



DIPARTIMENTO DEL
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MINISTERO DELL'ECONOMIA E DELLE FINANZE



SSPA *Presidenza del Consiglio dei Ministri*
SCUOLA SUPERIORE della PUBBLICA AMMINISTRAZIONE



SHANGHAI ADMINISTRATION INSTITUTE

Italy and China – FDI, business environment and challenges

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ITALIA 

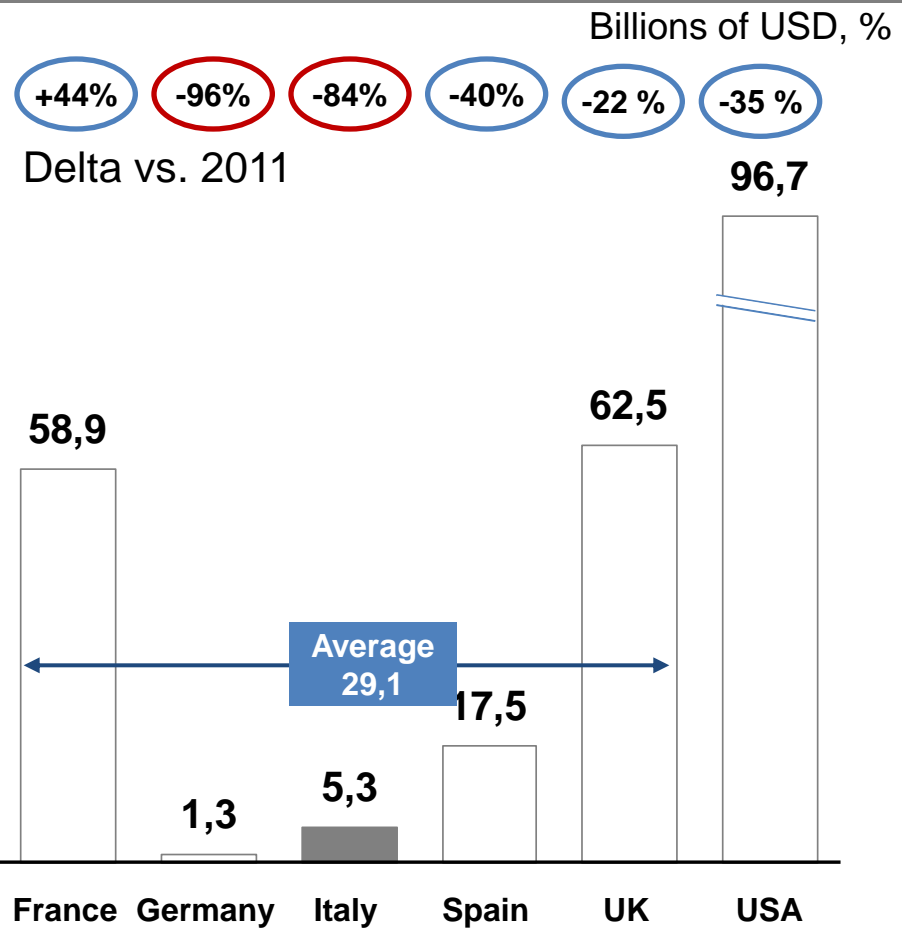
Agenzia per la promozione all'estero e
l'internazionalizzazione delle imprese italiane

