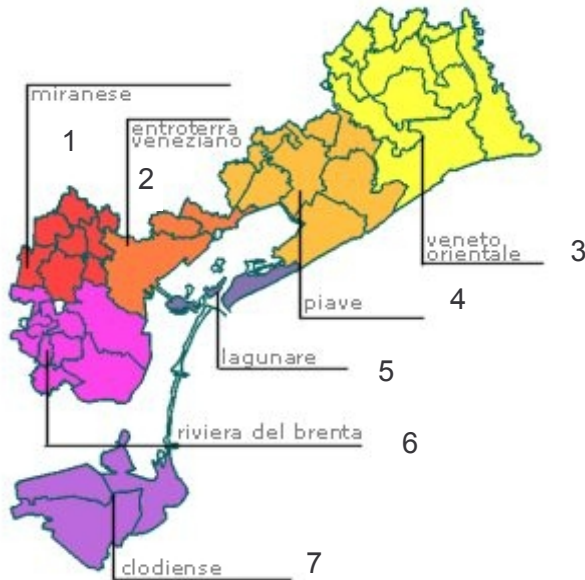


PROVINCE OF VENICE

between tradition and innovation

Located in the eastern part of the Po Valley, the province of Venice wraps around the Adriatic Sea in a semicircle, from the mouth of the River Tagliamento in the north to the River Adige in the south. With a total 96 km of coastline, it provides access to the sea for one of the country's wealthiest and most productive areas, the Veneto region.



The province of Venice is divided into **44 Municipalities**, belonging to **7 areas** that have been determined based on shared location, social or cultural attributes.

LEGEND

1 Mirano area – 2 Venetian hinterland – 3 East Veneto – 4 Piave – 5 Lagoon – 6 Brenta Riviera – 7 Chioggia area

Figures for the province of Venice - 2006

Area	2,462 km ²
Population	834,661 (405,371 males – 429,290 females)
Density	339 pop. per km ²
Number of municipalities	44
Coastline	96 km
Number of production facilities (<i>business sites + local units</i>)	90,210
Enterprise index (<i>n° business sites for every 100 inhabitants</i>)	8.6
Working population	352,148
Employment rate	62.8%
Unemployment rate	5.1%

INFRASTRUCTURE

The airport system

Venice's Airport System, which includes the Venice (Marco Polo) and Treviso (Sant'Angelo) airports, is rated Italy's third airport complex after Rome and Milan.

The uptrend in passenger traffic is higher than the Italian airports' average thanks, above all, to the development of traffic linked to the completion of the new air terminal (which was opened in July 2002).

There are more than 700 scheduled weekly flights to the main domestic and international destinations.

Located near Venice (approx. 13 km away), the "Marco Polo" airport boasts good road and water links with the city: both private and public bus, motorboat, taxi, limousine and car hire services are available.

www.veniceairport.it

Venice also has an airport on Lido di Venezia (Nicelli airport), which was recently reopened to the public following lengthy renovations. This is a small facility that has a landing/take-off strip to accommodate small aircraft.

Ports

The Port of Venice, which has an industrial and logistical bias, and Port of Chioggia, which is more closely linked to a fishing-related economy, constitute important infrastructure in the province for cargo traffic and passenger handling.

The Port of Venice lies in the heart of Central Europe, at the tip of the Adriatic Sea and, with the modernity of its infrastructure and logistics, makes a logical point of access to the sea for traffic to and from Northern Europe and the Far East (in 2006 it handled almost 31 million tonnes of cargo).

www.port.venice.it

Passenger handling is a promising sector for the Port thanks to all the traffic associated with the ferries and hydrofoils that sail to Greece, Slovenia, Croatia and places in the Eastern Med, as well as the cruises that carry tourists around the Adriatic and Mediterranean (www.vtp.it).

The Port of Chioggia was built and is currently run by ASPO, one of the two specialised Agencies of the Venice Chamber of Commerce.

