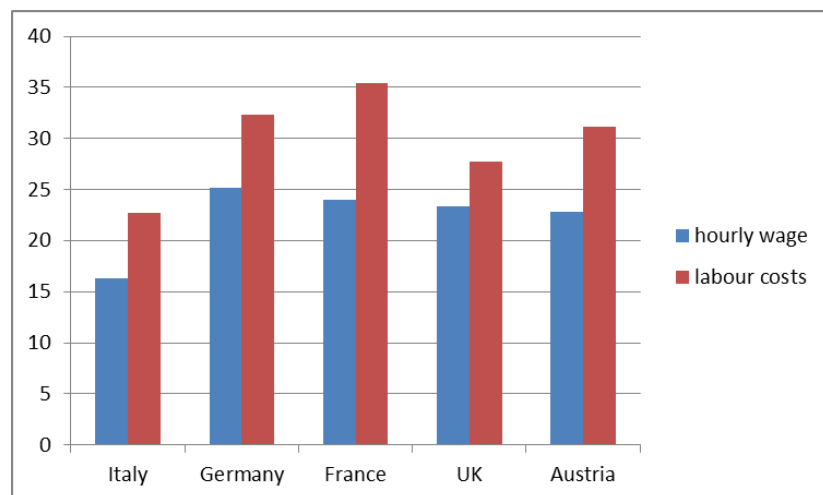
- ✓ **High qualified human resources** (e.g. engineers, skilled workers, etc.) have competitive salaries compared to other EU Countries

...WITH LOW COSTS

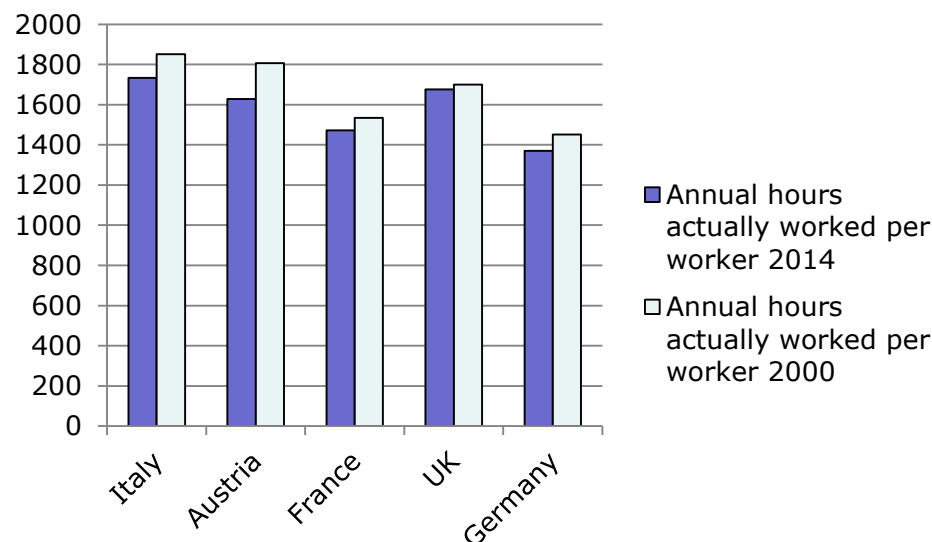


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Comparing ISTAT and OECD Data- 2014



Comparing hours worked per worker (2000-2014)

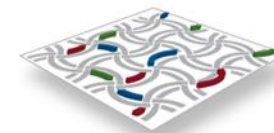


- Considering **OECD** data, **Italy** has lower hourly wage and lower labour costs comparing to France, Germany, Austria and UK.
- In comparison with other countries (Austria, France, Uk, Germany) Italian workers have high average annual hours worked.

