

Invest in Tuscany Invest in Values

10 years supporting those
who produce value in Tuscany



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Tuscany, a value worth investing in for the future

Investing in Tuscany means investing in Values. The international groups that have decided to put down roots in our fertile land are perfectly aware of this. They have been producing value in the territory for years and not only in economic terms, but also in terms of social stability, defence and conservation of an ecosystem spread throughout the territory. This is what makes Tuscany a brand name recognised all over the world and it is what we must constantly aim to preserve and renew, now more than ever, in a particularly challenging period for our society.

We are facing an unprecedented public health and economic crisis. We will come out of it by enhancing the value of Made in Tuscany: it will become the lever for our relaunch, a message capable of speaking to the world and transmitting a richness, above all cultural, and a variety of scenarios that only Tuscany can offer.

There is no conflict between large and small companies in our region: each element of the economic system is interdependent upon the others. The key to a fresh start lies in strengthening all the supply chains, promoting innovation, digitisation, the circular economy, the green revolution of the infrastructures and also in preserving the knowledge and products that make us stand out.

Thanks to the 10 years of experience that the Invest in Tuscany regional office has gained, we are able to create synergies between corporate crises and the attraction of new investments. The challenge of the next 10 years is not to preserve uneconomic companies, but to make apparently mature sectors competitive and facilitate re-shoring, meaning the return of businesses delocalised in other countries, thereby taking advantage of the opportunities that every crisis invariably generates.

Eugenio Giani

President of the Tuscany Region



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Tuscan excellence and international investments: 10 years of success

Fashion, Life Sciences, Smart industry, Digital & ICT, Agrifood, Yacht Building, Tourism, Transport & Mobility. These are the key sectors that describe the new frontiers of innovation in Tuscany and in a rapidly changing global context. The protagonists are the global players in the main industrial sectors who - during their journeys of growth and internationalisation - have chosen to stop off in a dynamic region with a great deal of potential.

The 16 companies presented on the pages of this ebook range from robotics to luxury, cybersecurity and pharmaceuticals. They have a fundamental aspect in common: their names, all important and well-established foreign multinationals, have implanted themselves in the Tuscan territory, thanks to the local fabric with its manufacturing and artisan skills, entrepreneurial spirit and sound know-how.

But the stories of these companies are also held together by another important common thread that brings Tuscany closer to the world. This is **Invest in Tuscany, the Tuscany Regional Authority's office dedicated to foreign investors, which has reached an import milestone this year: its first ten years of activity.** Under the aegis of the President of the Region, since 2010, Invest in Tuscany has become the centre of a "virtuous system" that has made Tuscany the **third most important region in Italy**, after Lombardy and Lazio, **for the attractiveness of foreign investments.**

In Tuscany, there are currently **785 companies belonging to 573 foreign-controlled groups** (59% EU, 17% North America, 9% East Asia). At the sectorial level, 29% of them belong to the manufacturing sector and 20% to the wholesale sector. The foreign-controlled companies generate a total **sales revenue** of almost **28 billion euro** and have approximately **62,000 employees**. The top foreign investor is the United States of America (144), followed by France (130) and the United Kingdom (73). However, in terms of sales revenue, France is number one, with over 9 billion euro, followed by the United States (almost 4 billion). France is also in the lead with regard to workforce, with over 20,000 employees.

As the case histories on these pages tell us, Invest in Tuscany is active on several fronts. The main goal is to **attract new investors.**

Tuscany has always been the land where tradition and innovation move forward, hand in hand, mutually strengthening each other. Culture and landscape have transformed this region into a cradle of beauty, excellence, creativity and know-how, all strengths that Invest in Tuscany enhances, turning them into opportunities for foreign investors. In fact, the regional office is responsible for promoting Tuscany abroad on the occasion of international events. With regard to potential investors, it presents itself as a "one-stop-shop" capable of listening to needs, providing information, seeking areas for new installations, coordinating internal and external administrative paths and creating contacts with local partners (suppliers, universities, public bodies). Meanwhile, the **Tuscany Business Advisors**, chosen from among the prominent personalities in the main multinationals already active in



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the area, bear witness, with their direct experience, to the convenience of investing in Tuscany.

Invest in Tuscany also carries out “aftercare” services, an **ongoing activity of contact with the multinationals that have already installed themselves in Tuscany**, in order to maintain and expand existing investments.

In fact, Invest in Tuscany intervenes to manage growth projects and new investments that require reaching agreements and understandings with local administrations and with small and medium-sized enterprises in the area. The regional office's commitment takes the form of intense activity aimed at **promoting special projects, partnerships within the various local production districts and memoranda of understanding with the Tuscan research centres, universities and institutions**. In the last five years, about **40 memoranda of understanding have been signed between the Regional Authority, local administrations and businesses**, aimed at facilitating investments of a productive nature in the region. Locally, collaboration was strengthened by adopting a memorandum of understanding with ANCI (National Association of Italian Municipalities), the Metropolitan City of Florence and the Tuscan Municipalities, for the establishment of a network of assistance for potential investors with over 28 institutional subjects, alongside which there is a similar network of consultancy firms and professionals.

In summary, this is Invest in Tuscany's *modus operandi*, a system that has led to many successful experiences with important effects on the territory: **the spin-offs generated by the presence of these international giants have, over time, led to the growth of the local economy, employment and Tuscany's prestige around the world**.

In this collection of experiences, we have gathered together not only economic data, but also, and above all, stories of how the presence of businesses in Tuscany has developed. Indeed, Tuscany is not only a land of investments, but above all a land that produces value. Today and over the next 10 years.

Saint-Gobain Glass Italia



PISA



“In the most important moments of our company’s history, the Tuscany Region has always been the ideal interlocutor for the choice of the most effective strategies”

Fabio Damonte, DG Saint-Gobain Glass Italia



Innovation and sustainability for contemporary construction, from glass.

In 1889 it was known as the Fabbrica Pisana di Specchi e Lastre Colate di Vetro (the Pisan Factory of Mirrors and Cast Glass Panes). The Compagnie de Saint-Gobain, founded in Paris in 1665 by King Louis XIV, chose Pisa for one of the first stages of its internationalisation.

Today, the French multinational has become a major global industrial group, present in 70 countries, with 27 production units and about 2,200 employees in Italy alone - but the Pisa plant remains the original, historical site, one of the most important in our territory. A significant part of the turnover (€110 million in 2019) is generated by the Tuscan site, which abandoned its 19th century name to become Saint-Gobain Italia.

More than a century later, Pisa and Tuscany continue to offer the same competitive advantages: a strategic geographical position for shipping, close to the port of Livorno, and an institutional, economic and academic fabric that has allowed for important partnerships to be formed, as well as the relaunch of the plant after the deep crisis of 2008 in the construction sector.

The Tuscany Region, through the Invest in Tuscany programme, has supported the investments in the divestment of areas no longer included in the company's plans and has supported the renovation of a float kiln with a new technology capable of high performance and energy savings.

