

CREATIVE INDUSTRIES IN LOMBARDY



invest in
Lombardy

POWERED BY



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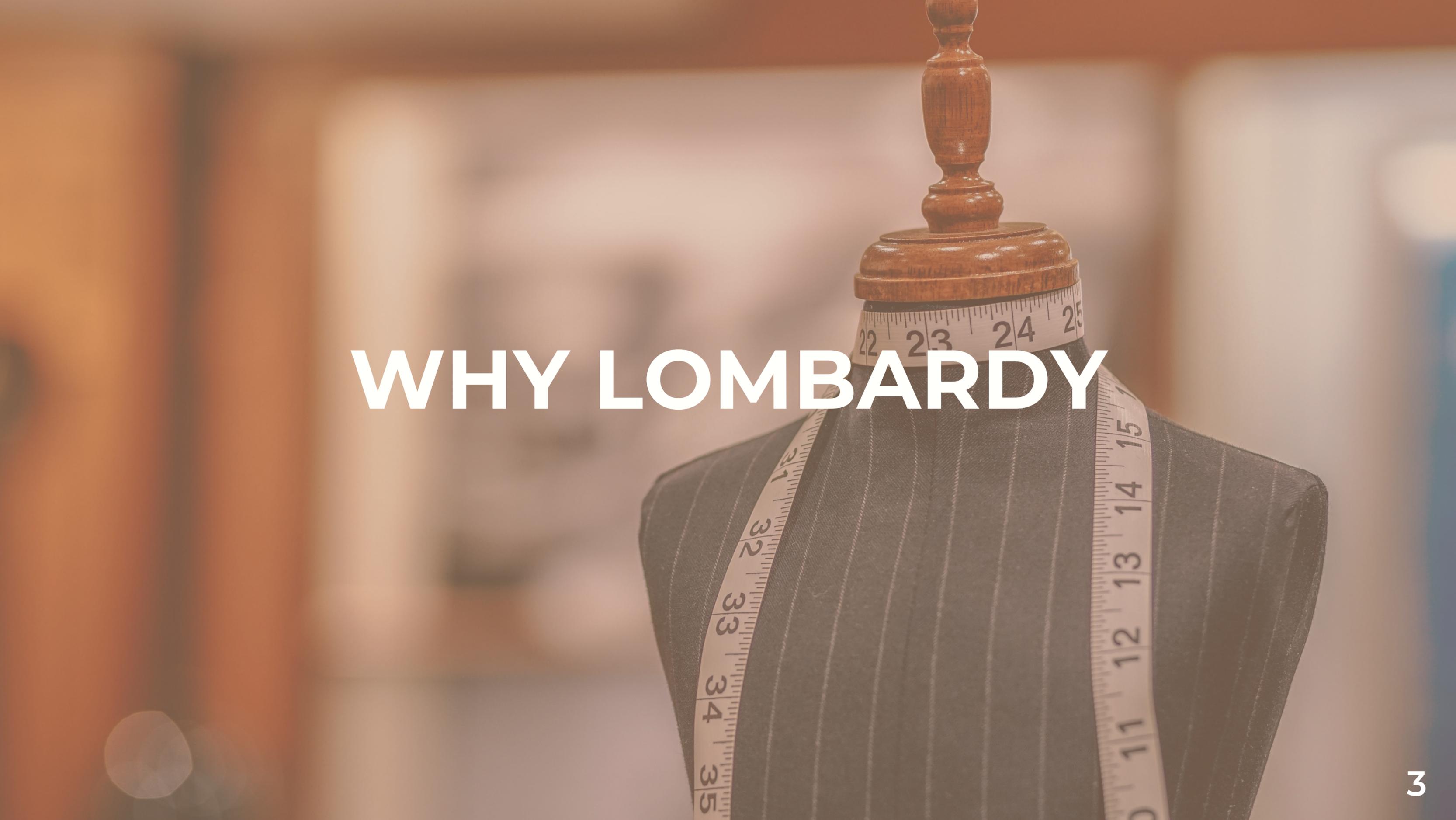
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This booklet looks at companies falling under Acteco codes **13, 14, 15, 23.1, 23.3, 23.4, 23.7, 32.1, 32.2, 32.3, 32.4, 58, 59, 71.1, 73.1, 74.1, 74.2, 90, 91, 93.21**





WHY LOMBARDY

LOMBARDY IN A SNAPSHOT

AMONG THE TOP EUROPEAN REGIONS



- **2nd** EU Region for GDP
- **Among the 67** out of 240 European **Strong Innovator** Regions

THE MOST ATTRACTIVE REGION IN ITALY:

FDI



- **€ 11** billion (from 2012 to date)
- **24,7 %** of 44.4 bln € Italy's FDI



1ST REGION FOR:



GDP

- **€ 368** billion
- **22%** of Italy's GDP



NUMBER OF COMPANIES

- About **816K** companies
- **6,300** multinational companies
- **4,2 million** employees



