



Regione Toscana

Tuscany, for centuries in the future.

The smart guide to setting
up your business and
investing in Tuscany.



invest in tuscany



Regione Toscana



Imagine an extraordinary land, cradle of revolutionary projects and great ideas. The ideal place in which to invest and make your business grow.



About us

Invest in Tuscany is a network of public partners promoted by the Region of Tuscany in collaboration with municipalities whose aim is to promote Tuscany as a key investment destination and to attract, facilitate and retain investments in the region.

Invest in Tuscany assists investors in setting up and expanding their operations in the region, providing a comprehensive support and complete information on all aspects of establishing businesses or planning equity investments in Tuscany.

Invest in Tuscany guarantees maximum confidentiality on inquiring companies, projects, and specific requests for information.

7 Main Factors for Investing in Tuscany

- 1 A dynamic and diversified economy**
Thanks to a per capita GDP higher than the national and European averages, and a deep-rooted tradition in the production, design, and marketing of Made in Italy products.
- 2 A vast pool of talent**
Ensured by the excellent university system capable of guaranteeing a higher level of education and research than the national average.
- 3 Central location in Italy and in the Mediterranean basin**
Easy access to a large consumer market.
- 4 A regional government "open for business"**
The Tuscan regional system has always shown particular attention to promoting legislation in support of investors.
- 5 Competitive costs**
In the region of Tuscany, the cost of living is highly competitive: costs are lower than the national and European average.
- 6 Key sectors**
An economic environment that includes Life Science, Fashion, Digital & ICT, Yacht Building, Logistics, Agribusiness, Tourism, Smart Industry, Transport & Mobility, and Prestigious Assets.
- 7 An Outstanding quality of life**
In terms of the environment, health, safety, leisure, business, and employment... Tuscany offers a unique cultural and natural environment, perfect for attracting and retaining top talent.





Living in Tuscany

The region of Tuscany has a life expectancy among the highest in Italy.

This results in part in a good state of health due to climate and/or lifestyle aspects, and in part to a successful policy of preventive health care and social services which further contribute to lower mortality rates.

According to the Italian Ministry of Health, the Health Service of Tuscany is ranked first in terms of quality and effectiveness of hospital care. Furthermore, in Tuscany there is the Observatory for Security, established in 2000 under the Special Project "A Safer Tuscany", which aims at providing a cognitive framework of the security conditions in Tuscany in order to improve them.

The great pull for tourists, mainly due to the presence of several historical cities in the region, has also led to a strong presence of leisure activities. In Tuscany, there are more than 390 museums (10% of all of the museums in Italy), a heritage that attracts millions of visitors to the area every year.

Another indicator that helps define a state of wellbeing for citizens is the employment rate. While in the rest of Italy we have been seeing a contraction in labor supply in recent years, unemployment in Tuscany has decreased.

Starting a Business

Thanks to the quality of its regional governance and the efficiency of its public administration, Tuscany offers a business-friendly environment. Invest in Tuscany is the regional one-stop shop promoting the region as a key investment destination. It assists foreign companies with evaluating the opportunities that exist in Tuscany and in the setting-up and expansion of their operations in the region with: information, introductions, and direct assistance throughout the process. All of the services provided are free of charge, confidential, and customized according to the company's requirements.

1 Planning an Investment

Understanding the Local Business Environment

Invest in Tuscany can provide information that helps you understand the local market. We can provide macroeconomic data such as the size of the economy, main sectors, growth trends, international trade and more. We can also provide detailed information on tax and business regulations, skills, education and research programs, labor law, investment opportunities, operating costs, infrastructure, support services, incentives, etc.

Preparing a Business Plan

We can grow potential by helping to prepare a business plan. We provide data on business costs as well as information that compares Tuscany with other locations in Italy.

Visiting the Market

Whether you need to meet local authorities, service providers, or potential partners, we can help you arrange a get-to-know visit with a customized agenda.

2 Setting up in Tuscany

Select a Site

We can help you identify locations that suit the specific needs of your project. We have information on industry clusters, business incubators, and technology parks, along with a selection of privately owned properties. We can organize site visits and support you during the evaluation process.

Incentives

We can develop personalized information reports about European, national, and regional incentives available for establishing a new business unit in Tuscany.