Road and railway network

There is a modern motorway network providing efficient links both within Italy (Milan-Turin, Bologna-Florence-Rome, Ravenna-Ancona) and with foreign countries (Bavaria, Tyrol, the Balkans). A full network of long-distance main roads, a well-structured waterway system and excellent domestic and international rail links put the whole area in a strategic position for dealings with the Mediterranean Sea, Italy and Central Europe.

Indeed, Venice is an important junction on the Trans-European Corridor n° 5 - the major rail and road axis that the EU has undertaken to build by 2015 and that is due to connect Barcelona to Kiev along the west-east axis - and will therefore be in a position to exploit logistic lines with the Eastern European catchment area.

SERVICES OF EXCELLENCE

Ca' Foscari University of Venice

The University comprises Faculties of Economics, Arts and Philosophy, Foreign Languages and Literature, and Mathematical, Physics and Life Sciences, and has 19 Departments.

Ca' Foscari is also part of **Venice International University (VIU)**, which is an international higher education and research consortium that welcomes students, researchers and lecturers from all over the world to the Venetian island of San Servolo.

VIU uses a grant from the Venice Chamber of Commerce to run the Euro-Mediterranean School, which forms an ideal bridge between Europe and other countries around the Mediterranean basin.

www.unive.it

IUAV - Venice University of Architecture

The University comprises Faculties of Architecture, Urban and regional planning, and Arts and design, and has five departments. IUAV is the only university in Italy today devoted entirely to teaching the design of everything that concerns the spaces and environment in which man lives: buildings, cities, landscapes, as well as everyday objects, cultural, theatrical and multimedia events and graphics.

www.iuav.it

VEGA - Venice Technology and Science Park

A cutting-edge technological platform for applied research and technological innovation to benefit businesses: based here are enterprises and districts involved in nano- and biotechnologies, digital media ICT, cultural heritage, renewable energy and sustainable development, training and advanced services.

www.vegapark.ve.it

Nanofab

A company that allows testing and application of nanotechnologies with research applied to the industrial field and associated with the Veneto's nanotechnologies district, represented by Veneto Nanotech.

www.nanofab.it

The Venice Chamber of Commerce is a partner in Vega, Nanofab and Veneto Nanotech.

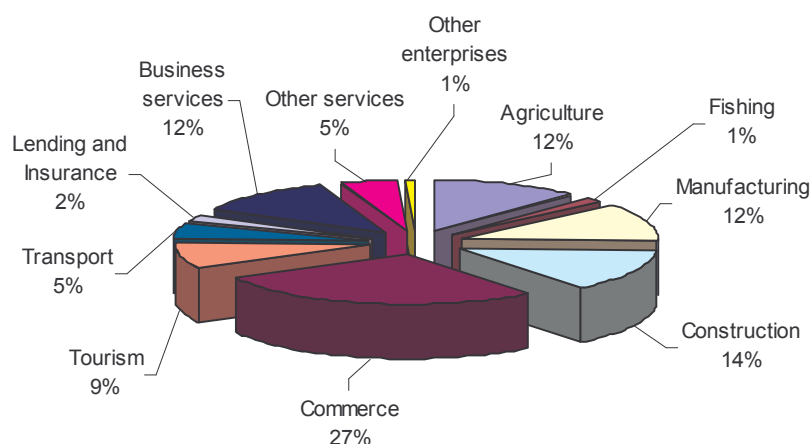
Mestre hospital facility

Mestre is home to the most technologically advanced hospital in Italy and one of the most cutting-edge in Europe. Its 260 thousand m² area is also home to the Veneto Eye Bank - Europe's top bank in the number of corneas collected and distributed - and the Epithelial stem cell research centre.

STRUCTURE OF THE PROVINCE'S ECONOMY

Over 90 thousand enterprises do business in the province, with the clear majority operating in the tertiary sector - almost 60% - followed by manufacturing and the construction industry, which together weigh in at 26%. Approx. 13% of enterprises instead belong to the primary sector.

Working enterprises by economic sector



They are mostly small and medium enterprises - the resounding majority of which are rated as sole-proprietor firms - which have become strongly export oriented in many traditional quality manufacturing sectors (footwear, clothing, homewares and furniture, lighting).