One significant date stands out in the long Pisan history of the group: 1965. In that year, the first Saint-Gobain glass panes were made, the so-called “float”. Since then many things have changed, technology has evolved and - from glass - production has extended to other materials for the construction world through the brands Gyproc (dry systems and gypsum-based plasters), Isover (thermal-acoustic insulation and waterproofing), Weber (pre-mixed systems, plasters and skimming, paints, waterproofing, screeds and glues) and Ecophon (acoustic ceilings, suspended acoustic elements, soundproofing wall solutions).

Saint-Gobain Italia is in fact the result of a series of acquisitions and mergers that over the years have made it possible to diversify production and reference markets.

The most recent acquisition dates back to 2018 when the company Logli Massimo di Prato passed into the hands of Saint-Gobain, allowing it to complete its offer with the marketing of glass fixing systems.

The company's goal in the short to medium term is to become the technological hub of reference for the construction sector, paying the utmost attention to sustainability and innovation. It is no coincidence that Saint-Gobain has been in the prestigious "Derwent Top 100 Global Innovators" ranking for nine years.

Saint-Gobain in Italy

2.200	27	760
Employees	Production sites	Millions of euros of turnover in 2019

Find out about our eco-friendly projects and the most cutting-edge products made in Pisa

Watch the video interview with Fabio Damonte, DG Saint-Gobain Glass Italia.

Our vision: to implement solutions for modern building systems, respecting the environment, safety and well-being of people

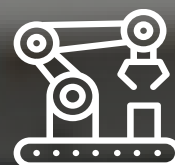
Fabio Damonte, DG Saint-Gobain Glass Italia



Essity



ALTOPASCIO



“Through upcycling, we breathe new life into residues from the food industry, such as citrus fruits, which are processed into raw materials similar to cellulose.”

Ivan Ferrini, Operations Director Italia Global Manufacturing at Essity



Paper made from oranges, for a more sustainable society.

Well-being, circularity, efficiency. These are the three objectives of Essity, a Swedish-based company listed on the Stockholm Nasdaq, a leader in the production of tissue materials such as handkerchiefs, absorbent paper, napkins and toiletries.

Present in Italy since 1983, with some of the most important brands in the sector, Essity settled in Tuscany in the early 2000s, where it now has four production plants. In 2019, the company's global turnover amounted to approximately €12 billion, half a billion of which was generated by the Italian division, which has 900 employees. And it is looking to expand. In the last two years alone Essity Italia has invested €47 million in creating a new centre of excellence for the production of napkins in Altopascio, in the province of Lucca, in the heart of the Tuscan paper district. "The support of the Tuscany Region has been fundamental in completing this ambitious project in such a short time," says Ivan Ferrini, Operations Director Italy Global Manufacturing at Essity.

The relationship with the territory is another key point. "The company has Swedish roots, sustainability has always been at the heart of the way we do business, both for the environment and the community". For some years now, some solutions to reduce the environmental impact of the entire production chain have been being studied. Starting with the development of alternative fibres, which allow the use of less virgin cellulose. For example, through upcycling of residues from the food chain. "Citrus peels are processed to become a raw material similar to cellulose, suitable for paper production," Ferrini explains. Since 2015 Essity Italia has cut groundwater consumption by 20% and CO2 emissions by 11%. "We will continue to invest in pursuing a circular economy model," he adds.

Another challenge, no less complex, is the one launched on the cultural front, through awareness campaigns aimed at breaking down the taboos surrounding hygiene products for women and older people. Through to the most recent campaigns for proper hand cleansing, spread worldwide in times of pandemic by Covid19.



The group has set itself the concrete objective of improving the well-being of 2 billion people every day by 2030. On the other hand, the name Essity derives from the fusion of the terms “essential” and “necessity”: responding to hygiene and health needs is essential, but the road to a better quality of life also passes through greater awareness.

“Tuscany is strategic for the production of tissue paper.

Essity timeline

1929 • 1975 • 1983 • 2002 • 2017 • 2019

Foundation in Sweden, under the name of SCA	Acquisition of the Mölnlycke company, already active in the hygiene sector since 1849	Arrival in Italy	Acquisition of production facilities in Tuscany	Establishment of Essity as an independent company from SCA, listed on the Nasdaq in Stockholm	Inauguration of the centre of excellence in Altopascio
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Find out more about the Essity universe

Watch the video interview with Ivan Ferrini, Operations Director Italy Global Manufacturing at Essity

The support of the Tuscany Region has been fundamental to achieve ambitious goals in such a short time frame

Ivan Ferrini, Operations Director Italia Global Manufacturing at Essity



Liberty Magona



PIOMBINO



“Over 80 hires under 25 and €10 million invested: a big gamble in an uncertain economic scenario, but that is starting to bear its first fruits.”

**Giovanni Carpino, Managing Director
of the Liberty Magona plant in Piombino**



LIBERTY



Young people, the environment, the future: the goal of sustainable steel.

Some places have shaped the history of Italy, and still bear the signs of it. With all the responsibility that comes with it. Liberty Magona is one of those places. The historical gate still bears the inscription Magona d'Italia, the original name of the factory, founded in 1891 as the only tin plate producer in the country.

Today, Liberty Magona is one of the most qualified producers on the European steel scene, leader in thin galvanised and pre-painted rolled steel products, ready to launch itself on the world market. It has a production capacity of 700 thousand tonnes per year of rolled steel products, mainly for the construction, industrial, household appliance and automotive sectors, and more than 500 employees. Not all the way here was smooth running.

Listed on the stock exchange for almost a hundred years, in 1998 it was acquired by the Usinor group, Europe's leading steel manufacturer. In February 2002 it became part of the Arcelor Group, later ArcelorMittal. However, this solution was not an ideal fit for Magona di Piombino. The period was particularly difficult, marked by labour disputes and production that struggled to stand out in the universe of the world's leading steel manufacturer. Then the pickling plant shut down in 2012. The same plant came back into operation in July 2020, thanks to a €10 million investment that was also used to restart varnishing and hire over 80 employees, all under 25.

This decisive action was a sign of a change of direction. In fact, on 1 July 2019, the company became part of the Liberty Steel Group of GFG Alliance, a globally integrated steel group that brings together its assets along the steel supply chain, from the production of liquid steel, raw and recycled materials to high-value precision engineered steels.

It has a capacity of 18 million tonnes, more than 200 production plants worldwide in 10 countries, over 30,000 employees, and it is a leader in the sustainable steel sector.

Young people, the future, and the environment are the three key words that marked the opening of a new drive in Piombino. While attention to the environment is nothing new in these parts - as shown by the active interventions over the years to use sea water in production, desalinating it instead of drawing on well water - the objective shared by the entire Group is to become Carbon Neutral in 2030.

Starting with the conversion of the roofs of the Magona into surfaces for the production of electricity, thanks to the installation of the latest generation photovoltaic panels.

Liberty Steel Group

Locations	Sectors
Liberty Steel s blast furnaces, plants, service centres and distribution sites are located in the United Kingdom, Europe, Australia, the United States and China	Construction, Energy, Aerospace, Automotive, Infrastructure

Find out about Liberty Magona’s eco-friendly projects

Watch the video interview with Giovanni Carpino, Managing Director at the Liberty Magona plant in Piombino

There has always been a positive relationship with the Tuscany Region, based on exchange and support in a very delicate phase.