3 Growing Your Investment

Obtaining Permits and Permission to Operate or Expand

We can fast-track the administrative process with introductions to the public and private bodies involved.

Expand Your Business

Tuscany has an excellent research and development infrastructure. We can facilitate connections with local research and development institutions through the organization of "technology matchmaking" events.

Improving Your R&D

We can provide support in identifying potential partners through business matching services and the organization of business networking events.



Planning and Approvals | Immigration

We can facilitate and assist with regulatory approval processes and introduce you to national and local authorities. We can facilitate and assist in obtaining Italian visas and residence permits.

Hiring Staff

We can provide data on skills and the labor market, including average salary costs. We can introduce your company to local training institutions and local recruitment firms.

Introduction to Service Providers

We can facilitate introductions to local service providers (lawyers, accounting firms, recruitment agencies, real estate agents, etc.).

Making Connections

We can facilitate connections with potential business partners, industry groups, universities and technical institutes, research centers, and technology transfer units.



Key Sectors



Agribusiness

It is the union of unique areas, ancient knowledge, and innovative paths that has led to the birth of the extraordinary quality of Tuscan agrifood products.



Yacht Building

Number one in Italy for companies active within the territory and business volume and second for the number of moorings, nautical Tuscany is a hotbed of opportunity.



Fashion

The land of fashion production: since time immemorial the Tuscany of style has been synonymous with creativity, innovation and Made in Italy craftsmanship.



Tourism

The tourism offering of Tuscany knows no equal. We find ourselves in a territory that is ideal for all those who decide to invest in the area of tourism.



Digital & ICT

Thanks to the continuous collaboration between companies, research centers, academies and the public administration, Tuscany is a leading region in innovation in the ICT sector.



Smart Industry

A strong connection between companies, universities, and public institutions. Clear capacities in sectors such as industry 4.0, research, and development.



Life Sciences

A land of research and innovation from time immemorial, Tuscany is the headquarters of the Technological District of Life Sciences, a construct of excellence at international level.



Transport & Mobility

Transport and mobility are strategic factors for a territory that is projecting into the future. And it is in this direction that Tuscany may be counted among the regions of Italy at the cutting edge in this sector.

Agribusiness

Worldwide Quality and Excellence

Is there anyone in the world who has never heard talk of the full and unmistakable flavor of Chianti Classico? Or who has not been left enchanted by the intense, fragrant scent of extra virgin olive oil born of the green hills of Tuscany? Certainly not. It is the union of unique areas, ancient knowledge, and innovative paths that has led to the birth of the extraordinary quality of Tuscan agrifood products. Wine, olive oil, coffee, dairy products, and cold cuts are just some of the noble ambassadors of Tuscan gourmet delicacies that are famous throughout the world. A sector with its strength deeply rooted in history, yet without losing sight of the future of production technology.

In Tuscany, the area dedicated to organic agriculture exceeds a hundred thousand hectares, and there are more than four thousand organic farm operations registered in our regional register. Thanks to the broad range of agrifood products that are certified as PDO (Protected Designation of Origin) and PGI (Protected Geographical Indication), the region of Tuscany makes up 10.4% of the certified production in Italy. The accessibility to raw materials combined with the recognizability of the Tuscany brand throughout the world make this region the ideal place to locate an entrepreneurial activity dedicated to the production and sale of top quality agrifood products.



A land of origin that ensures a strong connection between culture & territory and its opportunities

27,000
Firms

57 K
Hectares of vineyards

2.7 M
Hectoliters of wine produced

 **4,200**
Organic Certified Companies

-  Wine
-  Extra virgin olive oil

43,000
Workforce

 **2.47 B**
exports in euro

 **12 %**
on Italian wine export

 **6,1 %**
share on Italy agrifood export

31
PDO & PGI Products

460
Traditional dishes of Tuscany

58
Certified products

14,800

Firms

● Exhibition
Centers

● Outlets

12.5 B
euro exported
in 2017

22 B
euro revenues
in 2017

20 %
of Italian revenues in fashion
in produced in Tuscany

103,000

Workforce

22%
of total fashion
workforce in Italy

 6,100
Clothing

 5,000
Leather & Tanning

 2,385
Textiles

 1,450
Jewelry

Fashion

Creativity and made in Italy

Gucci, Salvatore Ferragamo, Roberto Cavalli, Enrico Coveri, Stefano Ricci, Patrizia Pepe. . . these are all world-famous brands with a common origin: they were all born in the cradle of the Renaissance. Since time immemorial, the Tuscany of fashion has been synonymous with creativity, innovation, and Made in Italy craftsmanship. Because of this, and also thanks to the possibility of finding a complete production chain in the region – which is famous for, among other reasons, its leather works – big international groups such as Richemont, Céline, Balenciaga, Burberry, Montblanc and Luis Vuitton have chosen to invest here, in Tuscany.