HUBS SUPPORTING INNOVATION

- **26%** of certified national incubators
- **18%** of national fablab

INFRASTRUCTURES & CONNECTIONS

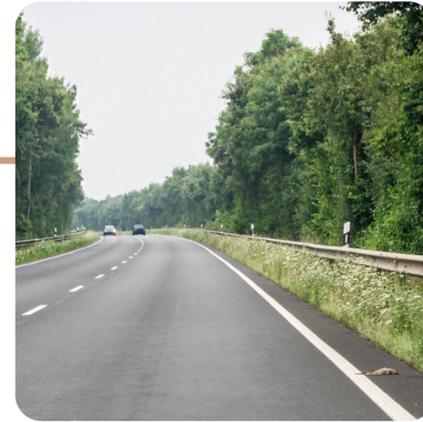
05



1,920 km
of railway networks



700 km
of highways



11,000 km
of provincial roads



4
international airports

Lombardy offers a wide range of direct flights to the main European and global destinations



10 h to Beijing



8 h to New York



6 h to Dubai



1.50 h to London



1.30 h to Paris



LOMBARDY CREATIVE INDUSTRY ECOSYSTEM

LOMBARDY IN THE ITALIAN CREATIVE SYSTEM



1ST REGION IN ITALY FOR

the capacity to add to the primary activities of culture a **high degree of specialization**



1ST REGION IN ITALY FOR NUMBER OF PEOPLE EMPLOYED

225,689 n. of people employed, about **24% of the national total**



1ST REGION IN ITALY FOR NUMBER OF ENTERPRISES

about **18%** of the national total

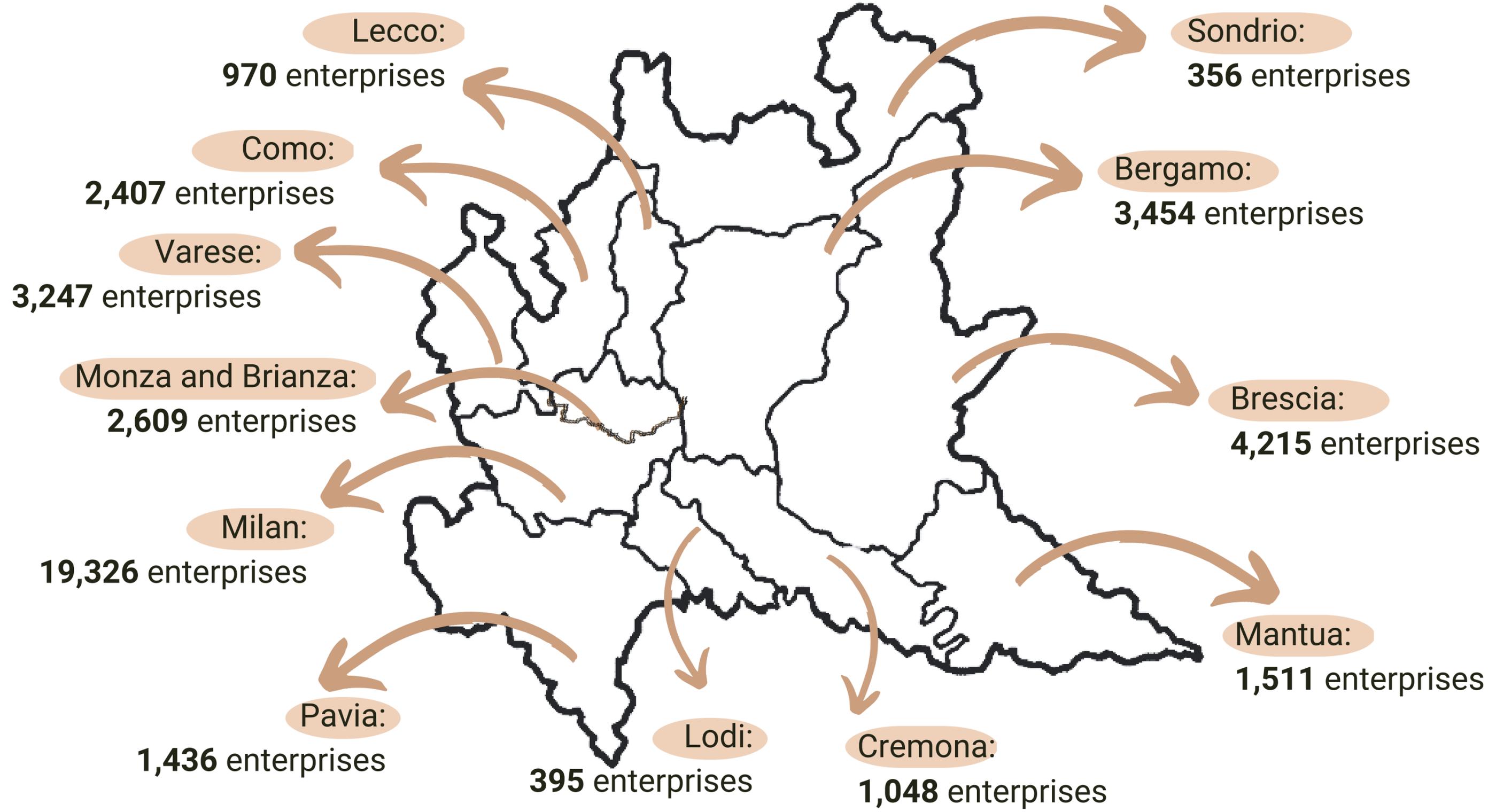


26.6% OF NATIONAL VALUE ADDED

was generated by Lombardy in 2021 out of €88 bln total in Italy

NUMBER OF ENTERPRISES AND THEIR DISTRIBUTION

Of 224,664 Creative enterprises in Italy, **40,974** are in **Lombardy**, whose **4,822** are **foreign enterprises**