Source: OECD Data and ISTAT, 2014

Source: OECD Data

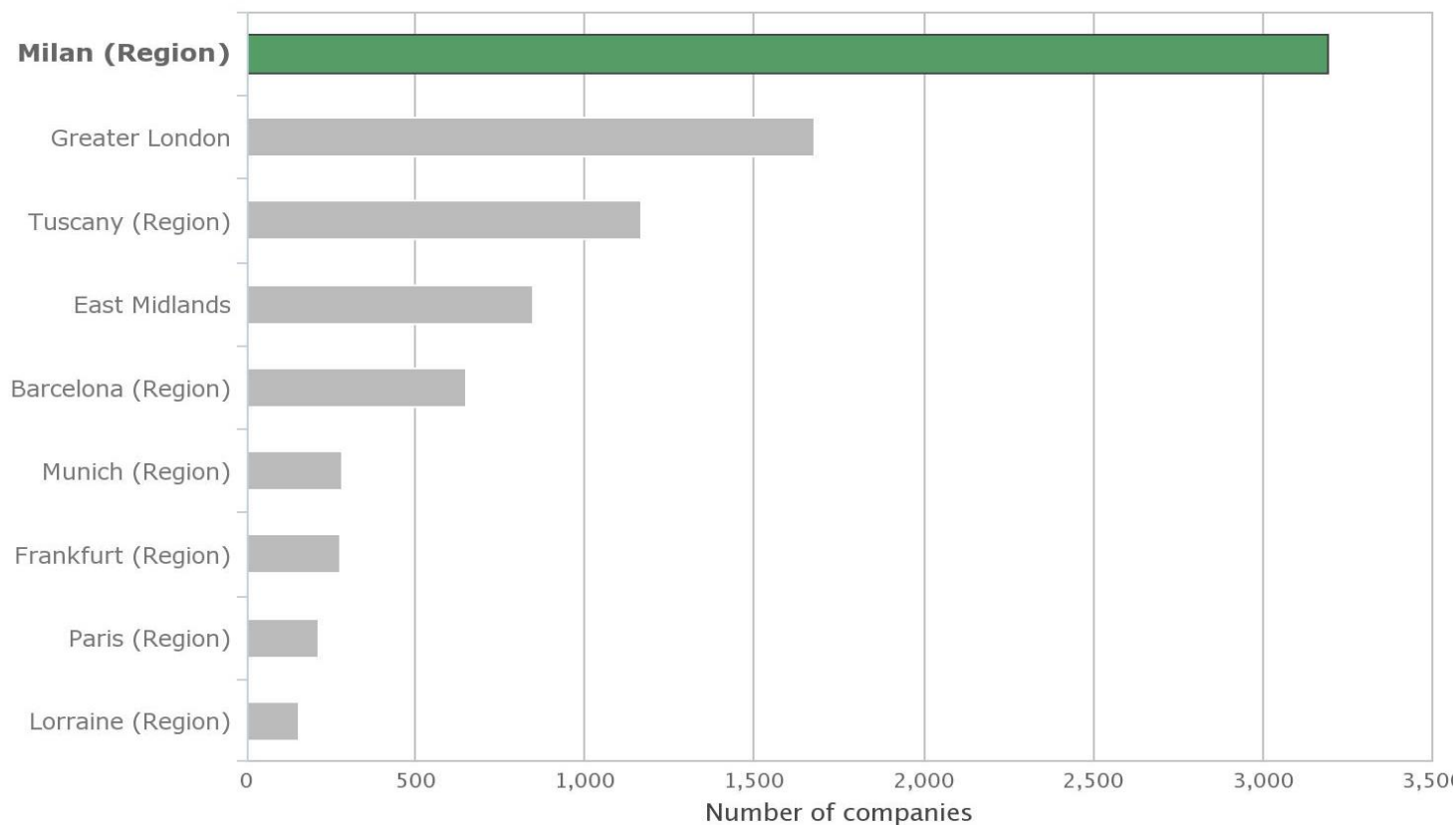
A BRIDGE BETWEEN EUROPE AND THE MEDITERRANEAN...



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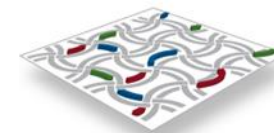
Companies in warehousing and storage