The land of fashion production, Tuscany boasts the presence of various production districts and a strategic chain of suppliers of the highest order for all those operating in the fashion and design sectors. Florence has the highest concentration of institutions and international academies dedicated to design. It represents a center of excellence recognized for its attitude toward experimentation and for a deep competence in the sectors of industrial and artistic design. In particular, it is the location of prestigious universities and academies such as the European Institute of Design, University of Florence Design Campus in Calenzano, Polimoda, Italian Leather Goods Institute, and the Italian Design Academy, Istituto Marangoni.

Tuscany plays a vital role
in creating a mark of
recognition for Italian
design abroad



Digital & ICT

Innovation Community and Tech District

For centuries in Tuscany, the future has been the guide and inspiration for extraordinary minds. Visionary minds that know how to grasp the long-term view. Today, the native homeland of Leonardo Da Vinci offers a unique concentration of scientific competences in fields such as the technologies of Photonics, Optoelectronics, Telecommunications, ICT, and Space.

The scientific departments of Tuscan universities and the institutes of the CNR have achieved world renown. Tuscany's strength in the sector of information and communication technology lies in its development and cooperation model, characterized by an environment where companies, academia, research centers, and public administration are all closely connected.

Transforming visionary ideas and projects into products with strong commercial potential in the Digital & ICT sector is the mission which guides the work of the regional technological division.

Many international companies have set up their headquarters or their subsidiary in Tuscany

4,300
Firms



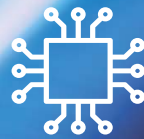
67%
Digital & ICT
36% Software
22% Hardware
35% Services
7% Infrastructure



18%
Optoelectronics
& Photonics



11%
Innovative
service



16,000
Employees



124
ongoing EU
Projects



29 M
euro of EU
contributions



23
projects coordinated
by Tuscan institutions



3
universities
involved in Digital
& ICT R&D

350
Companies

 **37,000**
square meters
of laboratories

 **32**
research
infrastructures

 **4**
business incubators

49,000
Employees

 **17**
National Research
Councils

 **3**
Universities
In Florence, Pisa,
and Siena

 **3**
superior
graduate schools

 **2 B**
euro in exports

Life Sciences

Research and Highly-skilled Talents

Tuscany has always been a land of research and innovation. Ideal for those who wish to realize revolutionary projects and carry out experiments in their core business. It is with the intention of creating opportunities and development that the Region of Tuscany has brought to life the Technological District of Life Sciences. A construct which brings together all of the public and private partners that are active in the sectors of biotechnology, pharmaceuticals, medical devices, nutraceuticals, cosmetics, and ICT that are applied to life sciences.

Thanks to this District, numerous figures can relate to each other, realizing activities that are oriented toward the development of a sustainable economy aimed at the future of society and the planet. Exploiting the results of the research activities, supporting the creation of innovative startups, maintaining the production of a market of ideas, facilitating access to infrastructures and services that are present in the territory for companies, and supporting companies in identifying and anticipating strategic national and international trends are just some of the objectives of the Technological District of Life Sciences.

An ideal location to invest
in Research & Development
operations



Yacht Building

Step on Board the Italian Excellence

Futuristic jewels of the sea – fruit of the labors of a long production chain that runs from design to engine building, from innovation in materials up to the digital – they are the megayachts, the pride and joy of the nautical division of Tuscany.


A creative universe, varied and rich in stimuli, the region's nautical area constitutes a genuine goldmine of opportunity for those planning on investing in this sector. A full ninety out of the 250 megayachts that are registered in Italy were produced in Tuscany, making up 36% of the entire national production.