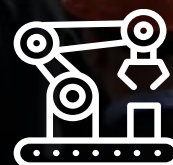
Giovanni Carpino, Managing Director of the Liberty Magona plant in Piombino



INEOS



ROSIGNANO SOLVAY (LIVORNO)



“What INEOS particularly appreciated here in Italy was the presence of a structure, Invest in Tuscany, able to mediate between the needs of the business and the country’s governing authorities”

Andrea Vittone, CEO of the INEOS Rosignano Solvay plant



Plastic is getting greener

Can there be an eco-friendly plastic? The first thing you learn when you enter the universe of INEOS, the world leader in industrial chemistry polymers, with English “head” and headquarters in Switzerland, is that there is more than one type of plastic. Or rather, there are many materials that in the collective imagination are associated with the word plastic, and that plastic is often sacrificed at the altar of the environment. Forgetting that it is not the material that is responsible, but the use you make of it. So yes, there can be such a thing as an eco-friendly plastic. This is something that INEOS Manufacturing Italia has been working on for years. The Rosignano plant, located in the historic Solvay industrial park, was acquired in 2005 - the Group was founded in 1997 by the chairman and main shareholder Jim Ratcliffe, in Rosignano - and works solely for the production of high-intensity polyethylene (HDPE). The main market is for bottle caps (55% of production), but HDPE can be used in a wide variety of applications, from cables to fabrics, from cartridges to sanitiser bottles, which we have become familiar with recently.

“What INEOS particularly appreciated here in Italy was the presence of a structure, Invest in Tuscany, which mediates between the needs of the business owner and the country’s governing authorities,” says Andrea Vittone, CEO of the Rosignano plant. The Tuscan site is also the only one in the group that houses the company’s Research and Development department. This is where Recycl-IN was first created, a product that is the result of research into the creation of a circular economy.

It looks like a common plastic granule, but it is much more than that: it contains at least 30% of recycled product, added with high performance polymers developed, studied and produced in the Rosignano plant. The aim is to increase the percentage of recycled product, while maintaining the same characteristics of the original product. A system capable of extending the life of plastics potentially indefinitely. However, INEOS is better known to the general public for its contribution to sporting activities than for its core business: it sponsors the Mercedes team in Formula 1, a cycling team participating in the Tour de France and a football team, as well as promoting one of the most watched events of 2019, the INEOS 1:59 Challenge, a marathon that allowed Olympic champion

Eliud Kipchoge to break the two-hour wall thanks to considerable teamwork.

INEOS is a very team-oriented company: every year the company makes its employees aware of the achievements of the great athletes and encourages them, for example, to cover the same kilometres as the Tour de France stages. As a team, of course.

The Rosignano site

2019 figures 186 Employees

57 Years of experience
producing HDPE

30 Millions of
turnover

150.000 Tonnes of HDPE produced and
sold

The Group

23.000 employees

60 millions tonnes
produced

183 sites in 26
countries

Discover the potential of HDPE, the ever more eco-friendly plastic

Watch the video interview with
Andrea Vittone, Managing Di-
rector of the INEOS Rosignano
Solvay Plant

We aim to provide our customers with
plastic material with high percentages of
recycled product while maintaining the
same characteristics and performance as the
original product.

**Andrea Vittone, CEO of the INEOS Rosignano Solvay
plant**



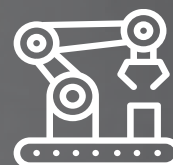
Solvay



ROSIGNANO

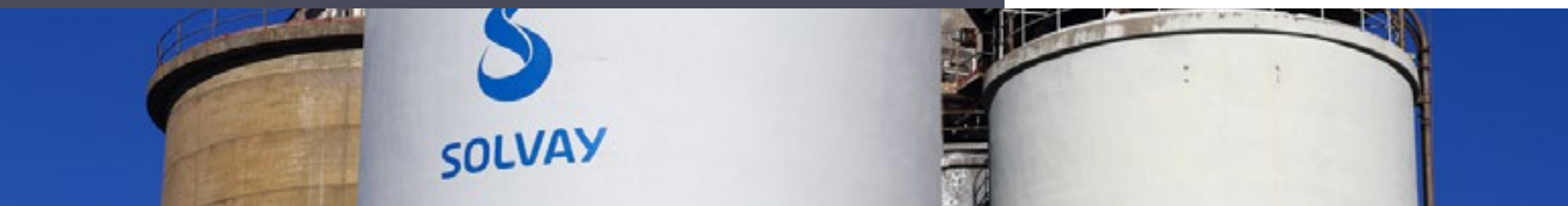


SOLVAY



“The biggest challenge for the next 10 years is sustainability. Environmental, economic, and social”

**Raffaele Calabrese De Feo, Public Affairs Director,
Solvay Italia**



In Tuscany and in the homes of Italians for 100 years - but there is much more than just baking soda

In Italy if you say Solvay the first thing that comes to mind is sodium bicarbonate. With more than 24,500 employees in 64 countries, the Solvay Group is a world leader in specialty chemicals: much more than the multi-purpose powder in the kitchen cabinet of nearly every home.

Solvay has been present in Italy since 1912, the year in which the foundations of the Rosignano Park were laid, not far from the sea. Here, at the beginning of the last century, everything was designed and built to be functional and efficient: the park itself had a furnace inside it capable of producing the brick requirements of what became a citadel day after day and year after year. This was accompanied by a theatre designed for employees' leisure, the Solvay Rowing Club, the management centre and new production spaces. Today that same Industrial Park is a reference point in the chemical field worldwide, producing and exporting fundamental chemical products for many innovative industrial sectors and special high performance plastics for hi-tech markets. It actively participates in the pursuit of a circular economy, working towards the development of a cleaner and cleaner technology, starting from the recovery of salts for the abatement of acid fumes, the optimisation of the use of water, up to the new steam-energy co-generation plant, built with the collaboration of public institutions.

“The relationship with Invest in Tuscany has been very proactive - says Raffaele Calabrese De Feo, Director of Public Affairs at Solvay Italy - and has allowed us to solve some strategic problems”. Such as the reduction of energy production costs through solutions that reduce emissions while remaining competitive.

Still in the field of circular economy, the Rosignano plant has developed a process that allows the reuse of CO₂ emissions, captured and suitably filtered to be re-introduced into the production cy-

cle. "The biggest challenge for the next 10 years is sustainability: environmental, economic, and social", explains De Feo. This is what the Solvay Group will continue to work on. Hi-tech applications represent another area of investment: today in Rosignano, hyper-pure hydrogen peroxide is produced for the electronics markets. Solvay also has two other plants in Tuscany: in Massa, focused on electronics, and in Livorno, specialised in the tyre sector.

The Solvay Group

1863	64	115	24.100
Foundation in Belgium by Ernest	Countries	Sites	Employees
	10,2	Billions of euros of turnover in 2019	

Discover all the sectors in which the Solvay Group operates

Watch the video interview with Raffaele Calabrese De Feo, Director of Public Affairs at Solvay Italia

It is important to work together with local structures, such as the Port of Livorno, for example: logistics is fundamental for our business.