2014



Source: fDI Benchmark 2014

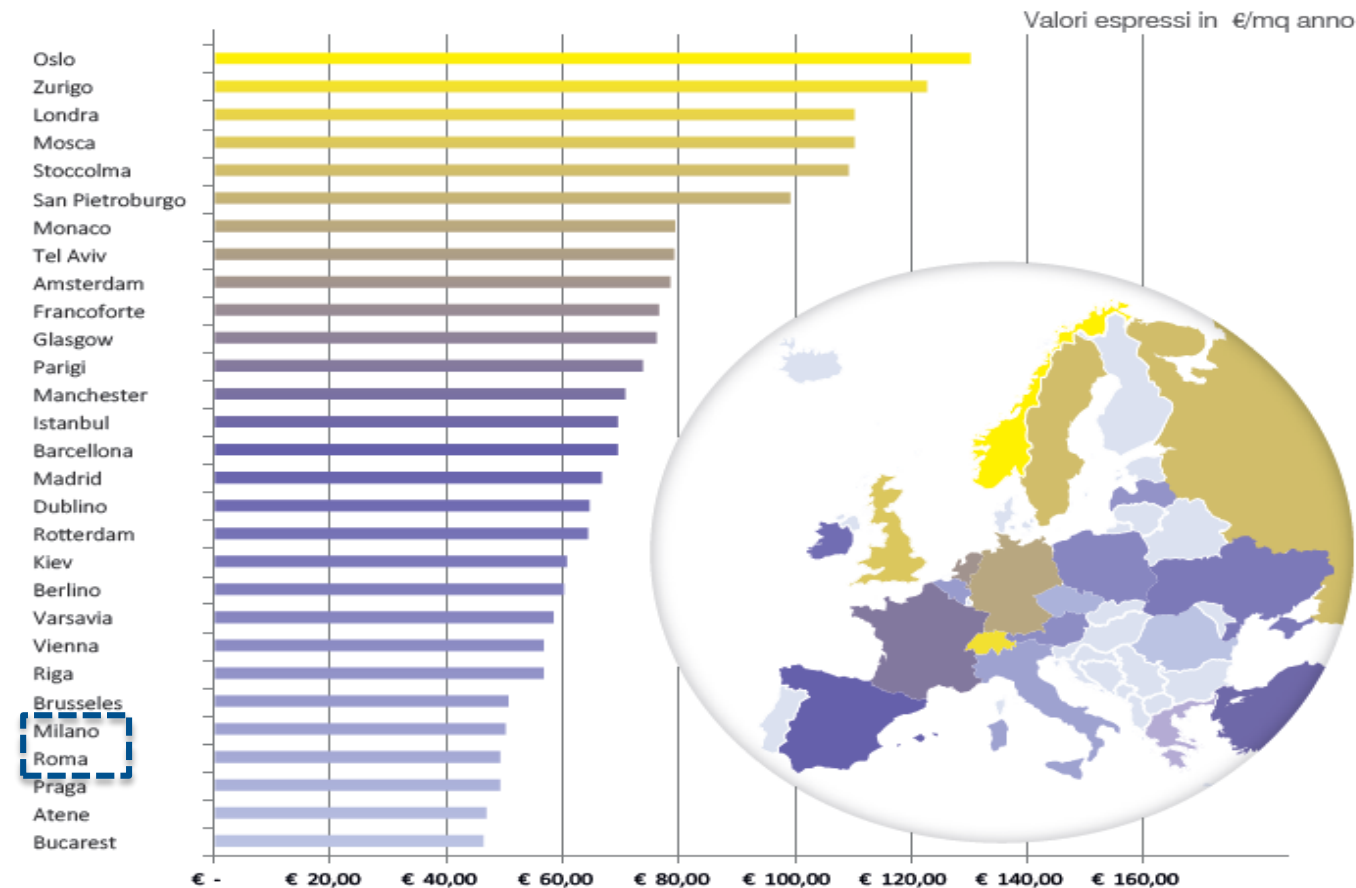
...WITH SOME COMPETITIVE ADVANTAGES



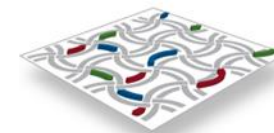
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Logistic sector: real estate value per sq.