FIRMS BY SIZE

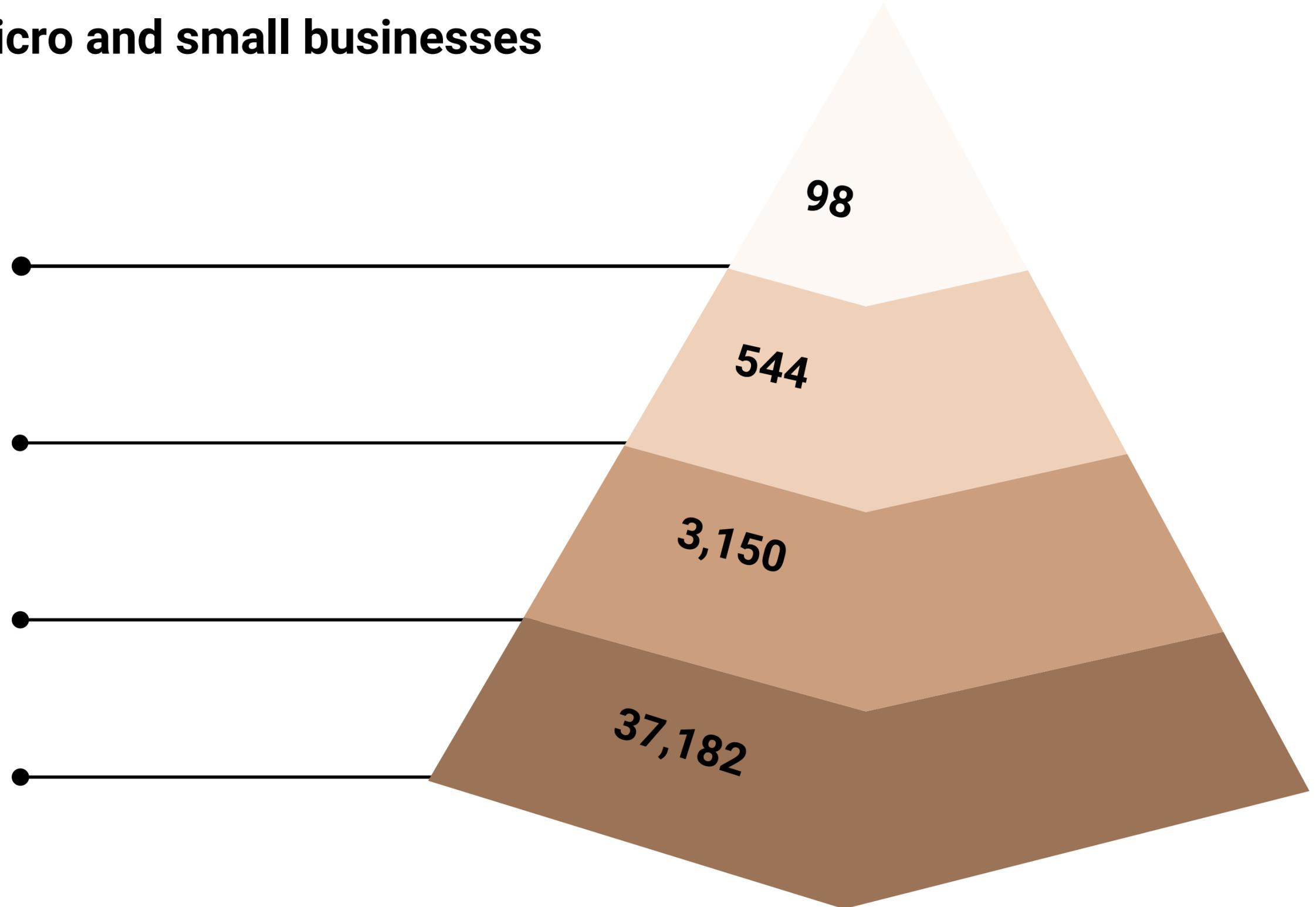
The majority of Lombardy's companies in the Creative Industry sector are **micro and small businesses**

0.2%
large enterprises

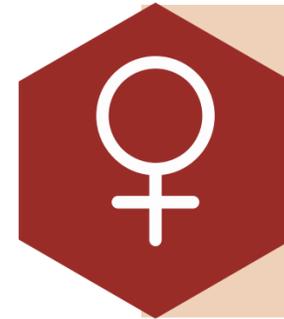
1.3%
medium enterprises

7.6%
small enterprises

90%
micro enterprises



TYPES OF COMPANIES



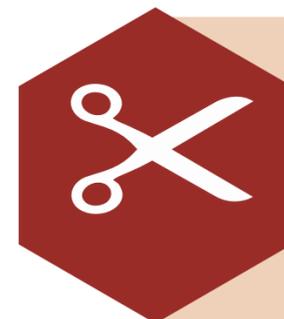
10,6K

female enterprises
17% of national total



3,2K

youth enterprises
5% of national total



15,6K

craft enterprises
25% of national total



303

startup companies
26% of national total

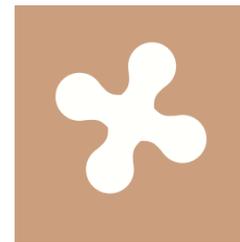
VOLUMES OF EXPORT IN ITALY AND LOMBARDY

first quarter of
2021



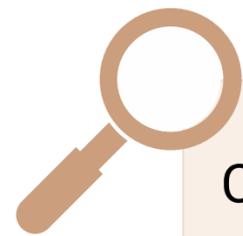
35 bln €

The value of goods
exported by Italy



7 bln €

The value of goods
exported by Lombardy



Compared to other Italian regions, Lombardy **is the first** for exporting in the first quarter of 2022 with **€9.8 bln**, followed by Tuscany (€9.7 bln) Veneto (€8 bln) and Piedmont (€3.3 bln)



