



Regione Toscana

# Invest in Tuscany for centuries, in the future.

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



invest in tuscany



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









The region of Tuscany  
established its success  
through the ongoing  
integration of history,  
culture, tradition,  
and innovation.







# 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.



# Invest in Tuscany

## Overview of the regional context and its opportunities

### Capital city Florence

#### A region internationally renowned for:

Fashion and *Made in Italy*, tourism (historic sites, art cities, nature), processed and agricultural products (ceramics, precious metals, wine, olive oil, ...), quality of life

#### Manufacturing tradition

Industrial districts: fashion-design, textiles, marble, wood, furniture, paper, boat building, jewelry

#### Skills, research, development & innovation

3 universities (Florence, Pisa, Siena), 9 institutes of higher education, 12 technology clusters, 17 National Research Council (CNR) institutes  
FDIs: >7.4k local units of foreign and Italian multinationals

#### 10 main cities

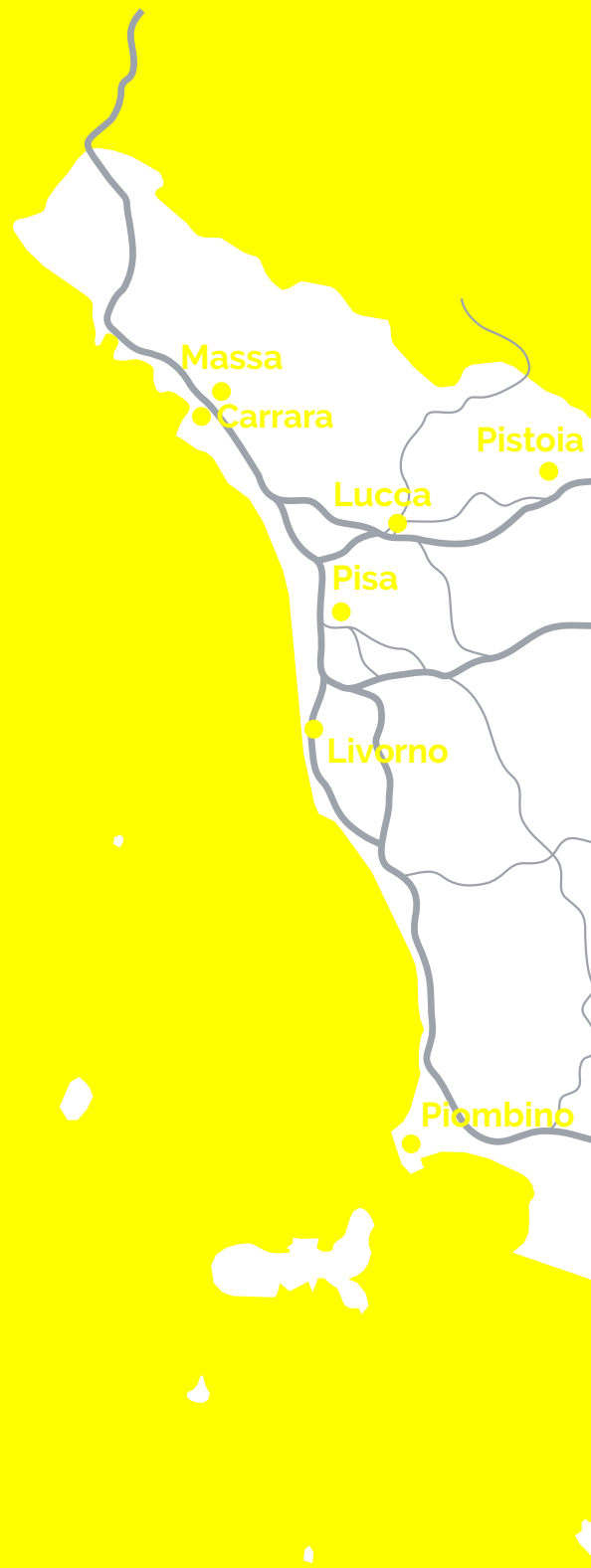
Florence, Pisa, Livorno, Lucca, Siena, Pistoia, Arezzo, Grosseto, Massa, and Prato

#### 3 international ports

Livorno, Piombino, Carrara

#### 2 main international airports with more than 40 destinations

Florence, Pisa  
Among the busiest routes are Paris, Frankfurt, Amsterdam, Munich, Zurich, Madrid, London, and Brussels







22,994

Area km<sup>2</sup>

3.7 M

Population

54.8 B

Exports in euro

31,247

GDP per capita  
in euro









## 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.





# The Strengths of the Tuscan Economy



## Industrial Districts

The development model of Tuscany is characterized by the presence of major industrial districts. These have evolved progressively towards a system based on large and medium-sized companies in close relationship with efficient sub-supplying companies. There are already approximately 400,000 companies in the region.