Raffaele Calabrese De Feo, Public Affairs Director, Solvay Italia



Baker Hughes



FLORENCE



“Being in a region like Tuscany means being part of a solid economic and entrepreneurial system, which is essential for our business”

Davide Marrani, Vice President Supply Chain at Baker Hughes



A global company at the service of energy and industry

The signs change, but the historic headquarters of the Nuovo Pignone in Florence remains a fundamental point of reference in the map of Tuscan industry, able to attract investment thanks to a 170-year history and deep-rooted skills in the engineering and energy sector.

Today, the plant bears the name of Baker Hughes, the American technological giant, leader in the design and production of turbo-machinery and compressors for the Oil & Gas market. Listed on the NYSE, active in more than 120 countries with over 60,000 employees and a turnover of \$23.838 billion, Baker Hughes has focused most of its Italian-based activities in Tuscany.

“In this region, experience is combined with a strong drive for innovation and a fruitful public-private relationship that generates important synergies,” explains Davide Marrani, Baker Hughes Vice President Supply Chain. In 2016, thanks to the support of the Region of Tuscany and Invest in Tuscany, these synergies resulted in the Galileo project, a five-year investment plan aimed at creating a global centre of excellence for the development of gas turbines and compressors with innovative digitisation technologies, in line with Industry 4.0 guidelines.

In fact, Baker Hughes has established the global headquarters of one of its four main businesses, the Turbomachinery & Process Solutions (TPS) business, at Nuovo Pignone. Around 4,000 people work here, divided between the Research and Development centre, with over 1,000 highly specialised engineers, and the iCenter, for remote monitoring and diagnostics of machines installed at Baker Hughes' customer sites worldwide.

This is where the innovative “NovaLT12” turbine, which can be powered by a mixture of hydrogen and natural gas, was created and which will be installed in the Snam booster plant in Treviso. The NovaLT12 technology was also chosen by the Tuscan company Lucart for its new high-efficiency co-generation plant recently started up at the Diecimo plant”.

Alongside the Florence site, the company also has the Avenza site for the assembly of industrial modules and the Massa centre of excellence, which houses the largest Baker Hughes test facility in the world. At Massa, tests were carried out on the LM9000 aero-derivative gas turbine, the most powerful and efficient in its class, capable of significantly reducing NOx emissions and producing a lower environmental impact.

Creating increasingly efficient, low-emission technologies is one of Baker Hughes' main objectives in Tuscany, which goes hand in hand with its commitment to become a zero-emission company by 2050.

Financial data (2019)

Baker Hughes (global)

Orders	Turnover
26,973	23,838
Billions of dollars	Billions of dollars

Turbomachinery & process solutions

Orders	Turnover
7,947	5,536
Billions of dollars	Billions of dollars

Discover the recent goals achieved in Tuscany in terms of eco-sustainability.

Watch the video interview with Davide Marrani, Vice President Supply Chain at Baker Hughes

Baker Hughes is reducing its impact by implementing low-carbon technologies to help customers achieve their environmental goals.

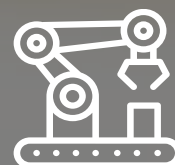
Davide Marrani, Vice President Supply Chain at Baker Hughes



Eli Lilly



SESTO FIORENTINO (FLORENCE)



“In an increasingly complex world, the pharmaceutical sector needs effective and efficient logistics. For this reason, we are working with Invest in Tuscany on an extremely innovative project known as Toscana Pharma Valley”

Cristiano Demolli, Eli Lilly plant manager in Sesto Fiorentino



Logistics, experimentation and sustainability: these are the growth drivers for the Tuscan campus of the Indianapolis pharmaceutical giant

Eli Lilly's headquarters in Sesto Fiorentino is the flagship of the American multinational drug company, born 140 years ago in Indianapolis, as demonstrated by the parent company's uninterrupted investments in the site: over €600 million just in the last 10 years. Most of this investment was used to inaugurate the new production plant in 2009, the result of the conversion and expansion of the historic site built in 1959: it is now one of the most innovative Italian centres for the production of drugs for biotechnology, specifically insulin from recombinant DNA. Today the plant produces 50% of the world's total Lilly insulin and 65% auto-injectors of an innovative drug for type 2 diabetes, benefiting over 6 million patients in about 70 countries, both in Europe and beyond.

A further €100 million will be invested for further expansion in the nearby area occupied by the Enriques Agnoletti scientific high school, allowing the company to expand its production and employment. This operation took place with the support and coordination of the Tuscany Region. Also, together with the regional administration and the Invest in Tuscany programme, Eli Lilly is carrying out the ambitious project called Toscana Pharma Valley, a high-tech platform that will reduce transport costs and improve logistics for the import and export of medicines and raw materials. This objective involves all the giants of the Tuscan pharmaceutical district, such as GSK and Molteni, in order to create a network and without losing the competitive advantage they already have.

For a company like Eli Lilly, which exports 98% of its pharmaceuticals and aims to make them increasingly available worldwide, logistics is everything. The multinational is active in four research areas - diabetology, immunology, neurology and oncology - with a view to increasing the number of people reached six-fold by 2030.

For this reason, Eli Lilly focuses strongly on experimentation. Globally, investment in research and

development in 2019 was approximately \$5.5 billion (\$5.595 million), or 25.1% of sales. Particular attention is paid to therapeutic areas where health problems do not yet have effective responses, such as neuro-degenerative and oncological diseases. However, Eli Lilly could not fail to commit to the fight against Coronavirus: the pharmaceutical company is in fact testing new drugs, one of which has already received approval from the FDA for use in emergencies as a treatment for patients suffering from Covid19.

Eli Lilly worldwide

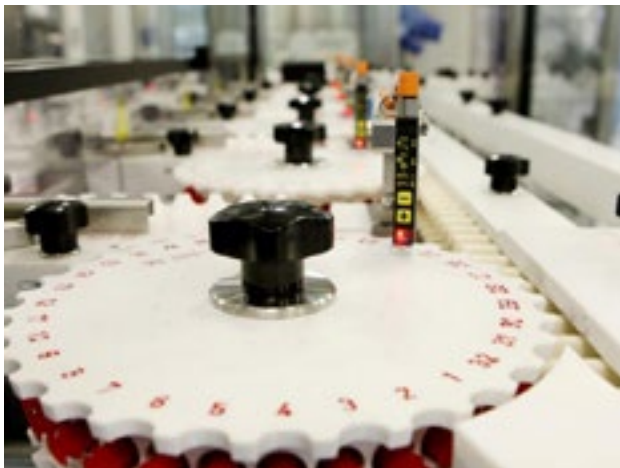
33.000	120	55	Countries where clinical research is conducted
Employees	Countries	8	Research and development centres
22,32		8	Production sites
Billions of turnover			

Discover the history of the Sesto Fiorentino site, the projects carried out with the Tuscany Region and our environmental responsibility

Watch the video-interview with Cristiano Demolli, director of the Eli Lilly plant in Sesto Fiorentino

Tuscany offers us the opportunity to work in partnership with the many public and private companies in the area: for each Lilly employee there are six more thanks to the induced activities that we generate

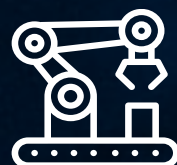
Cristiano Demolli, Eli Lilly plant manager in Sesto Fiorentino



Körper Tissue

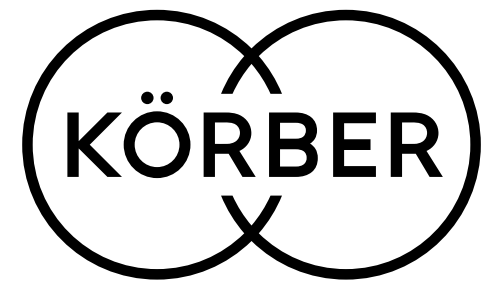


LUCCA



“It all began in Tuscany, in Europe’s leading paper district, the best context for attracting investment and developing innovative products.”

