

INVEST IN TUSCANY

AGRIBUSINESS



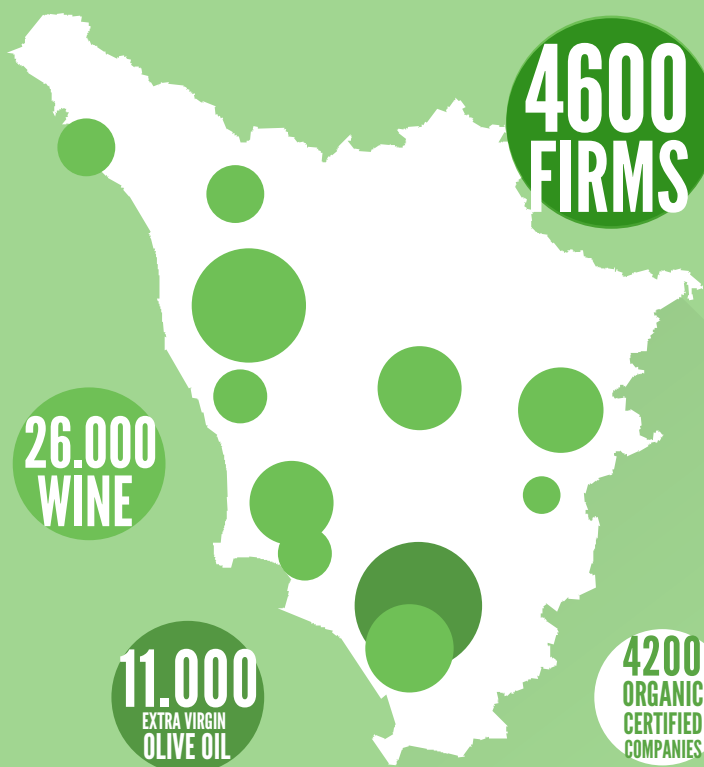
28 PDO&PGI PRODUCTS

10,4% OF ITALIAN DATA

460 TRADITIONAL DISHES OF TUSCANY

10% OF ITALIAN DATA

AN ORIGIN LAND THAT ENSURES A STRONG CONNECTION BETWEEN CULTURE & TERRITORY



23.000 EMPLOYEES

AGRIFOOD INDUSTRIES	12600
WINE	9500
EXTRA VIRGIN OIL	1000

6,4% OF ITALIAN ONES IN AGRIFOOD SECTOR, 1,5% OF TOTAL TUSCANY'S ONES.

52 CERTIFIED PRODUCTS

11 DOCG
41 DOC

INTERNATIONAL LEADERSHIP IN SOME EXCELLENCE PRODUCTS SUCH AS EXTRA VIRGIN OLIVE OILS AND WINE CHIANTI CLASSICO, NOBILE DI MONTEPULCIANO, BRUNELLO, BUT ALSO SUPERTUSCANS SUCH AS SASSICAIA, ORNELLAIA, TIGNANELLO ETC...



OTHER LEADING FACTORS

THE TUSCAN AGRIFOOD BUSINESS MODEL

STRONGLY AIMS TO RESPECT THE ENVIRONMENT AND TO PROTECT ITS TERRITORY

THE REGION OFFERS A WIDE RANGE OF OPPORTUNITIES

EASY ACCESS TO THE EUROPEAN AND NATIONAL MARKET, THE PRESENCE OF THE ENTIRE SUPPLY CHAIN, ITS HIGH QUALITY OF LIFE

TUSCANY COMBINES IN AGRIFOOD DIFFERENT FACETS:

INTEGRATION WITH TOURISM AND CULTURAL HERITAGE OF TUSCANY, TECHNOLOGY INNOVATION WITH TRADITION AND CULTURE