LOMBARDY'S PRODUCTION FOR THE INTERNATIONAL MARKET

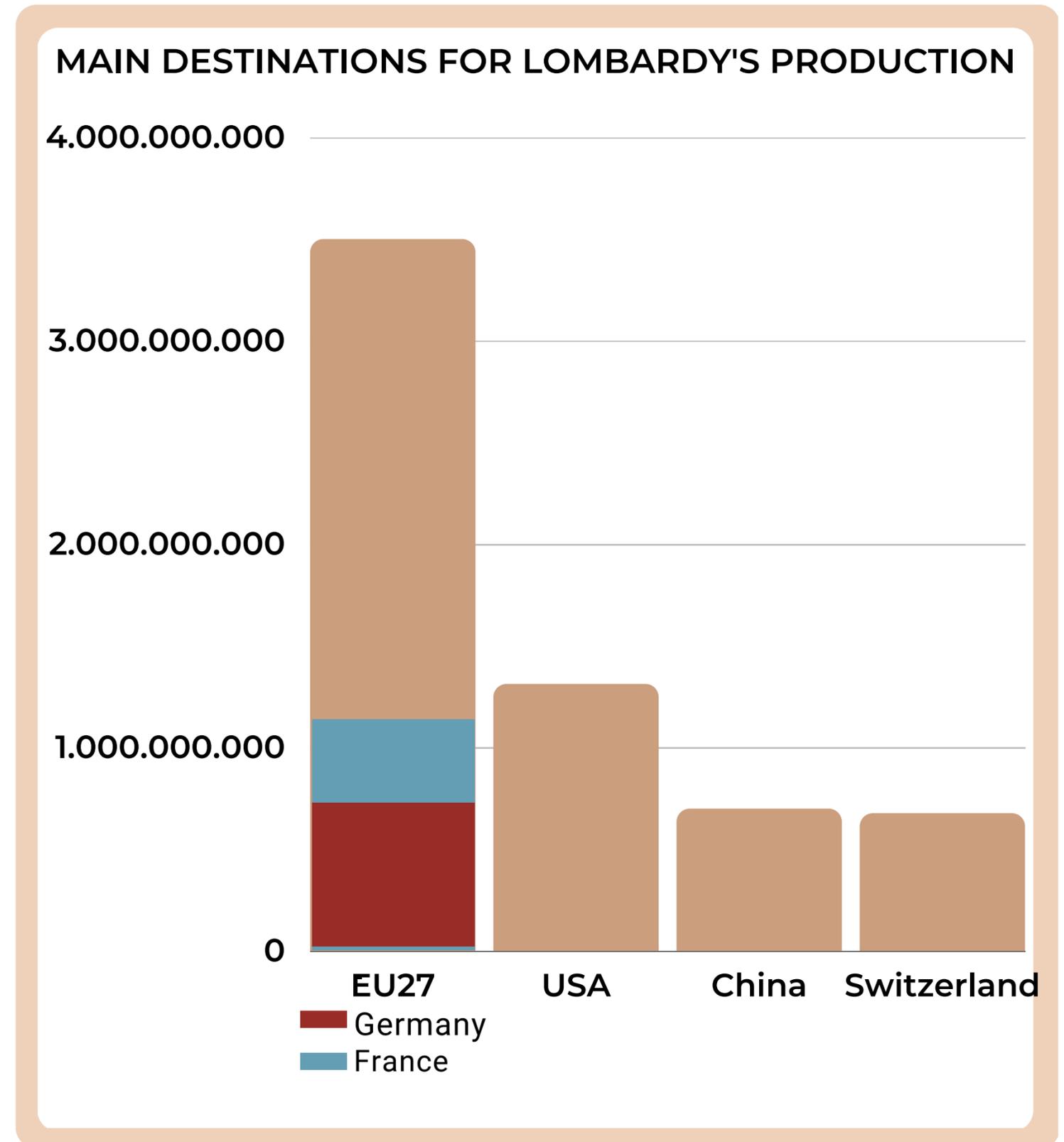
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The European Union is the main destination for Lombardy export. In fact, in the first quarter of 2022, Lombardy exported **€3 bln** to the 27 EU countries. In particular:

- **France** €1.1 bln
- **Germany** €580 mln

For **non-European countries**, the main destinations are:

- **USA** €1.3 bln
- **China** €699 mln
- **Switzerland** €677 mln





**LOMBARDY'S
SPECIALISATION AND
SUCCESS STORIES IN SOME
SUBSECTORS OF EXCELLENCE**

DEFINING LOMBARDY'S CREATIVE INDUSTRIES: FOUR MAIN CATEGORIES



Arts

Visual and performing arts, cultural heritage



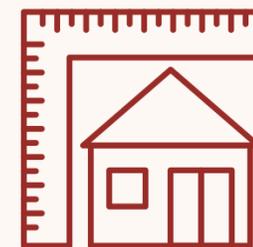
Entertainment

Publishing, music, film, video, radio-TV, cinema, video games and software



Fashion

Textile industry, footwear, manufacture of wearing apparel and leather products, fashion design, jewellery



Design, Advertising and Architecture

Specialized design activities, advertising agencies, engineering and architecture studies

VISUAL AND PERFORMING ARTS: LOMBARDY'S HERITAGE

15

Lombardy plays a central role in Italy in terms of employments and wealth produced in these sectors, with more than **32,7k employees** and **6,9k enterprises** (14% of the national total)



PERFORMING ARTS



1ST REGION

in Italy for number of plays with more + 40.000 shows among concerts, dance and theatre performances



491

theaters, including one of the most prestigious theaters in the world, **Teatro Alla Scala**



CULTURAL HERITAGE



The Italian Region with the most **UNESCO Sites**



603 museums,
1348 public
libraries



Over **one million assets**
surveyed as a **cultural
heritage**



2 Lombardy Cities, chosen
as **Italian Capitals of
Culture for 2023**: Bergamo
and Brescia

UNESCO HERITAGE SITES IN LOMBARDY

10 UNESCO sites

3 UNESCO intangible cultural heritages

3 Biosphere reserves under UNESCO's Man and the Biosphere (MAB) Programme

3 **Creative cities:** Milano and Como were designed by UNESCO as creative cities for having recognized creativity (in particular Literature, Craft and Folk Art) as a major factor in their urban development



THE ENTERTAINMENT INDUSTRY IN LOMBARDY

Lombardy is the **first region** in Italy for number of companies in the entertainment industry



The movie and media industry

- **2,303** companies (around **24%** of the national total)
- **16,094** employees (around **43%** of the national total)



The publishing sector

- **2,385** companies (around **21%** of the national total)
- **13,616** employees (around **25%** of the national total)

LOMBARDY'S FASHION INDUSTRY

In Lombardy, the Fashion Industry is one of the most dynamic and relevant sectors in terms of number of enterprises, employees, and export-related trends, internationally recognized for its level of innovation and quality

ITALY

88,583

enterprises

LOMBARDY

13,924*

enterprises

487,172

employees

96,080

employees



*Excluding the wholesale and retail trade sector

LOMBARDY'S FASHION INDUSTRY

Fashion in Lombardy: the most famous sites for Fashion



Como, the silk city:

Silk Museum and the Ratti Foundation Textile Museum
Historic silk stores and boutiques located in the city center
Textile Como - Centro Tessile Serico Sostenibile SRL

Vigevano, a long shoemaking tradition:
The International Museum of Footwear



Crespi D'Adda, the textile village:

The company town of Crespi d'Adda - factory and Village

Milan and **Casalmaggiore**, Jewels and Bijoux:
Jewellery Room of the Poldi Pezzoli Museum , Milan
Bijou Museum, Casalmaggiore

LOMBARDY'S FASHION INDUSTRY

Milan, as an **International hub for fashion**, hosts many emerging talents and opens its runway to the most awaited international events of the fashion system

38% of regional enterprises operating in the Fashion Industry are **based in the capital city**. **Milan**, home to some of the most famous luxury fashion brands in the world, with its iconic fashion district - *Quadrilatero della Moda*- is considered **one of the world's four fashion capitals**.

Every year Milano hosts the *Milano Fashion Week* which offers a **calendar full of fashion shows** and events open to the city, hosting many of the most **important designers and brands**. This event also acts as a decisive catalyst for inbound **tourism**: **about 19 mln euros**, reached after the trade show in February 2022.



18 INTERNATIONAL EVENTS

among fashion shows, events, exhibitions and trade fairs

15 INFLUENTIAL STAKEHOLDERS

among Professional Associations and other relevant experts

16 INCUBATORS AND ACCELERATORS

DESIGN, ADVERTISING AND ARCHITECTURE

21

Architecture and Design

+ 10,000 companies (19% of the national total)
+ 27,000 employees (25.5% of the national total)