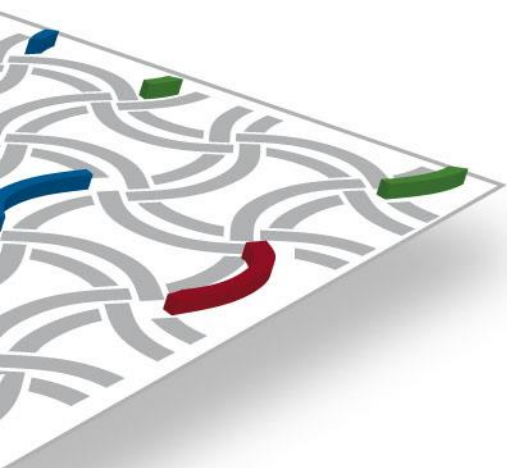
€/sq., 2014



Source: World Capital

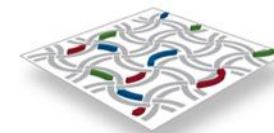


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HOW WE CAN SUPPORT YOU

INVEST IN LOMBARDY IN A SNAPSHOT



**INVEST IN
LOMBARDY**

Assisting foreign investors along the entire **process of settlement** and **expansion** of the investment, by giving **quick** and **useful** responses to their needs

OUR SERVICES

Thinking of starting up a business in Lombardy?



Want to expand your business in Lombardy?



OUR PARTNERS



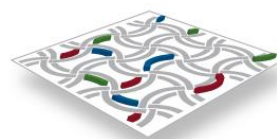
18 PUBLIC PARTNERS



22 PRIVATE PARTNERS

OUR RESULTS SINCE 2012

- **> 8.000** meetings with foreign companies
- **546** foreign investors supported by IIL
- **80** finalized investments
- **112 €** Investments generated throughout the territory for every euro invested by public institutions

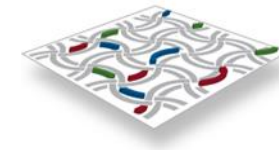


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Invest in Milan

ANALYSIS AND RESEARCH



**INVEST IN
LOMBARDY**

☐ Supporting in **market research** for **business plan** implementation

Italy ranks 2nd in Europe for paper demand by corrugated cardboard producers

Paper Demand by Corrugated Cardboard Producers (k tons, 2014)



- Total paper demand by corrugated cardboard producers in Europe was around 27 million tons in 2014
- Italy represents ~3.8 million of this demand, corresponding to ~14% of the European total
- Italy is the second largest

Executive Summary of Investment Alternatives (1/3)

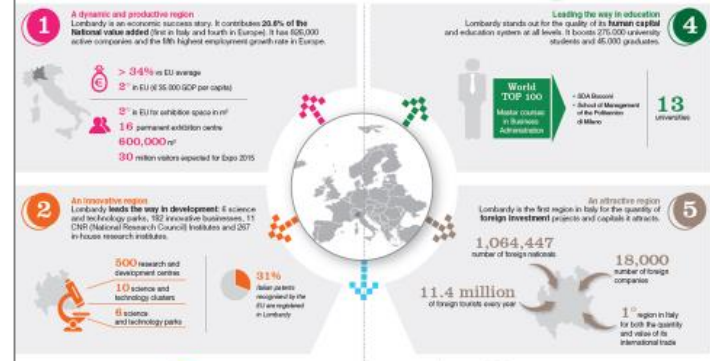
Location / Municipality	Land Size (sqm)	Price (€/sqm)	Connectivity	Notes	Pros	Cons
1 Former Gulf Bertinico (Lodi)	437,225	35	• Highway A1 at 13.3 km • Milan at ~60 km	Previously occupied as oil refinery	• Land already has a test building certificate (permit) that can fasten construction • Close to power plant, possibility to negotiate special prices	Completely greenfield investment
2 Former Azeta Unilever Casapusterlengo (Lodi)	250,000 (+100,000 if necessary)	65	• Direct access to national road SP22 • Highway A1 at 8 km • Milan at ~40 km	In the middle of a logistic quarter	• Very well connected logistically • Availability of water course	Completely greenfield investment
3 Former Azko Nobel Fombio (Lodi)	270,000	11	• Highway A1 at 9 km • Milan at ~70 km	Currently occupied by a disused industrial coating factory	• Cheaper infrastructure costs (~40% of normal)	• Completely greenfield investment • Pending building certificate