## Manufacturing Sectors

Tuscany greatly specializes in production of personal and household goods. Currently, 35% of employees in the manufacturing industry work in the production of textiles, clothing, leather goods, and footwear. In addition, Tuscany has strong leadership in both the food industry and in the mechanical sector (with many leading companies that have chosen to locate their headquarters in the region).

### The regional economic development model

A prevalence of small and medium-sized businesses, has enabled rapid growth of private and collective wealth: the per capita GDP in Tuscany, equal to €31,247, is higher than the national and European average, placing the region not only among the richest in Italy but also in Europe.

### Central position

Located in a central position relative to Italy and the Mediterranean, Tuscany has a strategic geographical location serving as a privileged point of access to the mainland market and is among market leaders, in our country, in terms of exports.





# International Markets

Tuscany has a strong presence in international markets both within Europe (mainly in Germany, France and the United Kingdom) and outside (around 14% of exported goods go to the US market), covering 11% of all Italian exports in 2022.

## Tourism

Every year, Tuscany welcomes approximately 14 million arrivals, 55% of whom come from abroad (2019 data): this is equal to 11% of the national total. Two main tourist flows, one aimed at art, and the other one aimed at the seaside resorts.

### International trade

Tuscan exports directed mainly to Europe (62% in 2022), include 97% manufacturing products (i.e. leather, ceramics), food products (i.e. wine, oil) and industrial products (i.e. general purpose machinery, precious metals) and represent 9% of the national total.

### Undisputed star of global tourism

Tuscany is also the undisputed star of global tourism, known around the world for the beauty of its landscapes and its natural and cultural heritage.







# 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, Tuscany is ranked among the best regional Health Services 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 500 museums (12% of all of the public and private 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.



## 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.





# 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.

# 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.



## Fashion

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



## 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.



## 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.





## Yacht Building

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



## 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.



## Smart Industry

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



## 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





# 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 9.7% 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

**39,300**  
Firms

**59.8 K**  
Hectares of vineyards

**2.4 M**  
Hectoliters of wine produced

 **7,089**  
Organic operators  
(61% exclusive producers)

 Wine  
 Extra virgin olive oil

**104,000**  
Workforce

**81%** in Crop and Animal Production  
**19%** in Food and Beverage Manufacturing

 **3.3 B**  
exports in euro

 **16 %**  
on Italian wine export

 **5.7%**  
share on Italy agrifood export

**31**  
PDO & PGI products

**464**  
Traditional dishes of Tuscany

**58**  
Certified products



## Leading Factors

For centuries, the territory, the culture, and innovation have all been closely connected to each other. And it is thanks to this union that at the international level, Tuscany has taken on a leading role in the agrifood sector.

Extra virgin olive oil and absolute top class wines such as Chianti Classico, Vino Nobile di Montepulciano, Brunello di Montalcino, Sassicaia, Ornellaia, and Tignanello are appreciated throughout the world, conferring a leading role upon the region.

Choosing Tuscany for investing in the agrifood sector therefore means being able to take advantage of a history that results from a grand tradition, top raw materials, and quality products. On top of that, the entire distribution chain is present throughout the territory of the region, creating an important strategic and logistical advantage.





Fashion





## Leading Factors

Tuscany is the site of great excellence in fashion. The Tuscan leather industry in particular is among the most prized in the world, the fruit of the time-honored knowledge of master craftsmen in luxury goods and elegance, the distinct element of Made in Italy. There are many factors that make Tuscany the ideal region for starting up an activity dedicated to fashion.