Rome, June 18th, 2013 1

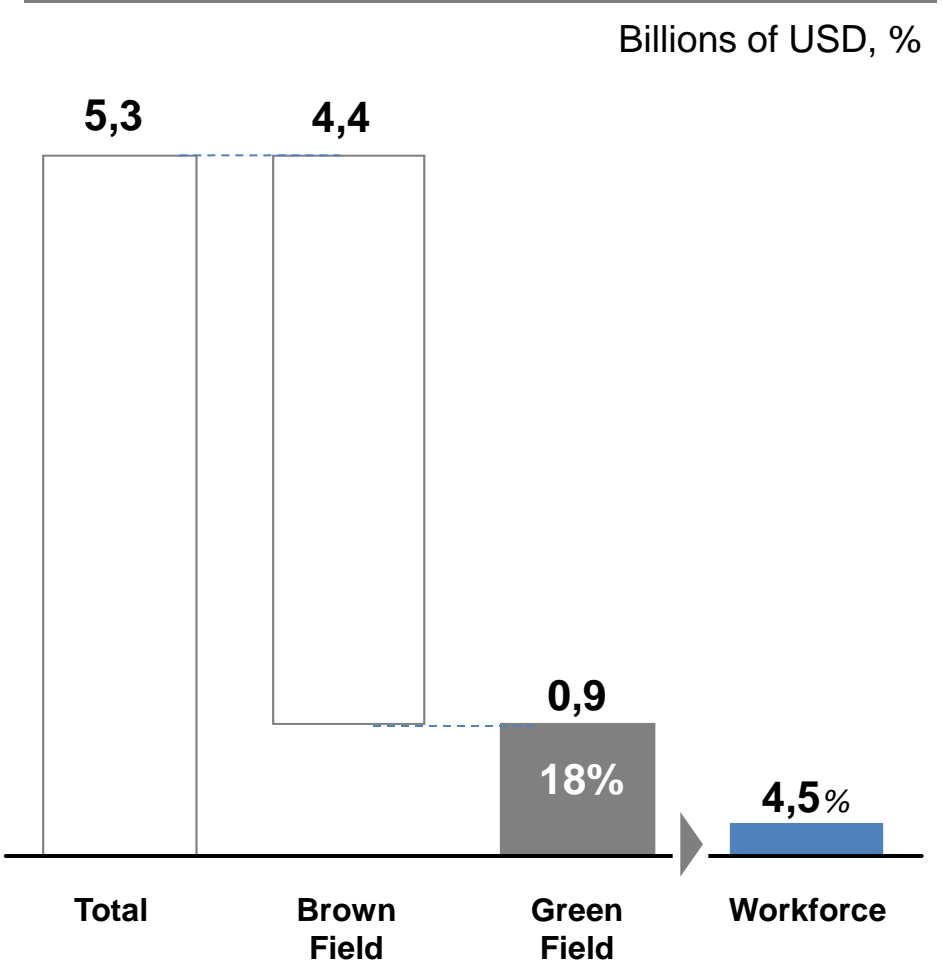
Attraction of FDI, a steep road ahead, but with a great potential