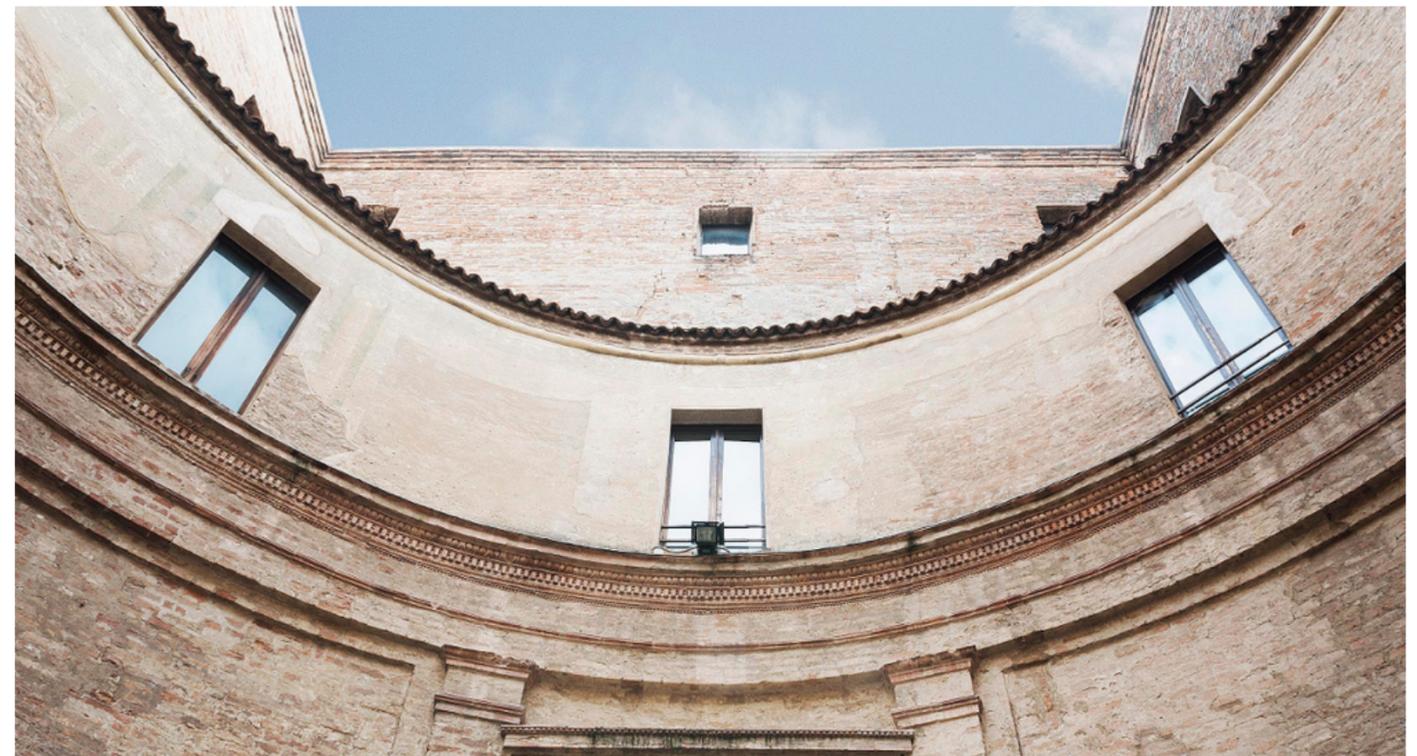
Milan leads Lombardy's Design Economy followed by **Bergamo, Brescia, and Como**. The largest furniture design studios are based in Milan, while **Brianza** maintains the primacy in **wood and furniture production** (more than 1 billion export values in 2021).



Advertising

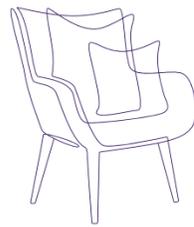
+ 6,000 companies (21.9% of the national total)
+ 45,000 employees (54% of the national total)

Lombardy is the **first region in Italy** for the number of companies and employees in this sector. Advertising is one of the commodity sectors in which Milan enterprises are **leaders**. The capital city has the highest number of **companies** operating in this industry from a regional level (around **4,000**).



MILANO DESIGN WEEK

Milan is an **iconic design hub**; both the International Fair -Salone del Mobile - and the number of events spread throughout the city (Fuorisalone) during the Design Week, has contributed to its reputation as the **world's design capital**



Salone del Mobile:

2,175 exhibitors

of which 27% were foreign exhibitors
and with the participation of 600 young designers

262,608 visitor attendance

from 173 countries

in 2022



Fuorisalone:

8 Design Districts

recognized by the Municipality of Milan for the quality
of the events and initiatives featured

800 events and 106 operators

in 2022

SOME NATIONAL AND INTERNATIONAL COMPANIES IN LOMBARDY



SOME OF LOMBARDY'S INTERNATIONAL SUCCESS STORIES

24

Subsectors of excellence



- **SPOTIFY**

In October 2022 the Multinational Company, leader in the streaming industry, opened its offices in Milan with an employment impact of over 100 people, from more than 10 countries.



- **KEYWORDS INTERNATIONAL**

In 2021 the Irish provider for the video games industry and beyond expanded its audio and post-production centre in Lombardy, opened a production facility in Milan for a total investment amount of around 9 mln euros.



- **TIKTOK**

In 2021 the Chinese company with 1 bln users chose Milan as its Italian headquarter with the aim to extend collaboration and partnership with famous fashion Italian brands based in the capital city.



- **UNIQLO**

In 2019 the Japanese Fast Retailing Company inaugurated its first Italian shop in the center of Milan: 1,500 meters building extending over three floors, with wall installations aimed at celebrating the identity of the brand and the city of Milan.



AN INNOVATIVE REGION

SOME START UP OF SUCCESS IN LOMBARDY

26

An innovative region

- **Krill Design**

An innovative startup born in 2018 in Milan with the aim to use the Circular Economy paradigm to create **eco-design products** from wood waste by using 3D printing.



- **Open Stage**

A Milan-based innovative startup established in 2019 that installs **technological stages** in squares, parks, and public and private places of all kinds, carrying out **highly innovative events**.



INCUBATORS AND ACCELERATORS



FASHION TECHNOLOGY ACCELERATOR

It's an international hub that supports startups operating in the fashion tech industry to boost their value.