Oswaldo Cruz Junior, CEO of Körber Tissue



The Tuscan technology that has been making global tissue valleys “go round” since 1966

The district strategy always pays off. And the success story of Fabio Perini, recently acquired by Körber Tissue, is proof of this. In the heart of the Tuscan Tissue Valley, between the provinces of Pistoia and Lucca, this company designs and manufactures the machinery used by the paper industry to cut, emboss, wrap and package the most varied types of paper for hygienic and domestic use.

It was a brilliant intuition to invest in converting mother reels into rolls of toilet paper and kitchen towels, and something that could only come about in Tuscany, where the most important paper production cluster in Europe is located.

Starting from a small company, Körber Tissue achieved a turnover of €280 million in 2019. Today it is an industrial giant, controlled by the German group Körber, and well integrated in the territory not only because its most important clients are located here, but also because institutional relations with the Tuscany Region and the world of research have enabled important partnerships and facilitated investments and projects to develop new machines that are increasingly efficient and environmentally friendly. The latest addition is called Constellation™: five years after its launch on the market, it achieved the important goal of 100 lines, sold to around 40 clients across 5 continents.

Körber Tissue machines, created in the headquarters in Lucca, go all over the world: the company has a 40% market share and is the leader in Europe and South America, with 50 and 90% of the converting machine market respectively. All thanks to their production, which has managed to diversify over time to cover the various needs of the paper industry. In addition to converting, the company also handles packaging and interfolding (which allows the sheets to be pulled one after the other).

On the subject of speed and respect for the environment, Körber Tissue reacted to the 2020 pandemic by patenting a technology to adapt toilet roll machines to the production of low cost “tear-off” mask rolls made of bamboo-based, non-woven and therefore compostable, tissue.

Körber Tissue worldwide

					
Lucca, Bologna, Italy	Doral Florida U.S.A.	Green Bay Wisconsin U.S.A.	Joinville Brazil	Shanghai China	Shizuoka Japan

Discover the
most innovative
products and
target markets of
Körber Tissue

Watch the video interview with
Oswaldo Cruz Junior, CEO of
Körber Tissue

We support our customers with exceptional
solutions, an active approach to market
challenges and an unparalleled worldwide
presence

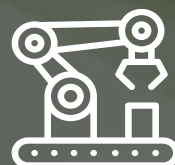
Oswaldo Cruz Junior, CEO of Körber Tissue



Trigano



POGGIBONSI,
SAN GIMIGNANO,
BARBERINO TAVERNELLE
(SIENA)



Italy is a major player in motorhome production: the third largest European manufacturer in terms of volume after Germany and France

Mr. Paolo Bicci, MD of Trigano

TRIGANO



From Siena to Europe, the motorhome industry is not stopping: new hires and new markets

During the pandemic, the old saying that every crisis hides an opportunity has become a bit unpleasant. Yet if you were to take a tour in the Camper Valley of Italy, between Florence and Siena, where a third of the vehicles sold in Europe are made, you'd have to concede that there is a reason why popular wisdom exists.

After lockdown, the motorhome sector saw a significant increase in demand, so much so as to rebalance the trend in vehicle registrations and close the season with unexpected results. The post-lockdown period saw significant volumes of new registrations, so much so that the first 10 months of 2020 were better than the same period of the previous year. Other European countries have also recorded similar increases, due to a new "vision" of the motorhome as a safe vehicle.

The virus has driven a rediscovery of "free tourism" as safe tourism, opening up new markets with respect to the traditional clusters (families with small children and older couples). "More and more young people are becoming interested in motorhomes", confirmed Paolo Bicci, MD of the companies of Trigano Italia, a leader in the sector operating for over 30 years, with a market share of over 50% in Italy (considering all the Group's brands) and a strong vocation for export, which accounts for 80% of sales. Part of a large family with headquarters in France, the Trigano Group companies now employ 1500 people in Italy, of which about 900 in the production centres of the companies in Tuscany.

Approximately 80% of Trigano production in Italy is exported and represents 40% of Group sales in Europe (mainly Germany, Great Britain, France, Belgium and Northern Europe). Two thirds of the vehicles made in Italy are produced just a few kilometres from Siena. In recent months a new trend has appeared on the global market: "The segment of smaller vehicles, particularly vans, is the fastest growing: there is an increasing trend towards replacing the second car with multi-purpose vehicles. Holidays in freedom and contact with nature now fit the values in demand among a younger

group than traditional clusters," adds Bicci. The general growth in demand is driving Trigano to make new investments: new hires are expected at all plants from January 2021. Acting quickly is crucial in a market as variable as the motorhome one. Trigano's recent history demonstrates this: in 2017, following an intense investment programme that led to the hiring of around 200 people, the company managed to achieve a significant increase in production capacity. "Thanks also to the support of Invest in Tuscany, which was fundamental for resolving a number of bureaucratic issues," said the MD, "12 months after the decision to invest, we have achieved our goal, even surprising our French president".

The Trigano Group — — — — —

700

Millions of euros of turnover of the Trigano Group in Italy

8735

Employees worldwide

63

Production sites in Europe

25

Brands

1500

Employees in Italy

3rd

Trigano Italia is Europe's largest motorhome manufacturer

Discover all the Trigano's figures and innovations

Watch the video interview with Paolo Bicci, Managing Director

Thanks to the support of Invest in Tuscany, in 12 months since the decision to invest, we have achieved our goal, even surprising the French parent company

Mr. Paolo Bicci, MD of Trigano



Venator



SCARLINO (GROSSETO)



“The Scarlino plant is one of the group’s centres of excellence, both in terms of plant technology and the professionals who work there. Factors that led to the development of a highly innovative pigment in less than a year”

Francesco Pacini, Director of the three European Venator plants

VENATOR



From pollution-eating paints to carbonated drinks: inside the factory of the most sophisticated pigments

A world in colour, but with high energy performance. Altiris® is a pigment capable of reflecting light in order to keep buildings cooler in the summer and consequently reduce the electricity consumption required for air conditioning - it was first created in Scarlino, in the province of Grosseto. This technical result was achieved in less than a year, thanks to the advanced professionalism of the team and the technology developed in the Grosseto Venator plant.