The greatest specialization in the area of textiles, clothing, leather goods, and footwear. Production excellence that is the fruit of ancient handicraft knowledge characterized by remarkable attention to detail. Visibility at the global level, fostered by the close relationship and proximity to the metropolitan area of Florence, the cult city for global fashion names.

A diversified network of subsuppliers specialized in the various phases of the production process.





# 18,400

Firms

 **Exhibition  
Centers**

 **Outlets**

**18.8 B**  
euro exported  
in 2022

**25.2 B**  
euro revenues  
in 2022

**29 %**  
of Italian revenues in  
fashion is produced in  
Tuscany

# 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.

# 106,570

Workforce

**24%**  
of total fashion  
workforce in Italy

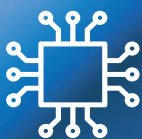
 **41,500**  
Leather &  
Tanning

 **36,460**  
Clothing

 **20,350**  
Textiles

 **8,260**  
Jewelry

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



Digital & ICT





# 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

# 19,400

Employees



## 33.2 M

euro from Italy's Development and Cohesion Fund for Tuscany



## 36.75 M

euro from FESR and FEASR EU Funds for digitization



## 83.3 M

euro or regional budget 2021-2025 for digitization, simplification and innovation in Tuscany



## 3

universities involved in Digital & ICT R&D

# 4,800

Firms



## 53%

Software production, IT consulting and related activities



## 47%

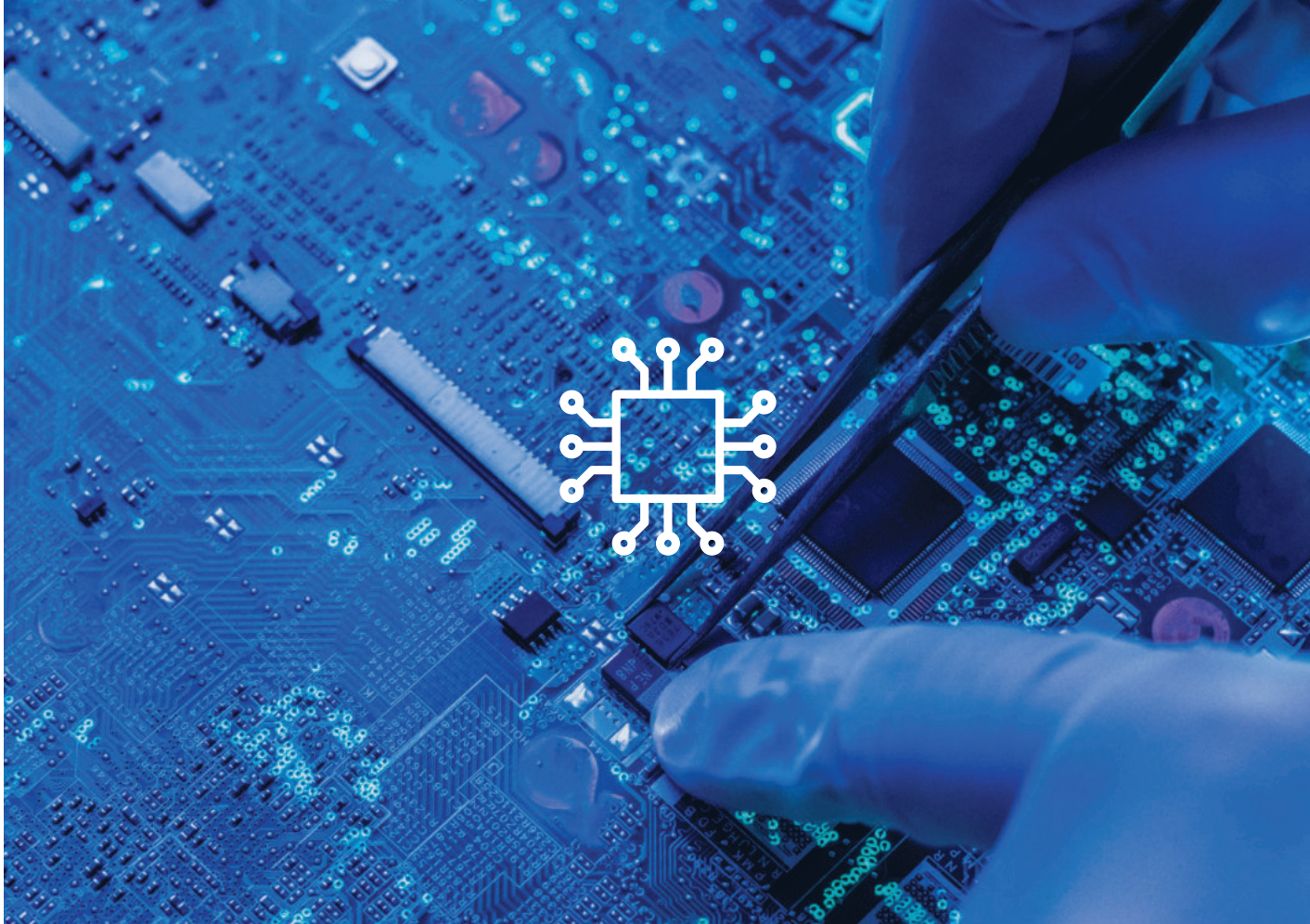
Information service activities and other IT services