A|CUBE

Certified incubator and accelerator focused on start-ups with high social, environmental, and cultural impact.



DESIGN TECH

It is the first hub for design innovation, born within the new Milan Innovation District (MIND), with the aim to help startups to grow and corporations to innovate.



HIHACK

It is the Open Innovation program of Hi-Interiors dedicated to the technological evolution of design.



RESEARCH AND INNOVATION FOR THE CREATIVE INDUSTRIES

InnovaMusei, the innovation project aimed to boost innovation and technology transfer in the cultural field



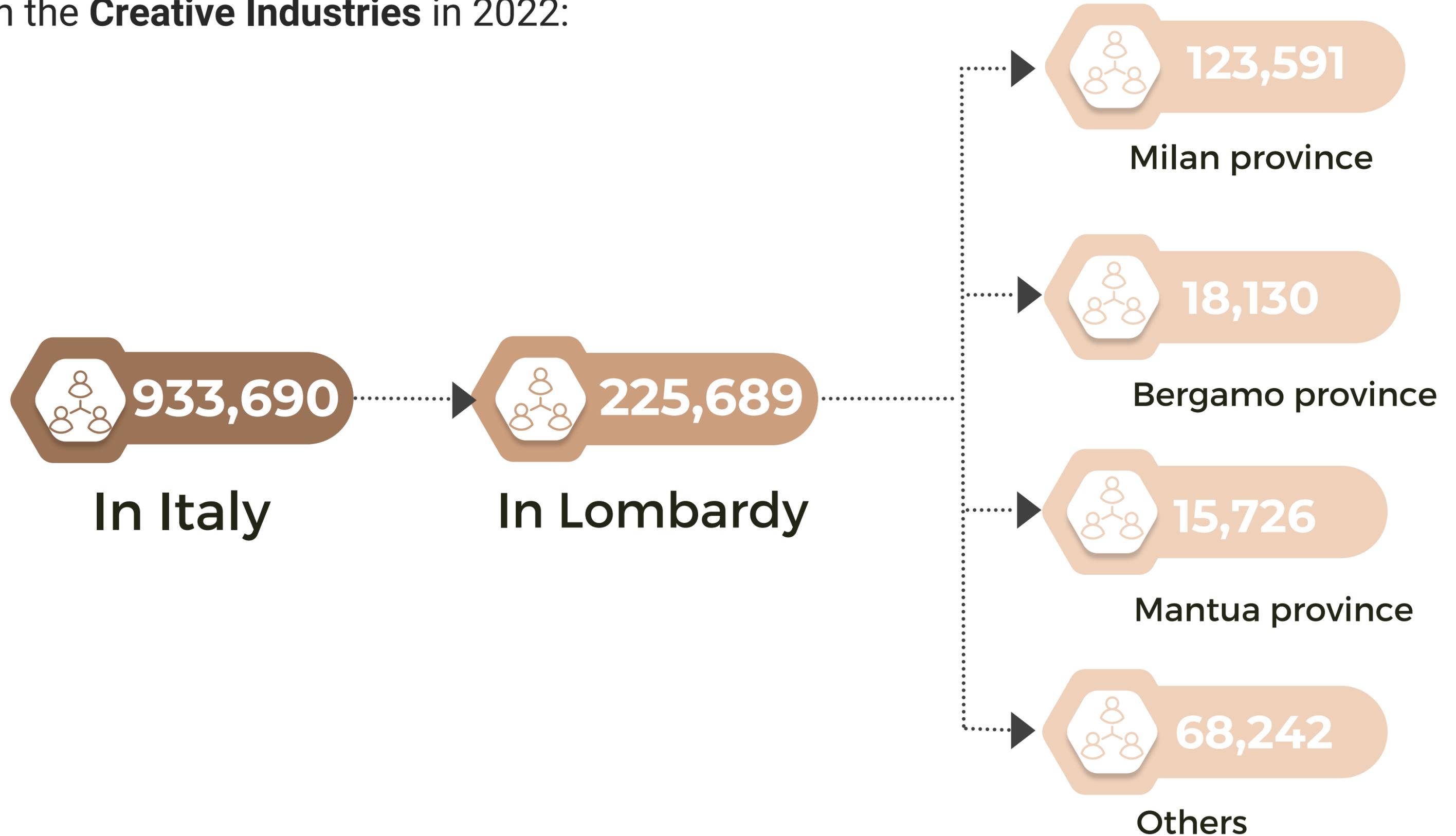
In the 2020-2022 biennium, Lombardy Region - in collaboration with Cariplo Factory and Unioncamere Lombardia - launched an **incubation program** aimed to support institutions in rethinking their activities and functioning by establishing collaborations with companies active in the cultural and creative sector. An initiative targeting all accredited museums and ecomuseums in the region (**197 museum collections and museums and 34 ecomuseums**).