The plant has been producing pigments since 1972 and is now the most important plant in the province, employing 400 people, both direct and indirect. Here, 80,000 tonnes of Titanium Dioxide are produced every year, a white pigment with special opacity and reflectivity characteristics that make it indispensable in exterior and interior coating paints, inks, plastic but also household appliances, through to the cosmetics and pharmaceutical industries. It goes into catalysts and products used to reduce environmental pollution, such as that produced by traffic: thanks to Titanium Dioxide, you can make paints capable of absorbing pollutants and making the air more breathable. During the pandemic, moreover, Titanium Dioxide has proven very helpful for creating easily sanitised paints applied in healthcare facilities.

Another way of working together, at a particularly challenging time. “We are particularly proud of our relationship with the territory,” says Francesco Pacini, Director of the three European Venator plants: “85% of the employees in Scarlino come from the province of Grosseto. With over 4,000 employees worldwide, headquarters in the UK and shares listed on the New York Stock Exchange, Venator is one of the world’s largest chemical companies specialising in the production of pigments and chemical additives.

The products made in Scarlino are mainly intended for the European market, but also for the United

States and Asia. But the materials co-produced by the Titanium Dioxide production process also have their own itinerary: if talking about the circular economy today is trendy, some people give a more concrete meaning to these words. In Scarlino, work is already underway on the principle of no waste. Here, even the CO2 produced - very pure - is captured and brought to the liquid state.

Destination? Carbonated drinks: the CO2 is sold to a specialised company which owns about one third of the CO2 market in Italy for this application. Iron sulphate and chemical gypsum, on the other hand, are used in the construction and agriculture.

All the areas in which Titanium Dioxide is used

Indoor and outdoor paints
Plastic
Textiles
Paper manufacturing

Inks
Construction
Pharmaceuticals
Cosmetics

Find out more about the most ductile pigment in the world

Watch the video interview with Francesco Pacini, Director of the three European Venator plants

The Tuscany Region is supporting us in the development of our sustainability strategy: we have recently signed a protocol for the circular economy

Francesco Pacini, Director of the three European Venator plants



Vitesco Technologies Italy



FAUGLIA (PISA)



“Together with Invest in Tuscany, we are creating a territorial network of companies operating in the electricity and hydrogen business to complete our green transition.”

Riccardo Toncelli – Plant GM

vitesco
TECHNOLOGIES



The future of the automotive sector is electric. The province of Pisa can become a reference point.

For a leading company in the automotive sector, specialising in the production of hydraulic components for internal combustion engines, deciding to completely leave the business and embrace an electric future is not an easy choice. Even less so if the green transition is combined with one of the most serious pandemics in human history. Nevertheless, these are the situations when the decision is made to make history.

So Vitesco Technologies, the Powertrain division of the Continental group, which is already moving towards full autonomy, has decided to say goodbye to its more traditional and solid business to devote itself solely to the development of a high-performance and clean technology. This is a major challenge, undertaken with the intention of involving most of its plants around the world, including the Pisa plant, which includes the Fauglia and San Piero sites.

Today the Pisan hinterland aims to become a national reference for electricity and hydrogen, also thanks to the network set up by Vitesco Technologies in the area. “Working with Confindustria, we are constantly in contact with the University of Pisa and other high-level academic institutions in the area,” says Riccardo Toncelli, GM of Vitesco Technologies Italy, “as well as innovative start-ups and SMEs that help us to develop advanced technology projects. The ability to work nimbly with local companies is a plus that is also recognised by the parent company”.

We have signed several protocols over the years with the Tuscany Region, the most recent of which provides funding for specific training courses in collaboration with the University of Pisa to acquire skills related to electric motors, for 100 engineers and mechanical technicians. Through Invest in Tuscany's services, we also plan to strengthen industrial collaborations with the network of high-tech companies operating in Tuscany, identifying new players to set up new synergies.

"Moreover, we have recently discovered that the territory of Pisa has a lot of companies operating in the hydrogen sector", adds Toncelli, "with whom we hope to establish partnerships that can prepare us for a subsequent transition to Fuel Cell applications. The Region has also committed itself to accompany the process of conversion to sustainable mobility through a working group at the President's Office, with a focus on industry 4.0 and the involvement of other public bodies, starting with the Ministry of Economic Development".

In the meantime, the Pisa plant is working at full speed. "We were strongly affected by Covid during the April lockdown," said Toncelli, "and it took some time to reopen. Since September, however, the number of requests has literally exploded".

Vitesco in numbers

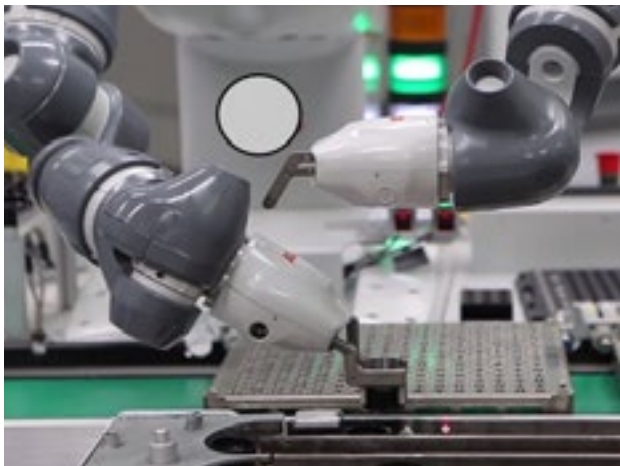
50	40,000	7,8
Sites worldwide	Employees	Billions of euros in sales in 2019

Find out more about Vitesco

Watch the video interview with Riccardo Toncelli, Plant GM

We have continuous relations with the top level academic institutions in the area, while SMEs and start-ups also help us to develop advanced technology projects: a value also recognised by the parent company.

Riccardo Toncelli – Plant GM



GSK



SIENA,
ROSIA



“The Rosia production site is a unique reality in the vaccines sector. Constant innovation has allowed us to acquire credibility with stakeholders and to attract investment and new projects.”

David Serp, director of the Rosia production site



Set among the Sienese hills, scientific excellence that opens the way to new vaccines

It takes revolutionary ideas to conquer the future, or even just to make it better. One of these has taken shape in the heart of postcard Tuscany and has made it possible to reduce meningococcal B infections by 90%. It has been christened “Reverse vaccinology” and has represented a new way of designing vaccines, starting not from a virus, but using genomics. This was first done by Rino Rappuoli, world-renowned scientist, Tuscany Business Advisor and head of research and development at GlaxoSmithKline (GSK) Vaccines.

We are in one of the world's leading vaccine centres, acquired in 2015 by the British multinational company GSK. However, the history of this site begins in 1904, when the doctor Achille Sclavo created a serum against anthrax. This discovery led to the foundation, in the land of Siena, of a company capable of giving vaccines first to the whole of Italy and then to the whole world, creating an “ecosystem” in the biomedical and technological field capable of attracting talent and foreign investment.