Source: Unctad- FDI flows, 2012

FDI attraction, Italy vs. competitors in 2012

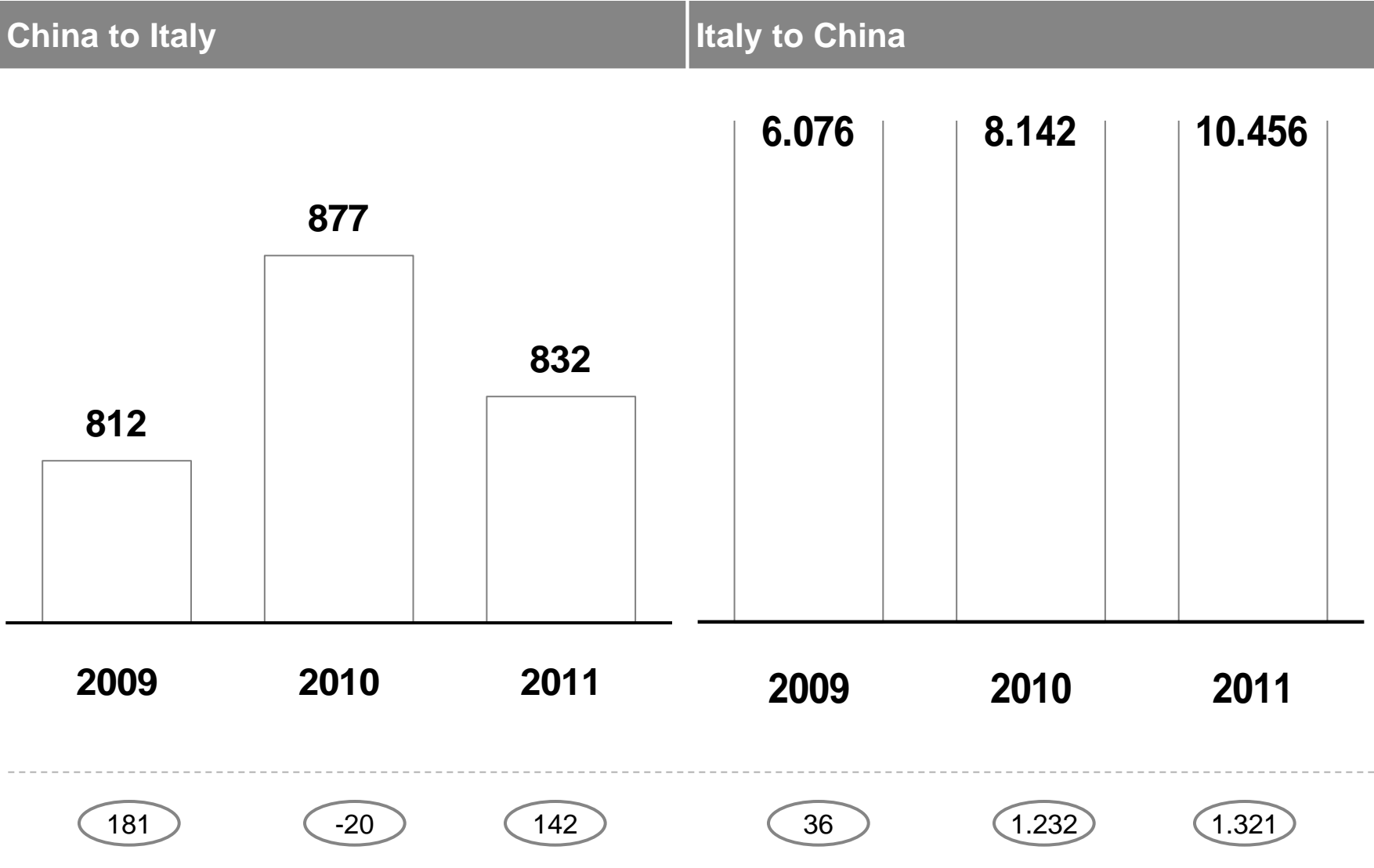


Italy: Greenfiled FDI share in 2012



CHINA – ITALY FDI – Stock and Flows

Millions of Dollars



Source: IMF (USD) and EUROSTAT (EUR)

Italy's economy in the global crisis: the Italian Government achievements



■ Pension reform ✓

■ Fiscal consolidation ✓

■ Liberalisation ✓

■ Simplification ✓

■ Labour reform ✓

■ Privatization ✓

Description

Enhances the medium and long-term sustainability

To reach a **balanced budget in 2013** (= primary surplus of 5% of GDP),

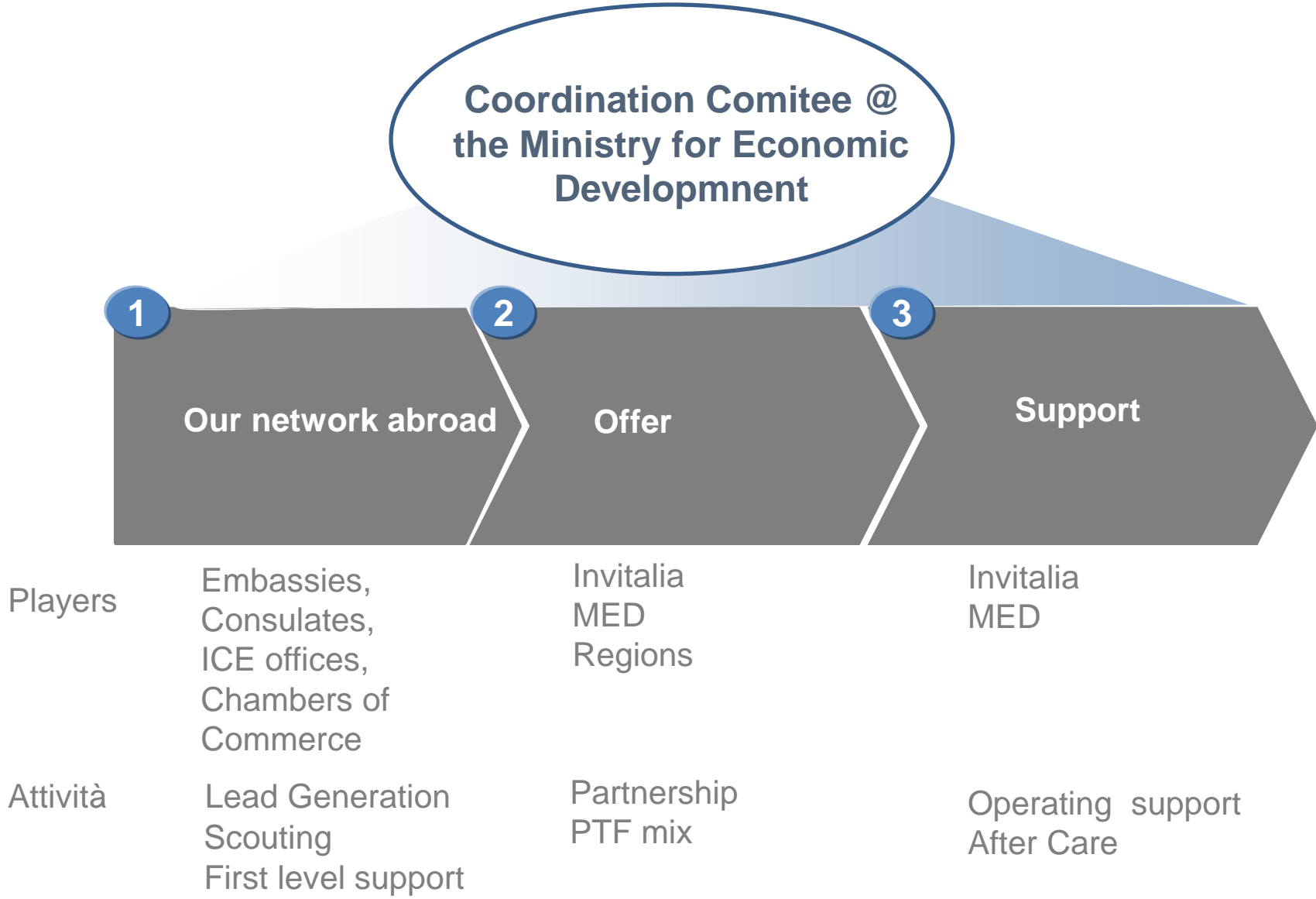
To **increase competition**. No unnecessary limits, permits, licenses for business start-ups; in public services

