



Special agency of
the Chamber of Commerce of Verona

Verona Area: the Territory

Surface	3.121 skm
Population (Dec.2011)	925.000

The hills with beautiful vineyards
and enchanted atmospheres



The Lake Garda with its
unparalleled views

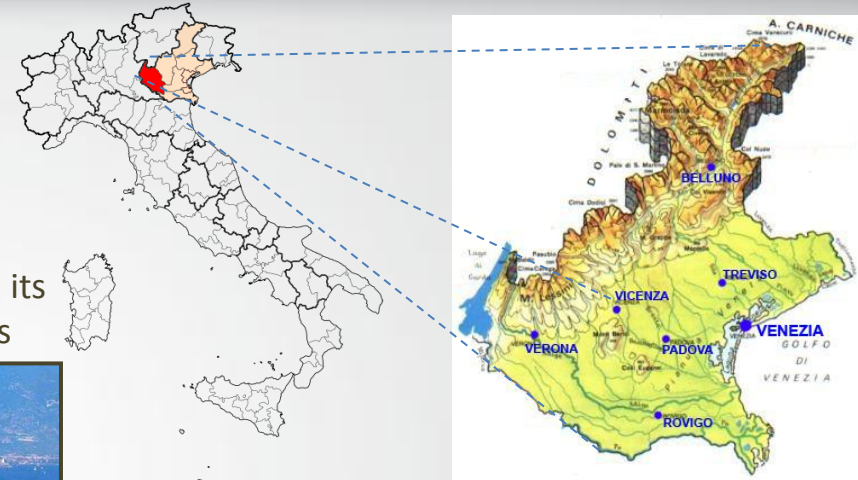


The green pre-alpine
mountains

The territory is
characterized
by great variety
of landscapes



The cultivated territories of
the plain, south of Verona



Verona is one of the main tourist destinations
in northern Italy, because of its artistic
heritage, important annual fairs, the lyrical
season in the roman amphitheater Arena.



Verona Area – the Position



Verona serves as a main traffic hub for the most important routes of communication, North-South (corridor 1) and East-West (corridor 5) .

Its geographic position made Verona one of the main logistic and distribution centres in Italy.

The freight village “Quadrante Europa” (2.500.000 sm) is the 1st in Italy in terms of combined transport volumes



Verona Area: the Economic System

N. of registered enterprises: (Oct. 2012 – Chamber of Comm. VR)	98.371
Yearly GDP: (2013 – Confindustria VR)	27.600 million € (1,8% of National GDP - 18,9% of Veneto)
Per capita GDP: (2013 – Chamber of Comm. VR)	30.091 € (higher than the average regional and national per capita GDP)
Import : Export: (2013 – Chamber of Comm. VR)	12.740 million € (+ 7,5% vs 2010) 8.975 million € (+ 10,6% vs 2010)
Economic structure and SMEs:	<p>The province of Verona is the 1st in Veneto for number of enterprises with more than 250 employees.</p> <p>Most of the enterprises are SMEs, that account for the 73% of the overall employment in the province.</p>
Main business sectors:	<p>Verona has a very diversified economic system, in the following sectors:</p> <ul style="list-style-type: none">• Agro-Food & Wine• Manufacturing (marble, fashion, furniture, paper, etc.)• Engineering & Machinery• Tourism & Culture• Transports & Logistic• Services & Finance

Our Network

SYSTEM of ENTERPRISES

- Local Enterprises
- National Chambers System
- Trading Associations (Confindustria, API Industria, etc.)
- Professional Associations

POLICY MAKERS

- Veneto Region
- Province of Verona
- Quadrante Europa – Freight Village
- Ministry of Infrastructure & Transports
- Ministry for the Economic Development

UNIVERSITIES RESEARCH AUTHORITIES INSTITUTIONS

- Politechnics (Bari, Torino)
- University of Verona
- Regional R&D Centres (Treviso Tecnologie, Veneto Innovazione)
- Gateways for Science and Technology
- Consultants for training activities and courses

VERINN SERVICES



Entrepreneurial Support

We support new initiatives
and promote the entrepreneurial spirit,
providing information, training, guidance

- More than 11.000 people assisted by the start-up desk (from the year 2000) with personal consultancy service
- Support to business plan definition
- Coaching/mentoring with already successful entrepreneurs
- Customized activities for specific targets:
 - Young people
 - Women
 - Over-50
 - Foreign citizens
 - New entrepreneurs
- A crowd-sourcing web portal is currently under pilot-phase, dedicated to potential entrepreneurs (www.entribu.it)



Training

High level education sessions
and
multi-disciplinary training programs
providing the competences necessary
to improve innovation, strategic view
and management capabilities.