GSK has established one of its three Research and Development centres in Siena, while a few kilometres away, in Rosia, there is the centre of excellence for the production of antibacterial vaccines, the only one in the world where vaccines against all the main strains of meningococcus are produced and also the only one - within the GSK network - that produces the two most modern vaccines: one against meningococcus B and one against herpes zoster. A new strategic production has also recently been introduced: the AS03 adjuvant for the COVID-19 vaccine. Research and production dialogue through the Smart Lab, designed by GSK with an investment of €16 million to structure flows and optimise workspaces. Finally, the new Quality Control building (€42 million investment) was inaugurated in 2019, which made it possible to reduce the time and number of vaccine controls. This articulated geography of a company that produces something like 50 million doses of vaccines a year, exported to 54 countries, contributes significantly to improving global health.

Thanks to the company's involvement in the Tuscany Region's strong drive, the Fondazione Toscana Life Sciences was set up in the area as an incubator designed to support research in the field of biotechnology applied to human health. The Tuscany Region played a fundamental role in this process, not only in terms of the funding provided, but above all in terms of partnerships with the university, institutional and industrial world, which generated positive repercussions throughout the territory.

GSK research worldwide in figures

95

Markets

99,000

Employees

37+15

37 pharmaceuticals
and 15 GSK vaccines
under development
(Q1 2020)

4,6

Billions of euros
invested in research and
development in 2019

Find out more about GSK's history and projects in Siena

Watch the video interview with Rino Rappuoli (managing director of GSK Siena and chief scientist of GSK Vaccines) and David Serp, director of the Rosia production site.

In Siena, thanks to the contribution of the Tuscany Region, we have created an ecosystem capable of supporting and promoting the biotech sector applied to health

Rino Rappuoli, CEO of GSK Siena and chief scientist of GSK Vaccines



Yanmar R&D Europe



FIRENZE



“The Japanese firmly believe that being surrounded by beauty helps us to think better. This, combined with the ability to act as a network, has contributed to Tuscany’s success”

Alessandro Bellissima, Yanmar R&D Europe Manager



Japanese Robotics and Artificial Intelligence, designed in Tuscany, for a sustainable future in agriculture, boating, construction and energy systems

In a small villa just a few metres from Piazzale Michelangelo, the beauty of the Florentine panorama meets the Japanese rigour. This is where Yanmar R&D Europe, a company founded in 2011 as the research centre for Europe of the Japanese multinational Yanmar, has its headquarters. A young and dynamic company (the average age of the 23 employees, both Italian and Japanese, is 35, 80% of whom are engineering graduates) for a group that has a long tradition behind it.

Yanmar was founded in 1912 by Magokichi Yamaoka and is still held by a member of the same family, Takehito Yamaoka. Between its headquarters in Osaka and various production, administrative, commercial and research centres around the world, the group has more than 20,000 employees and a turnover of €6.4 billion, achieved through cutting-edge technologies and specific expertise in the following strategic sectors: construction, agriculture, marine, industrial engines and energy systems.

Starting with the development of a small diesel engine for farmers, over more than a century Yanmar has designed and manufactured product lines that are constantly evolving, efficient, reliable and capable of making a contribution to sustainability. This is the case, for example, with the design of driverless tractors and robots for viticulture designed to make agricultural work safer, less tiring and with less environmental impact.

Robotics, together with Artificial Intelligence, is one of the central themes. This is where the research and development centre based in Florence and assisted by a prototype laboratory in Pontedera comes into play. The team develops advanced algorithms and systems for intelligent energy

management, renewable bioenergy systems, innovative engine control systems and integrated and autonomous robotic systems. "The advantage of being in Tuscany," says Alessandro Bellissima, head of Yanmar R&D Europe, "is partly represented by the support of the institutions and partly by the many outstanding local businesses that are indispensable for developing our ideas. With this dynamic context we can have a strategic vision and understand what the trends of the future and the demands of the market will be". One of the new frontiers of research will be the "marine" sector, with particular attention to sustainability. Yanmar is studying highly efficient marine engines and propulsion solutions, and the fact that it has a research centre based in Tuscany is an advantage. Local companies working in the yachting industry are among the best in the sector, as well as the partners with whom Yanmar R&D Europe can establish relationships and partnerships.

Yanmar worldwide

North America

Europe

Asia Pacific

Latin America

Middle East/Africa

Find out more
about the history
and products
designed by
Yanmar in Tuscany

Watch the video interview with
Alessandro Bellissima, Yanmar
R&D Europe Manager

The nautical industry is a strategic sector for Yanmar, and the Tuscan shipbuilding companies are among the sector leaders with whom we are already establishing interesting relations

Alessandro Bellissima, Yanmar R&D Manager



Thales Italia



SESTO FIORENTINO



“The relationship with the Tuscany Region and Invest in Tuscany has enabled us to build partnerships and obtain concrete support in creating a technology that is now used in the world’s main airports.”

Fabrizio Monsani, Managing Director & Country Director of Thales Italia



The technology that makes travelling safe was developed in Florence, in a centre of world excellence that develops solutions for airports and stations all over the world.

What do Muscat and Salalah airports in Oman, the 23 Kaohsiung tramway stations in Taiwan, Terminal 4 at New York John F. Kennedy International Airport and the Cairo underground in Egypt have in common? These are all infrastructures through which millions and millions of passengers pass. That's not all. They are all equipped with a security system based on technological solutions developed by the Sesto Fiorentino pole of Thales Italia, the subsidiary of the French giant, world leader specialised in aerospace, defence, transport, security and digital identity.

The company, listed on the Paris Stock Exchange, operates in 68 countries and employs 80,000 people globally. It has been present in Italy since 1988, with more than 500 employees and a site - the one in Sesto - which has established itself as the group's worldwide competence centre for security solutions and airport operational management.

Here they design not only integrated systems that meet the control needs, making the various operations easier and more efficient, but also solutions for the most operational aspects, from fire-fighting to check-in, from gates to baggage belts, from ticket vending machines to shopping centres.

Today, Thales Italia's plant in Sesto is integrated and interfaced with other entities in the region, starting with the Tuscany Region, which supports the company's activities and has recently supported the creation of the Big Academy, an advanced training project promoted by Thales and other multinationals in the region, and aimed at aspiring managers of small and medium-sized companies in the supply chain in various sectors such as information technology. The goal: to grow together. Just as it was for Siette, a small Florentine company that, in 1930, started building power

lines in Sesto Fiorentino. It was then acquired by the multinational ITT and later by Alcatel. It is this precious industrial heritage that has made the French giant Thales interested in this reality and its innovative capacity. It laid the foundations to open one of its most important plants here, where today it collects prestigious international orders and continues to invest in technologies that are increasingly strategic to face the challenges of today, from terrorism to cyber attacks, through to the health emergency linked to Covid 19.

Thales in numbers

68

Countries

80,000

Employees

1

Billion of euros invested
in research and
development

**Find out how
Thales has become
a world leader in
cyber-security.**

Watch the video interview with
Fabrizio Monsani, Managing
Director & Country Director of
Thales Italia

Thales is committed to improving pandemic
issues worldwide to ensure the safety of
people who have to travel.