## 4.6%

Innovative startups and SMEs in Italy





## Leading Factors

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

Among the main sectors for investment we find: big data, ICT for management, media entertainment, open source and open data, aerospace technology, telecommunications, and photonics. There are three Tuscan universities that are active in research and development in the Digital & ICT area for a total of 19,000 active students.

There are numerous international companies in the field which have set up their headquarters in Tuscany, as well as many research projects that have been initiated by regional universities and academies that have gained the support of the rest of the world.





Life Sciences





# 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

# 8,550

## Companies

operating in Biotech-Pharma, Healthcare, Medtech and Distribution/Trade



## 37,000

square meters  
of laboratories



## 32

research  
infrastructures



## 4

business incubators

# 40,500

## Employees



## 17

National Research  
Councils



## 3

Universities  
In Florence, Pisa,  
and Siena



## 3

superior  
graduate schools



## 6.4 B

euro in exports  
in 2022



### The District of Life Sciences

More than 190 member companies, 16,000 employees, +6.0 billion euro of total annual turnover, 37,000 square meters of laboratories, more than 800 patents, 32 research infrastructures, 14 research bodies, and 6 service centers.

### Florence, Pisa, and Siena

These cities are Tuscany's main metropolitan areas where Life Sciences are developed. A strong regional research system that sees about 26,000 new graduates each year specialized in chemical, medical and biological sciences.

### Leading Macro Sectors

Vaccines, Immunology, Oncology, Cardiovascular, Biorobotics and Neurosciences.

### Application Sectors

Microbiology, bioengineering, drug discovery and design, biomedical, ICT applied to life sciences, nuclear medicine, animal models, 2D and 3D scaffolds, technologies for diagnosis, genetic analysis, bioanalytics, molecular biology, drug screening, pharmacokinetics, nanotechnologies, and biobanking.

## Leading Factors

The Tuscan Technological District of Life Sciences is the reality of reference at the national level.

But it is more than just that. The district has the task of contributing to the growth of competitiveness in the territory by planning integrated research and development activities surrounding innovative projects, systematizing different constructs.

Among the actors that are involved, we find companies in affiliated sectors (startups, spinoffs, SMEs, and the main players in the pharmaceutical industry); the Tuscan universities (Florence, Pisa, and Siena); the secondary schools (the Scuola di Alta Formazione Sant'Anna and Normale in Pisa and the Istituto di Alti Studi Imt di Lucca); the institutes of the CNR, the local health care agencies, the foundations, service centers, and other public and private research structures.





Yacht Building







## Leading Factors

According to the Global Order Book 2023, Tuscany produces 18% of all superyachts currently on order or in build around the world (214 out of 1,230 projects worldwide).

Number one in Italy for companies active within the territory and business volume in the nautical sector and fourth for the number of berthings, equal to 17,700.

Tuscany is a hotbed of opportunities aimed at the future and at innovation. With revenues of 1.9 billion euro (16% of the national turnover of the sector), and 5,5000 employees in the field, the region plays a top role at the national level.