Source: Lombardy Region

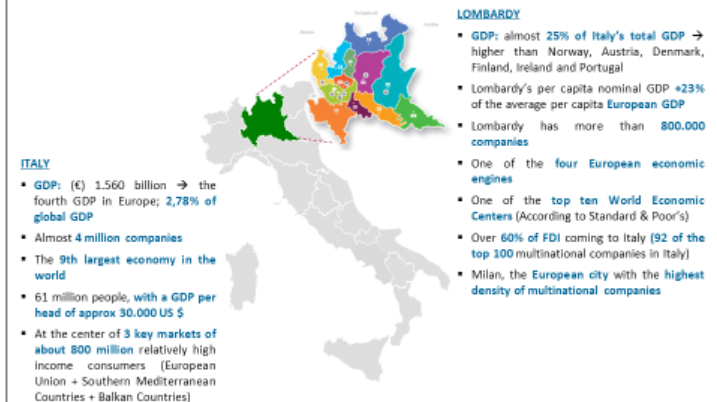
Italian FDI Desk, Istanbul

8

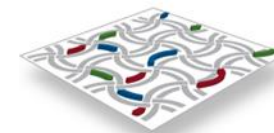
WHY INVEST IN LOMBARDY



EXCELLENCIES, NOT AVERAGE



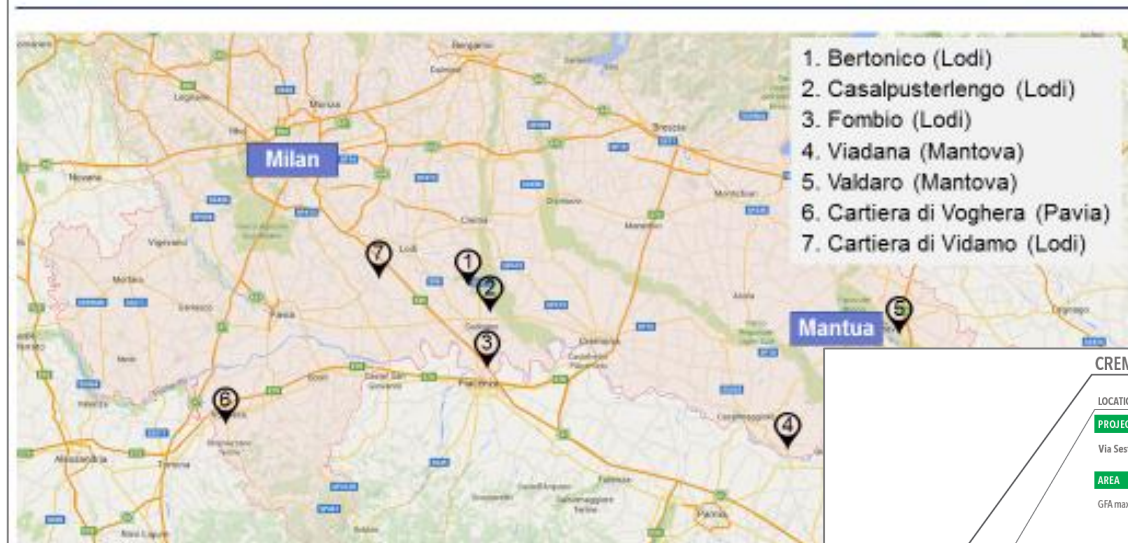
LOCATION SEARCH



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- ☐ Selection of **suitable locations** for your business
- ☐ Assistance during the **location assessment and site visit**

Greenfield and Brownfield opportunities map



LOMBARDY REAL ESTATE OPPORTUNITIES

THE FUTURE OF EXPO MILAN

REAL ESTATE PROJECTS PORTFOLIO

INVESTMENT SITES

LODI

LOCATION: EX GULF, BERTONICO, LODI, LOMBARDY

PROJECT NAME	REFERENCE SEGMENT
Ex Gulf	<ul style="list-style-type: none"> Industrial Logistics
AREA	ACCESS
NIA Max building area	<ul style="list-style-type: none"> 437,225 sqm 214,200 sqm Highway A1 MILANO - NAPOLI / E35 - 13.27 km / 11 min Railway - Direct connection freight yard Casalpusterlengo (to restore and renew); total length of the single-track line is 5,200 Km Port - Genova: 159 km / h 2 Port La Spezia 185 km / h 2 Airport Milan Linate: km. 52.8 / h 3 / 1 h about

LOCATION: EX AZKO NOBEL, FOMBIO, LODI, LOMBARDY

PROJECT NAME	REFERENCE SEGMENT
Ex Azko Nobel	<ul style="list-style-type: none"> Industrial Logistics