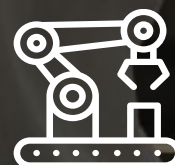
**Fabrizio Monsani, Managing Director & Country
Director of Thales Italia**



Esaote



FLORENCE



“Portable ultrasound scanners play a key role in the fight against Covid 19; Esaote has taken up the challenge by adapting production to this emergency on a global scale”

Eugenio Biglieri, Chief Operating Officer at Esaote



Tuscan excellence among the world leaders in medical diagnostic imaging

“Never stop seeing the Unseen” is the motto of the multidisciplinary teams committed to designing and producing medical diagnostic systems. Esaote, an international group founded in the early 1980s from the merger of the Genoese company Esacontrol with the Florentine company OTE (Officine Toscane Elettromeccaniche), has established its worldwide centre of excellence for probes and transducers in Florence.

The group has been through many significant milestones and achievements over time: from taking part in space missions on the shuttle, to the awards received for designing the probes, such as the Reddot Design Award, and for resonances, such as the ADI Compasso d'Oro.

“Probes are an essential component of ultrasound machines because they determine the quality of images and improve the relationship between doctor and patient” explains Eugenio Biglieri, Chief Operating Officer of Esaote. Today, this multinational is one of the top ten diagnostic imaging companies in the world, present in around 80 countries, with a consolidated turnover of around €219.5 million in 2019 and over 1,200 employees.

It exists in total osmosis with the Tuscan territory. The suppliers for the centre of excellence for the production of probes in Florence includes more than twenty local companies, almost all small and medium-sized enterprises, while there have been active collaborations with the Tuscan universities, the CNR and the regional health system for years. A fundamental support comes from the Tuscany Region through the Invest in Tuscany programme. “Tuscany has understood that creating the conditions for development by working side by side with companies is a fundamental pre-requisite to attract investment and create stable employment” confirms Franco Fontana, Esaote's Chief Executive Officer.

Esaote's recent history in Tuscany has been marked by two milestones in particular.

The first, in 2016, was with the renovation of the historic production plant in Florence and the creation, in Sesto Fiorentino, of a hub that houses all the logistics activities, from testing to worldwide shipment of all Esaote's ultrasound scanners, on an area of 3,000 square metres. The second, in 2018, was when Esaote's share capital was acquired by a consortium of Chinese investors.

In 2020, Esaote has been able to react to the health emergency caused by Covid 19 by redirecting its production to portable models, more functional in intensive care and first aid.

Meanwhile, a memorandum of understanding signed in the summer with the Tuscany Region, the Municipality of Florence and the Tuscany Life Sciences Foundation plans to lead Esaote to develop lung ventilation technologies and medical breathing devices, all of which are fundamental tools in the fight against Covid 19.

Esaote worldwide

3	3	1200	14	80
R&D Centres Genoa, Florence, Maastricht	Production Sites Genoa, Florence, Sittard	Employees	Branches worldwide	Local distributors

Discover our future investment lines and new projects that Esaote will develop in collaboration with the Tuscany Region.

Watch the video interviews with Eugenio Biglieri, Esaote's Chief Operating Officer, and Franco Fontana, Esaote's Chief Executive Officer.

We have established both institutional and medical-scientific partnerships throughout Tuscany, which are necessary to improve diagnostic quality and renew our product portfolio.

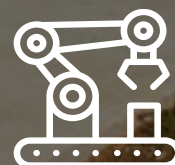
Franco Fontana Chief Executive Office



Kering



FLORENCE



“The Group’s objective is to continue to invest in Italy, attracting the best talent, under the banner of innovation and increasingly responsible business development”



Artisan, technical and managerial excellence: a virtuous relationship with Tuscany

Kering is a global group operating in the luxury sector, promoting the development of some of the best-known fashion, leather goods, jewellery and watch brands: Gucci, Saint Laurent, Bottega Veneta, Balenciaga, Alexander McQueen, Brioni, Boucheron, Pomellato, DoDo, Qeelin, Ulysse Nardin, Girard-Perregaux, and Kering Eyewear. At the end of 2019 the Group had approximately 38,000 employees worldwide and a turnover of €15.9 billion.

A clear example of success by a foreign group in our territory, Kering has been operating in Italy for over 20 years, playing a growing and fundamental role in terms of investment, particularly in Florence and Tuscany. With over 11,000 people directly employed in Italy, the Group aims to continue investing in skills and excellence in craftsmanship, techniques and management in our country, attracting the best talent, in the name of innovation and the development of an increasingly responsible business.

Florence and Tuscany have always played a key role for the Group, thanks to a virtuous relationship developed with the territory of reference over decades of growing presence and investment. This relationship was further cemented on the occasion of the Fiorino d'Oro delivered by the Mayor of Florence to François-Henri Pinault in January 2020. Florence and the metropolitan city are the beating heart of Gucci, with its historic headquarters in Casellina and the recent Gucci ArtLab, a cutting-edge centre of industrial craftsmanship and experimentation laboratory for leather goods and footwear. Gucci ArtLab, which covers about 37,000 square metres and opened in 2018 on the outskirts of Florence, together with the extensive network of factories, partners and suppliers for the various product categories spread throughout the Tuscan territory, represents a critical success factor for a global brand like the Florentine one.

Florence is also the home of Richard Ginori, the highest expression of Italian excellence in the high artistic manufacture of pure porcelain, since 1735. Part of the Kering Group since 2013, Richard Ginori has always been associated with the names of great personalities in architecture, design and

fashion and has established itself internationally as a true icon of Made in Italy.

The Group's French brands, such as Balenciaga and Saint Laurent, also have their production and artisan roots in Tuscany, with important factories and product development centres for leather goods and footwear. Balenciaga recently announced the creation of its first production and training centre in Italy, which will be built in Cerreto Guidi from 2021, employing up to 300 people. Saint Laurent, the Kering Group's second largest brand in terms of sales (over 2 billion at the end of 2019), will occupy a surface area in Scandicci of approximately 28,700 square metres, starting from the end of 2022, making Atelier Maroquinerie Yves Saint Laurent the reference centre for the development of the leather goods business, employing around 600 people.

Also, in Tuscany, the Group has announced the imminent launch (first half of 2021) of the Test & Innovation Laboratory (TIL) in Prato, which will carry out technical and chemical tests on materials and finished products of different categories.

The Kering Group

38,000

Employees worldwide

Over

11,000

Direct employees in Italy

15,9

Billions of euros of turnover (figures 2019)

Upcoming investments by the Kering Group in Tuscany:

2021

Balenciaga
first production and training
centre in Italy
Cerreto Guidi

2021

Gruppo Kering
Test & Innovation Laboratory (TIL)
Prato

2022

Saint Laurent
Atelier Maroquinerie Yves Saint
Laurent
Scandicci

Florence and Tuscany have always played a key role for the Group, thanks to a virtuous relationship developed with the territory of reference over decades of growing presence and investment.



GINORI
1735
ITALIA



invest in tuscany

With this Ebook, the Tuscany Region wants to remember all the companies that produce value throughout the area. Sincere thanks to the institutions that opened their doors and allowed us to tell this story.

Baker Hughes, Eli Lilly, Esaote, Essity, GSK, INEOS, Kering, Körber Tissue, Liberty Magona, Saint-Gobain Italia, Solvay, Thales Italia, Trigano, Venator, Vitesco Technologies Italy, Yanmar R&D Europe

Editorial project management by Fondazione Sistema Toscana