**1,000**  
Firms



**300 km**  
of coast



**36%**  
of the Italian  
megayacht  
production



**1st Place**  
for number  
of yacht  
manufacturers  
(15% of the  
national total)

# 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.

**5,500**  
Employees



**2nd Place**  
for number of  
registered boats:  
9,483 in 2021



**3 companies**  
in the world's Top 10  
main megayacht builders  
(2023)

A creative, flexible and exciting  
nautical sector



Tourism





# 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.

Thanks to its incredible offering in terms of art, nature, villages, and history, tourism is a key resource for Tuscany

# 40,700

Workforce



**21%** of the wedding tourism sector in Italy (2022)



**360 M** euro expenditure of international tourists in 2022

**7%** of the national total

**12%** of regional GDP



**41** restaurants with Michelin stars (11% of the national total)

# 48 M

Tourist overnight stays per year



**Top region** for number of five-star and five-star deluxe hotels in Italy (2022)



**180** historical residences



**> 7 M** Tourists



**> 2 K** Tourists





## Leading Factors

Top Region in Italy for tourist overnight stays in agritourism facilities (4.9k in 2022), the cradle of the Renaissance is the queen of agriturismo farmhouse holidays, also thanks to the growing interest in organic production that is lived first hand as the experiential key. Wedding tourism has reached record figures, with Tuscany worthing 21% of the entire Italian market (€559 M in 2022 at national level).

The small cities, symbol of the Tuscan countryside, have seen an increase in their own prestige in the area of tourism because they are capable of guaranteeing an offering that is typically Italian, representing an investment of value with interesting potentialities. Second in Italy for the total number of beds in hotels and other accommodation facilities (579k in 2021), Tuscany is a destination for foreign tourists, who make up more than half of the annual visits.



# 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.

## 8,160 Companies

**76%** of transport services



**75%**

of the Italian market



**9%**

of the national total  
maritime freight traffic

**15%**

of the national total  
maritime passenger traffic



**1,400 km**

of railways



## 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.

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

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.



**1:30**  
hour from Florence  
to Rome

**1:40**  
hour from Florence  
to Milan





Smart Industry





# Smart Industry

## Mechatronic Automation

A strong connection between companies, universities, and public institutions. Clear capacities in sectors such as industry 4.0, research, and development. Passion and commitment of the first order at a worldwide level. These are the principal factors that make Tuscany an ideal region in which to invest and where to locate your activity, with regard to smart industry.

For Tuscany, as for Italy, mechanics and mechanical engineering represent a sector of primary importance, and there are two main reasons for this. First of all, in contrast to traditional manufacturing, of which it is the child in many cases, the mechanical sector has not been subjected to the negative impact of the processes of globalization by substituting the local and national market with international customers. Secondly, the mechanics industry is more open to technological innovation than other sectors, showing positive trends in productivity and exports. Furthermore, its presence and its strengthening can also have positive effects upon the other production chains with which it is connected.

Today, the regional tool mechanics sector is in fifth place at the national level, both for the number of active companies and for the number of employees, and the top five Italian regions comprise approximately 80% of the national tool mechanics sector.

A strong connection between companies, universities, and public institutions

# 23,170

## Workforce

4.2%  
of the national  
total



## 12.5 B

euro of annual  
revenues

7.1%  
of national  
revenues

# 1,883

## Companies

6%  
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 Pump  
Technology (KSPG Group).



## 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. Moreover, Tuscany stands among the Top 5 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.

## Leading Factors

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.