CREMONA

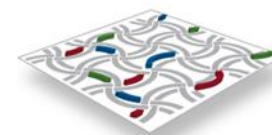
LOCATION: VIA SESTO, CREMONA, LOMBARDY

PROJECT NAME	REFERENCE SEGMENT
Via Sesto	<ul style="list-style-type: none"> Industrial Retail (excluding large outlets)
AREA	ACCESS
GFA max	<ul style="list-style-type: none"> 77,688,50 sqm Set back from the north side mt. 500 SS 415 Pavese (towards Crema - Milan) from the south side km. 1.5 in the Port of Cremona Canal and from the SS 234 (direction Codogno-Pavia)

LOCATION: VIA PICENENGO, CREMONA, LOMBARDY

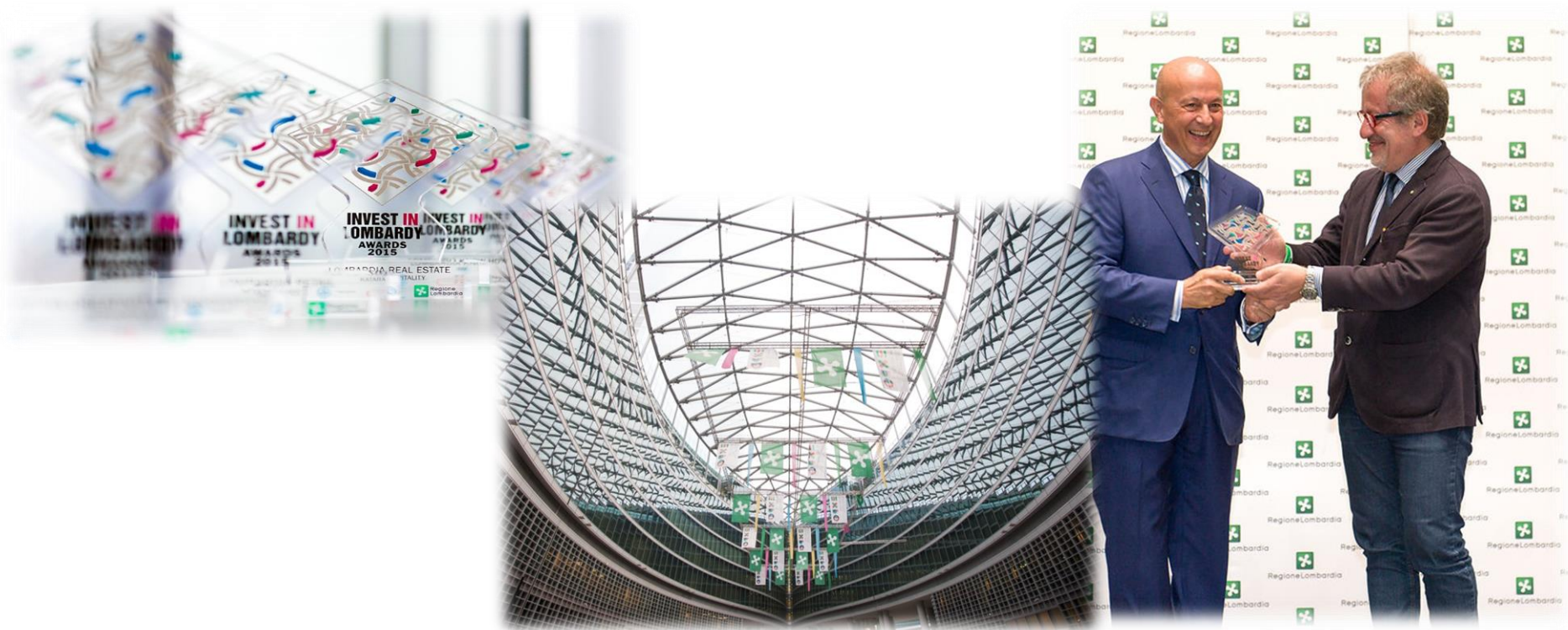
PROJECT NAME	REFERENCE SEGMENT
Via Picenengo	<ul style="list-style-type: none"> Industrial Retail Logistics
AREA	ACCESS