Agriculture accounts for 1.7% of the province's added value; the manufacturing industry for 15.8%; the construction industry for 6.3% and services for 76.2% (commerce, tourism, lending and insurance, transport, business services and other services).



VENICEXPORT

The Venice province importers/exporters portal
www.venicexport.com

tel. +39 041 2576 603/602

fax + 39 041 2576632

email: info@venicexport.com

MAIN PRODUCTION SECTORS

Industry and crafts

What distinguishes the manufacturing sector is the variety of its production fields:

- various sectors have developed in the Port of Marghera industrial centre: the **chemical industry**; **refining** and processing of gas and energy; **plastics**; as well as the **engineering** and **iron and steel industry**.

The establishment of **VEGA**, the **Technology and Science Park** that acts as an incubator for businesses in the field of research, new materials, biotechnologies and IT - along with the results this has produced - has played an important part in boosting the area's growth.

- the **means of transport** sector, including the **shipbuilding** industry - which enjoys international fame for building some of the world's largest passenger ships - and the **aircraft** sector, which is specialized in the transformation, maintenance and construction of vehicle parts.
- the Brenta Riviera **Leather footwear** district and **Artistic Venetian glass** district, which are both sectors with a time-honoured tradition and strong international leaning. For the former, exports account for approx. 89% of turnover; for the latter, over 40% of the value produced comes from exports.
- lastly, the province is home to a number of well-organized systems that are smaller in size yet still successfully bring together hundreds of companies, such as the **textile-clothing-knitwear** sector and **furniture** sector.

Commerce and Services

Venice, just like the other provinces in the Veneto region, has a constantly growing commerce and services sector.

Its geographic location made this province the logical choice for developing large shopping centres, which sit happily alongside the historic centres. The development of historic centres is an issue that the Venice Chamber of Commerce holds dear to its heart, and it has invested considerable resources into their revitalization.

As far as the services sector is concerned, the province of Venice has developed some important businesses, especially in social cooperation to provide assistance to people.

Tourism

Tourism represents an economically important social phenomenon for our area, while it is also a sector that drives the provincial economy.

We have a high accommodation capacity: **approx. 29,000 businesses offer accommodation** (holiday villages, campsites, hotels, bed & breakfasts, holiday homes and hostels), totalling over **366 thousand beds**. The accommodation on offer - which is growing amongst the Venetian villas along the Brenta Riviera and along the whole coast, in addition to Venice - is of high quality and, in 2006, handled almost 7.1 million arrivals (with foreign nationals making up 72.5%), and over 32 million tourist nights (65.7% of tourists came from abroad).

Agricultural and food industry

The agricultural and food industry is characterized by vegetable, fish and wine products - which are the basic ingredients of Venetian cuisine - in addition to significant cereal production, most notably Biancoperla maize and Carnaroli rice, which are commonly used to prepare the traditional polenta and risotto dishes.

The best known vegetables include the Violetto artichoke from Sant'Erasmus, red-leafed chicory from Rio S.Martino, Rosa di Chioggia chicory and Chioggia carrots, asparagus from Bibione, and tomatoes and lettuce from Cavallino.

The lagoon fish farming grounds and Northern Adriatic offer fish and shellfish, such as sea bass, sardines, gilthead, turbot as well as cuttlefish, eels, clams, mussels, spider crabs, mantis shrimps and shore crabs.

Lastly, wines can be split into four DOC areas, the main one being Lison-Pramaggiore in East Veneto - an area that has an age-old wine-growing tradition and brings together the largest number of producers. This is where the native wines Lison (formerly Tocai) and Refosco dal Peduncolo Rosso are produced, along with Merlot, Pinot Grigio, Cabernet, Chardonnay and Verduzzo.

Then there is the Piave DOC area, which is named after the historic River Piave and extends into the province of Treviso. Lastly, the Brenta Riviera and Corti Benedettine del Padovano areas were only recently established and run along the verdant River Brenta and through the countryside into the province of Padua.