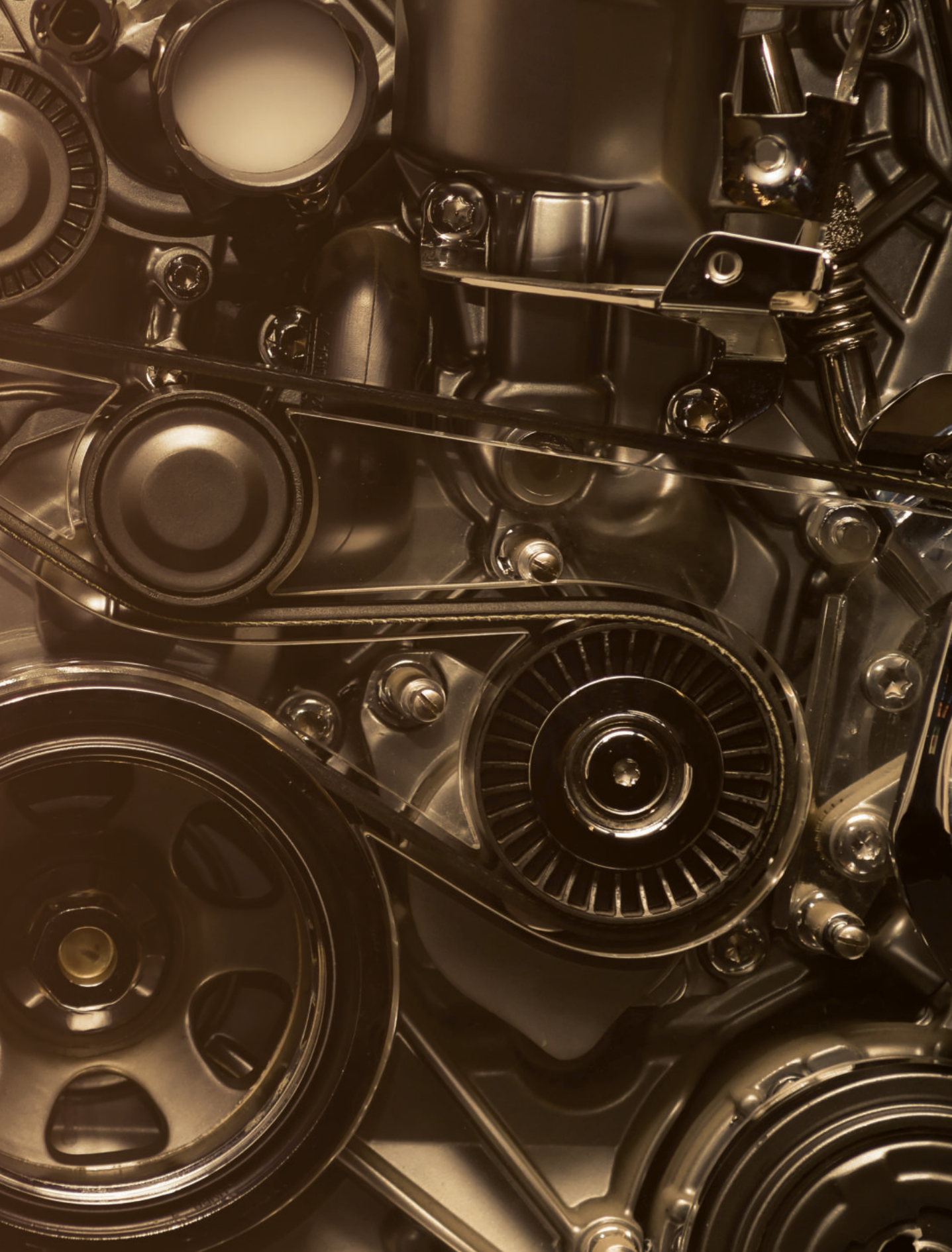
The region is home to numerous small and medium-sized companies. The latter in particular have frequently been acquired by multinational corporations which have recognized in them their dynamism and remarkable capacity for innovation. Completing the picture as a whole is the presence of large international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





Transport &  
Mobility





## Chose to Invest in Tuscany

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





# 11,000

## Workforce

6.5%  
of the national  
total



# 3.5 B

## euro of annual revenues

5%  
of the national  
total

# 213

## Companies

4.6%  
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 and Vivarelli Colonna Palace in Florence, the Castello Regio Complex in Massa Marittima, the former Ospedale del Mugello in Luco di Mugello, the former Calambrone Hospital in Pisa, the R. Rogers Centre in Scandicci, and many others to follow.

### Real Estate Agricultural and Forest Assets (PAFR)

110.000 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

### 2<sup>nd</sup> Place

in Italy for investments scheduled for urban development



### 1<sup>st</sup> Destination

with 23.24% of all inquiries by foreign investors searching for property in Italy





# 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.







[www.investintuscany.com](http://www.investintuscany.com)



## Invest in Tuscany

Piazza Duomo, 10 – 50122 Firenze, Italia  
[@investintuscany.com](mailto:@investintuscany.com)  
[www.investintuscany.com](http://www.investintuscany.com)

Concetto, layout: doc.bz