And the active production chain in the sector offers a broad range of professionalism that is highly specialized in different areas of application. Mechanics, fashion, furnishing, and engineering are just some of the areas that are involved, all of which operate in the region's territory. There are twenty main international shipyards that are active in the nautical sector. Of those, six of them are headquartered in Tuscany. We are speaking of Azimut – Benetti, Sanlorenzo, Overmarine, Admiral Tecnomar, Fipa Group, and Cerri – Baglietto.

A creative, flexible and exciting nautical sector


1,000
Firms


 300 km
of coast

 36%
of the Italian
megayacht
production

 1st Place
for number
of companies

7,000
Employees

 2nd Place
for numbers
of berths: 25,000

 6th
of the world's top
twenty main builders

97 M
Overnights
per year



Top region

for number of five-star accommodations in Italy



180

historical residences



> 7 M
Tourists

> 2 K
Tourists

62,000
Workforce



160 M

euro in wedding tourism

30.9% of the entire national market



18.4 B

euro tourism GDP

10% of Italian tourism GDP



36

restaurants with Michelin stars

Tourism

A World-renowned Destination

Landscapes that take your breath away, like the hills of the hinterlands, or the more than 190 kilometers (120 miles) of sun-kissed coastline. Seven enchanting islands, cities of art that are renowned throughout the world, and picturesque villages. A wide selection of farm holidays and magnificent health spas.

Deluxe accommodation and hotels that are the expression of taste and design. Gourmet dining and precious products of the vine. The tourism offering of Tuscany knows no equal. We find ourselves in a territory that is ideal for all those who decide to invest in the area of tourism or, as a beneficiary, to live out an authentic, moving experience. Always at the peak of classifications and studies within the sector, today Tuscany is synonymous with competence and professionalism of service in the deluxe tourism on offer, in Made in Italy weddings, in experiential wine and dining, in tourism tied to spirituality and wellbeing, and in sustainability applied to travel.

There are numerous factors that compete to establish its primacy in the tourism field, from the wealth of its artistic and cultural heritage to the appeal of its symbol cities such as Florence and Pisa, from its reception capacity for those wishing to get married in Italy to the offering of nature between the sea and the rural hinterlands.

Tourism is a key resource for Tuscany



Logistics

The best location
in the Mediterranean




Two international airports, Florence and Pisa, that cover more than forty destinations throughout the world. A large commercial port, Livorno, with direct connections to the ten major ports of the Mediterranean. A 500 kilometer highway network, 1,400 kilometers of railway, and 1,450 kilometers of regional roads.

A connection with Rome or Milan in just one hour forty minutes, guaranteed by high speed rail connections. Direct and simple access to more than 75% of the national markets, within a radius of 400 kilometers. These are the logistics figures for Tuscany. Thanks to its central location, its infrastructures, and the services which it offers, the region presents itself as a strategic logistical platform in Italy, in the Mediterranean, and in Europe.

6,800 Companies

 **75%**
of the Italian market

 **11%**
of the national total
maritime traffic

 **1,400 km**
of railways

1:30
hour from Florence
to Rome

1:40
hour from Florence
to Milan

The Perfect Logistic Platform and Gateway to the European Markets

Thanks to a modern and efficient network of connections, Tuscany is in continuous connection with the rest of the world. Three highways: the A1 Milan-Naples, which connects Italy from north to south; the A12 Genoa-Livorno, the most direct connection with France; and the A11 Florence Sea which is connected with the other two and to the Florence-Pisa-Livorno highway.

destinations: Galileo Galilei Airport in Pisa and Amerigo Vespucci Airport in Florence, added to which are three smaller airports.

The main port is Livorno, and there are nine other ports of national and regional interest in Capraia, Carrara, Piombino, Portoferraio, Rio Marina, Viareggio, Marina di Campo, Porto Santo Stefano, and Giglio.

The main Italian railway line crosses Tuscany and there are easy connections with Naples, Rome, Bologna, Milan, and Northern Europe. Two airports connect the region with the main airports in Italy, Europe, and other international





Smart Industry

Mechatronic Automation

Great cohesiveness, solidity in relationships, and a gift for internationalization are established in the production of machinery for the sectors that are typical for Tuscan manufacturing, such as paper, leather and furs, and textiles. At the regional level, the accumulation of mechanical companies can be noted (in particular those that are dynamic) along the Arno Valley, as can the connection with other manufacturing operations.