INDUSTRIAL CLUSTERS

Globally oriented enterprises that are deeply rooted in their local traditions.

The business fabric of the province of Venice, as has happened in many other regional and national spheres, has developed the propensity to join together to form production chains. These chains are characterized by like attributes - such as being located in a certain area - by the integration and complementarity of the business conducted, and by a shared development strategy.

The main industrial clusters located in our province, which have been taken as an economic development model the world over, are as follows:

Veneto footwear 'Metadistretto' based on a new wider cluster model

The cluster (first established in the late 19th century) has its

www.distrettocalzaturieroveneto.it
(www.acrib.it)

roots embedded in the Brenta Riviera area, located between Padua and Venice, and has about 800 enterprises. Its characteristic products are luxury footwear, mostly women's, including some of the biggest international designer names.

Artistic Venetian glass cluster

Seven centuries of tradition characterize the work of the artistic Venetian glass masters, who express their skill through the production of high-quality, designer fancy goods for the home, light fixtures and costume jewellery.

www.promovetro.com

Venetian shipbuilding cluster

Comprising approx. 250 companies, most of which are based in the municipalities of Venice and Chioggia and are either minor shipbuilding yards - producing traditional and contemporary craft - or are involved in other associated activities, such as boat repair and/or storage.

www.nauticaveneziana.it

Veneto Cultural Heritage cluster

The cluster's typical enterprises belong to a production system concerned with the restoration, conservation and promotion of the Veneto region's cultural heritage, which includes both movable property and buildings.

www.distrettobbcc.it

Explore the area and be amazed by its extraordinary unique qualities. Here's a good reason for undertaking a journey...

...a journey through Venice's art and culture, getting off the beaten track around St Mark's to discover the art treasures found in the smaller museums and lesser known churches, exploring the verdant surroundings of the Brenta Riviera and its ancient villas, or taking in the natural scenery around Cavallino Treporti and its wonderful uncontaminated beaches.

VENICE AND BEYOND...

...Venice with its narrow alleyways and small squares, its canals, its sumptuous palaces, its museums and historic buildings of great artistic and cultural value, water-locked Venice whose sights can only be visited on foot, a city that reigns supreme in its ancient splendour...

...but beyond Venice, the province offers wonderful art, cultural and archaeological trails in its smaller towns scattered across the whole area.

THE GOLDEN SANDS OF VENICE: SUN, SEA, WELLBEING AND HEALTH

Nestled between the sea and lagoon, Lido di Venezia is Venice's beach: kilometres of golden sand and clean sea, kept that way by intelligent environmental measures.

The Cavallino and Jesolo coastline, with its 30 kilometres of beach, provides a fantastic opportunity to enjoy some open-air tourism with its numerous campsites, holiday villages and hotels.

Boat trips, trekking, bicycle rides, horse-riding, bird watching... The scenery's certainly worth discovering and exploring.

Another jewel in this crown is Bibione, a seaside resort with hot springs and a beach set amongst delightful pinewoods and, at the other end of the province, another seaside resort, Chioggia.

THE VILLAS AND LAGOON FISH FARMING GROUNDS OF THE BRENTA RIVIERA

Sumptuous villas belonging to the Venetian nobility line the banks of the Brenta canal, which appears to be a continuation of the Grand Canal. Back in the 15th century, the aristocrats began to commission great architects and master painters, like Palladio and Tiepolo, to build magnificent dwellings where they would spend their holidays.

Where the villas and grounds give way to nature, a world of marshland and lagoon fish farms takes over, incorporating some breathtaking scenery: the Valle Averte WWF sanctuary and nature reserve here has been open to the public for several years now.

WINE AND FOOD

In addition to all its natural and artistic attractions, the province of Venice also offers a rich wine and food tradition. It has special trails designed to help visitors discover the local produce and excellent wines, which can be enjoyed by sampling traditional cuisine in the restaurants and by staying at the local farmstays.