DEALING WITH PUBLIC INSTITUTIONS

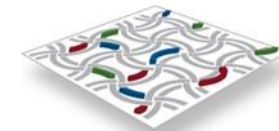


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- ❑ **Facilitating** contacts with **local authorities** and **Institutions**
- ❑ **Introducing** to **local administration** for **complex investments** (e.g. logistics, industrial, ..)
- ❑ **Dealing** with **administrative procedures**



ACCESS TO INCENTIVES AND CREDIT



**INVEST IN
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- ❑ Searching into **possible incentives** available for your business at **national and local level**
- ❑ Facilitating **links** with **credit institutions** and financial entities



ITALIAN AND LOMBARDY INCENTIVES FOR GREENFIELD INVESTMENTS



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COMPETITIVENESS COMMITMENT WITH LOMBARDY REGION:

Help step by step of the institutions to private companies:

- *"One stop office" - a single decision-making center for all matters*
- *Quick and concrete answer: answers within 1 month*
- *Taylor made support*
- *Profitable direct collaborations with local Institutions*
- *Access to highly specialized skills and R&D infrastructure*

HIRING HUMAN RESOURCES: tax credit for hiring young (30% of the salary for 18 months) and woman personnel (50% of the salary for 18 months)

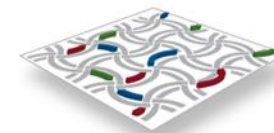
ACQUISITION OF NEW MACHINERY: financial aid at subsidized rate for machinery acquisition in industrial sector

- Maximum loan 2 million (euro)
- Either National and Lombardy funds are available

INNOVATIVE START-UP:

- Flexible working contract for hiring skilled personnel
- Tax credit for hiring for skilled personnel (35% of the annual salary)
- Easy access to financial credit (max 2,5 Million of Euro) at subsidized and government warranties
- Accelerate procedures for the setting up and registration of the newco

HR AND RECRUITMENT SERVICES



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- ❑ Assistance in **identifying the most suitable staff** for your business
- ❑ Facilitating **links with public and private stakeholders** in the recruitment sector



Leading the way in education

Lombardy stands out for the quality of its **human capital** and education system at all levels. It boosts 275,000 university students and 45,000 graduates.

4



**World
TOP 100**
Master courses
in Business
Administration

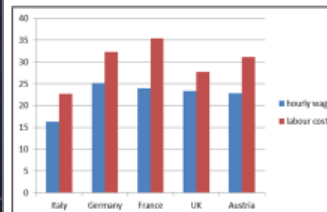
- SDA Bocconi
- School of Management of the Politecnico di Milano

13
universities

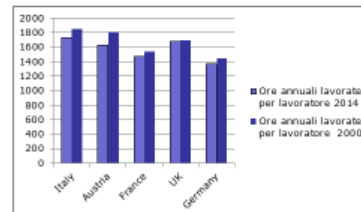
COSTI DEL LAVORO



Dati ISTAT e OECD: salari orari e costi del lavoro (2014)

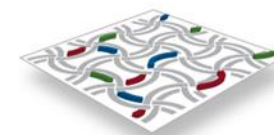


Dati OECD: ore lavorate per lavoratore (2000-2014)



- Secondo dati OCSE e ISTAT, l'Italia ha salari orari e costi del lavoro più bassi rispetto a Francia, Germania, Austria e Regno Unito.
- I lavoratori italiani hanno in media ore lavorate superiori rispetto ad Austria, Francia, Regno Unito, Germania.

Fonte: OECD e ISTAT 2014



- ❑ Collecting **blind profiles** of Italian capital seeking companies and foreign investors
- ❑ Facilitating **Merger & Acquisition opportunities matching**

DEMAND DRIVEN PROCESS

Investor request from:

- Promos offices
- Companies and Venture capital, investment funds
- Foreign Chamber of Commerce Camere, and foreign institution
- Partner PP e their network



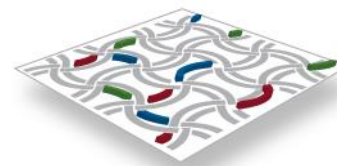
Diffusion of information:

- Invest in Lombardy Business Partner
- Lombardy Chamber of Commerce
- Cluster and Incubator
- Association



Coordination of the contact:

- First step, management through Promos Office
- Expression of Interest
- Direct contact with the investor or advisor



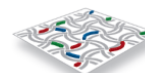
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