**EDUCATIONAL AND
RESEARCH EXCELLENCES
FOR A QUALIFIED HUMAN
CAPITAL**

NUMBER OF EMPLOYEES

in the Creative Industries in 2022:



LOMBARDY EDUCATIONAL SYSTEM: CREATIVE EXCELLENCES

Lombardy's knowledge system is highly articulated. It is characterized by **specialization in different technical-scientific disciplines** and is composed of world-class expertise and research groups thanks to its **15 universities**

Lombardy Universities with sector-relevant courses:

Milano Politecnico

University of Brescia

IULM University - Milan

Bicocca University - Milan

University of Pavia

"Cattolica" University

Some examples of relevant courses:



POLITECNICO
MILANO 1863

Architectural Design and History

Interior And Spatial Design

Design For The Fashion System



Arts, Media and Cultural Events

Television, Cinema and New Media

Communication, Media and Advertising

LOMBARDY EDUCATIONAL SYSTEM: NOT ONLY UNIVERSITIES

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ITS's courses (Istituti Tecnici Superiori) offer young people in Lombardy access to high-level technical specialization, designed and implemented in collaboration with companies, universities, and the training system

ITS Art and Culture Area:

- **ITS Innovaprofessionisti:** offers courses related to specialization in the area of New Technologies for Cultural Heritage and Activities, as for instance *Digital Construction Manager in Historical Building*.
- **ITS I-CREA Academy:** It deals with the innovation of the cultural heritage sector, with a focus on the use of new technologies and new ways of communication, such as *Digital and Handcraft Culture*.

ITS Fashion and Made in Italy Area:

- **ITS Cosmo:** offers innovative classes for the fashion industry associated with the ICT sector, including *Textile Innovation & New Materials*.
- **ITS Machina Lonati:** provides post-diploma courses in the areas of marketing, design and fashion closely linked to the workplace, with a practical approach, such as *3D Fashion Designer*.



LOMBARDY EDUCATIONAL SYSTEM: NOT ONLY UNIVERSITIES

In Lombardy, there are **24 AFAM institutions** (Higher Education in Art, Music, and Choreutics) recognized by the Ministry of Education that release awards and qualifications equivalent to those issued by state universities. Here are some examples:

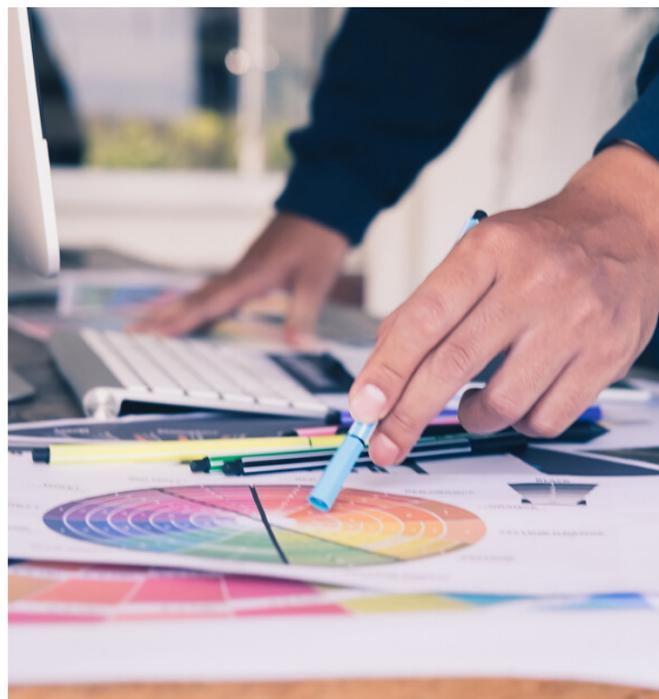


Brera Academy

- 4,357 students enrolled (2020-2021)
- 1,233 graduated (2020)

Istituto Marangoni Fashion School

- 485 students enrolled (2020-2021)
- 92 graduated (2020)



Conservatorio Gaetano Donizetti

- 202 students enrolled (2020-2021)
- 51 graduated (2020)

European Institute of Design (IED)

- 2,429 students enrolled (2020-2021)
- 702 graduated (2020)

A mannequin torso is shown from the chest up, wearing a dark pinstriped suit jacket. A white measuring tape is wrapped around its neck and chest. The background is a blurred, warm-toned interior, likely a tailor's shop, with wooden elements and soft lighting. The text is overlaid in white, bold, sans-serif font.

HOW INVEST IN LOMBARDY CAN HELP YOU

INVEST IN LOMBARDY: ONE-STOP-SHOP DEDICATED SERVICES



LOCATION SCOUTING

Find the best locations for your business through a dedicated network of local public institutions and private partners



NETWORKING

We are a business integrator, facilitating the connection with private and public, local and national stakeholders



BUSINESS INTELLIGENCE

Providing useful information on sectors/markets, supporting the evaluation of business opportunities in Lombardy



INCENTIVES

Overview of the tax incentives, grants, loans, and applicable bilateral conventions with institutions



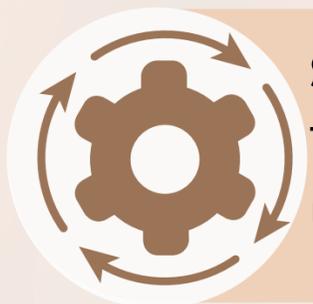
PUBLIC ADMINISTRATION

We facilitate the dialogue with the public administration & support you in dealing with administrative procedures



HUMAN RESOURCES

Assistance in choosing the most suitable staff recruitment channels for your business



START OF THE OPERATIONS

Tailor-made technical support for the set-up of a new business



EXPANSION & RELOCATION

General support to the expat workers in the relocation process

CONTACT US

FOR QUESTIONS, COMMENTS,
AND DEDICATED SUPPORT



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