- Short Masters, with the active participation of the attendees for experience sharing
- Training courses, providing practical instruments and techniques immediately applicable to the day-to-day business
- Thematic Events focused on significant themes concerning development and growth

In 2014: 19 editions of catalogue courses, 164 participants
(entrepreneurs, managers, professionals, employees)

Employment & Vocational Guidance

Active promotion of joint initiatives aimed at developing links between the education system and the world of the enterprises.



Focus on work experiences, the enhancement of employability and international mobility.

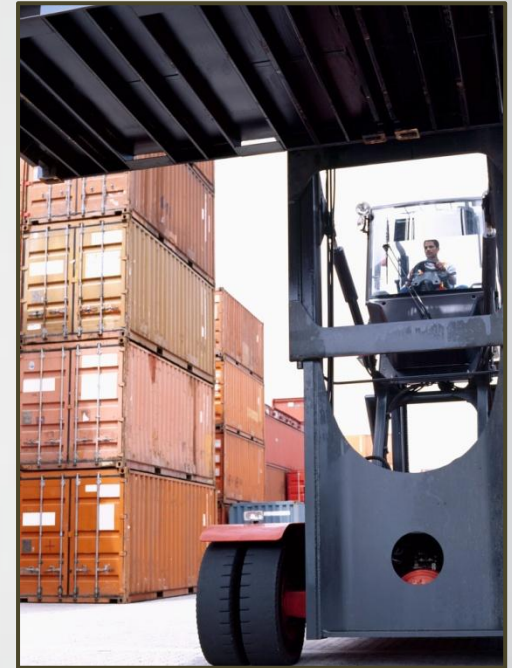
Since 1998

More than **13.500** CVs gathered, about **2.300** enterprises involved, **5.630** unemployed people started an internship

Logistics & Transportation

Involvement of the local logistic and multimodal operators in the assessment of the actual freight transport system (e.g. through some questionnaires) and in the definition of proposals for a new more sustainable model

We're working closely with freight villages and institutions: the Quadrante Europa&ZAI, the Veneto Region, the Ministry of Infrastructure & Transports, etc



Open Innovation

Our aim is to:

- Spread the Open Innovation concepts among local SMEs
- Facilitate the match between business needs and innovative solutions
- Act as focal point between the world of the enterprises and technology providers (research centres, Universities, etc.)
- Horizon 2020 assistance service for SMEs

Dedicated service for the technology transfer needs audit.

Support to match SMEs with investors (public and private) and implement R&D projects



Culture & Territorial Marketing

Support given to some territory-specific sectors (agro-food, furniture, marble, etc.):

- Training sessions about marketing & commercial activities (e.g. doing business with foreign countries, innovative marketing)
- Individual and customized consulting to enterprises that market typical products
- Support to the development and marketing of new products and services
- Support for the participation to National and Transnational Fairs



Green economy & financial services

- Inform and support the SMEs on how to finance their eco-projects, exploiting the opportunities available
- Workshops on the green economy in the tourism sector
- Involvement of young people in green-focused initiatives (vocational guidance and trainings, through seminars and conferences)
- Support for the elaboration of Business Plan to be used by the SMEs to meet investors



EU PROJECTS Experience - 1

Verona Innovazione through its office for European Projects (EU.PROJECTS office) participated in the past programming period (2007-2013) to several international projects thanks to its experiences and competences in the target sectors.



ECO-FUNDING (Programme Med): supporting SMEs on how to finance their projects of energy efficiency and eco-innovation (www.med-ecofunding.eu)



OPEN ALPS (Alpine Space Programme): supporting local enterprises in developing innovative products in an open-innovation context (www.open-alps.eu)

ECHOS in Europe – (ERASMUS + KA1-VET Learner and Staff Mobility): Evaluating Catering and Hospitality Skills for Young Workers and through ECVET certification system.

EU PROJECTS Experience - 2



CULTURAL CAPITAL COUNTS (Central Europe Programme): promoting the intangible cultural heritage and the identity of the local territory in its main cultural expressions (handicraft, culture and agro-food) – www.culturalcapitalcounts.eu



GIFT – green intermodal freight transport (South East Programme): working with stakeholders such as logistic operators, institutions and policy makers to develop initiatives for a sustainable and green intermodal freight transport in corridor V (www.gift-projects.eu)



WOOD 2 GOOD (DG Employment): managing the changes and restructuring in the wood sector, making the wood industry an actor of the green economy (www.wood2good.eu)

**Thank you
for
your attention!**



VERONA INNOVAZIONE