In addition to vegetables, fish and wines, therefore, visitors also get the chance to become acquainted with other Venetian culinary delicacies, like risottos and omelettes prepared with wild greens, goose and duck "in tocio" (in gravy) with polenta, creamed dried cod (Norwegian stockfish, which is an age-old Venetian dish), Montasio cheese, marshland honey and, lastly, Venetian tea cakes and Chioggia's "torta ciosota" tart.

All these components are expertly brought together at the table with tradition, thus forming a wealth of tastes, flavours and emotions that continue to fuel this inimitable cuisine.

VENICE CHAMBER OF COMMERCE, INDUSTRY, CRAFTS AND AGRICULTURE

promoter of local economic development

The Venice Chamber of Commerce and its specialised Agencies, ASPO and Venezi@Opportunità, promote the development of the system of enterprises in the Venetian province by implementing direct initiatives, backing the undertakings of the provincial system of associations, and by taking part in companies and associations that play an incisive role in the development of Venice and the surrounding area.

MAIN SERVICES OFFERED TO BUSINESSES:

The Venice Chamber of Commerce and the local area

Our bond with the province of Venice has continued to grow stronger over the years. The Venice Chamber of Commerce building also houses the Venetian economic system council. This is an independent body that brings together Regional Council Officers, the Venice Cluster Council Chairperson, the Mayor of Venice, University Rectors and representatives of the association system. Its objective is to orchestrate local economic development undertakings to produce a synergetic action.

The Venice Chamber of Commerce and provincial marketing

Resources from regional and Community funds have allowed the Venice Chamber of Commerce to produce a series of publications to promote the whole province, focussing on its various drawcards: wine and food (Ortocogomar - promotion of consumption of local produce); history and

art (the Adriatic: voices and sounds; sacred art itineraries; the four seasons of the Northern Adriatic) and sailing (Portolando). This last undertaking gives visitors the chance to discover some of the alternative attractions that our area has to offer.

www.portolando.eu

The Venice Chamber of Commerce's shareholdings

The property owned by our body is important because it is put to the service of the business community. Shares in motorways and local development companies have been bought in order to make major infrastructure more serviceable to the enterprises' economic growth and to encourage the creation of new businesses. Thus the Venice Chamber of Commerce, together with other local players, sees itself as playing the role of facilitator in fostering the growth and development of enterprises.

Internationalization help desk

Offers information on international markets, business opportunities and help with foreign trade matters, organizes training seminars and courses on issues relating to internationalization.

Women/youth business help desk

Spreads business culture and provides guidance, information and training instruments to back business undertakings by women and young people.

Venice Arbitration Chamber

The chamber was set up in 1990 with the aim of encouraging complainants to resort to domestic and international arbitration and settlement procedures as the preferred means to quickly solve disputes with less expense.

Patent, trademark and unfair trade practice legal advice point

Provides assistance with all aspects of patent-related matters: unfair trade practices by employees, consultants, suppliers, rules for drawing up contracts, non-patented know-how etc..

Economic information service

Through its "Economic information help desk", the Venice Chamber of Commerce helps enterprises by providing useful information on how to create "new business" as well as how to fulfil administrative obligations that fall within the Chamber's province.

CSR help desk - social responsibility of enterprises

Run by the Venezia@Opportunità specialised Agency to promote an ethos of "social responsibility of enterprises" and the development of best company practices within the province of Venice.

E-government

Since 1999, the Venice Chamber of Commerce has been a frontline player in promoting digital and online instruments that can be employed by enterprises to fulfil all administrative obligations over the internet. The digital signature, CNS ("Carta Nazionale dei Servizi") and business key are some of the tools that are now commonly used all across our province, thus allowing all business people to use online means in an uncomplicated manner, saving them a lot of time.

Innovation

The Chamber of Commerce has been actively involved in the field of innovation and technology transfer for some time. With a stake in various important strategic businesses and with tailored measures to monitor the progress of innovation in enterprises and to pursue paths for their improvement, our Body acts as a reliable interlocutor for enterprises and the association system in developing common paths towards innovation and the protection of intellectual property.

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