The region is home to numerous small and medium-sized companies. The latter in particular have frequently been acquired by multinational corporations which have recognized in them their dynamism and remarkable capacity for innovation. Completing the picture as a whole is the presence of large international groups, among which are Finmeccanica and Baker Hughes.

Robotics

Italian research in robotics is cutting edge, and the robotics and automation industry is also among the top in the world, both with the production of robots and automated machines and in their use. Tuscany in general, and Pisa in particular, is a center of excellence for robotics.

The region boasts a system of robotics research that has been active since the early 1980s, characterized by deep interdisciplinary connections and recognized today as having absolutely international significance. Tuscany is also third among the regions of Italy for the number of companies that are active in the robotics sector. Within the framework of research and applications, Pisa has acquired an international leadership role in the sector to the point of being considered the city of technologies.

1,593
Companies

5.38%
of the national
total

Smart Industry, University of Pisa
The first doctorate in Italy entirely
dedicated to Industry 4.0.

Chose to Invest in Tuscany
Yanmar, Baker Hughes, Knorr-
Bremse, Pierburg.

26,878
Workforce

3.99%
of the national
total



12.5 B
euro of annual
revenues

6.44%
of national
revenues

159
Companies

4.31%
of the national
total

Chose
to Invest
in Tuscany

Continental,
GKN Driveline,
Magna
Closures,
Pierburg,
Hitachi Rail.

12,000
Workforce

5.63%
of the national
total



3.8 B
euro of annual
revenues

3.33%
of the national
total

Transport & Mobility

Mobility Sector
Automotive, Two Wheels,
and Railway

Transport and mobility are strategic factors for a territory that is projecting into the future. And it is in this direction that Tuscany may be counted among the regions of Italy at the cutting edge in this sector, with intense activity tied to two, three, and four wheels. In the region, historical tradition and internationality live together successfully, as testified by the presence of important multinational corporations in the components field that exist side by side with the historical presence of local automotive supply.

The suppliers of the top level "TIER 1", which is at the state of the art in Tuscany, carry out intense research and development activity in the region, thanks to the presence of top quality human resources, high-level university education, and renowned research centers. Aside from the automotive sector, there are two other clusters present in Tuscany in the area of mobility: the two-wheel cluster that has developed around Piaggio, and the railway zone located around Hitachi Rail.

The mobility sector is strong in the Region of Tuscany, it has characteristics that allow it to position itself at a technological level in some niches with high added value.

Transport and mobility
are strategic factors for
a territory that is projecting
into the future



Prestigious Assets

A Priceless Architectural Heritage

Synonymous with Italian design and style, land of magnificent landscapes and architecture, Tuscany is a region of many treasures. With current real estate assets Tuscany Region has a broad offering of historic buildings and prestigious sites available. Real property of value, where every stone, every detail, every material is a witness to a past that remains timeless. These include Villa Olga Basilewsky in Florence, the former Ospedale del Mugello in Luco di Mugello, and many others to follow.

Real Estate Agricultural and Forest Assets (PAFR)

109,000 hectares of territory, 22 buildings distributed in many parts of Tuscany and 52 complexes.

The Property of the Region of Tuscany

Corso Gramsci 110 in Pistoia, Palazzo Battaglia and Casa Cecconi in Pisa, Former Hospital in Luco del Mugello, and Villa Olga Basilewsky.



4 B
euro of annual revenues

2nd Place
in Italy for investments scheduled for urban development



19.7%
investments by non-Tuscans who have bought homes in the region

Business Locations

Establish, Expand, or Relocate Your Business

Uniquely beautiful and rich in history, Tuscany is a magic region. A mild climate, enchanting landscapes, numerous cities and towns that are the destination of tourists from all over the world, and an absolutely central position makes this region the ideal home for living and as a location for your activity. Through Invest in Tuscany, it is possible to have access to a universe of productive assets and areas to settle for every type of company. Choosing Tuscany means getting access to a vast range of services and opportunities for your own activity, ranging from the manufacturing area to that of technology, from logistics to the research and development sectors. In Tuscany it's possible to find a wide range of real estate and business opportunities. A complete directory of offices, warehouses, hangars, and areas for production use to be purchased or rented.

Tuscany.
Discover a region
filled with
opportunity.



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