Certificates online, Digital agenda, ...

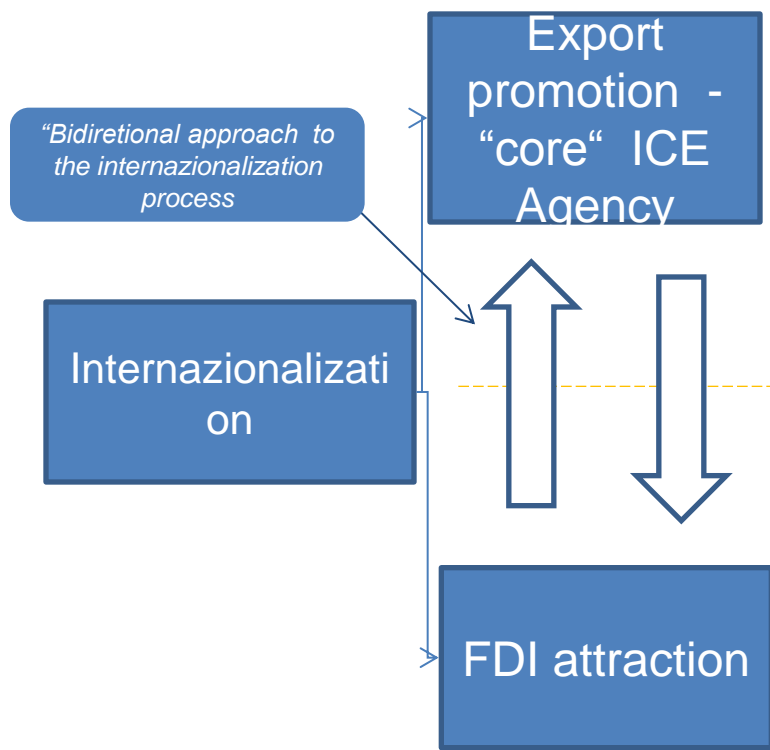
To **remove rigidities** and achieve a flexible and fair labour market

More than **46.000 public assets** amounting **54 billion euros** will be presented to potential investors

End2end approach in the management of the life cycle of the investment



Company support and promotion model of the new ICE Agency



Guidelines to follow

Some examples

1

Export in crescita, ma verso mercati dove la quota di mercato italiana è meno forte

Manage the change...

Supporting Italian companies investing abroad through strategic collaboration with SIMEST

- New offices in strategic areas
- “Comprehensive” strategic plan
- Focus on serving the needs of SME

2

Attrazione Investimenti Esteri:

... amplify the potential

- Lead Generation and Scouting “on site”
- Generation of a Ptf of opportunities
- Initial global support

Our footprint...China is a priority



A Case Study



The Chinese yacht and boat market

- In China the yacht and boat market is at its dawn, but it is growing fast: In 2010 in China there were only 60 superyachts (longer than 46 meters). In 2012 the number of superyachts in China reached 120 units; today, as first semester 2013, the total figure is about 150 units
- On the supply side, domestic production continues to improve and an increasing number of Chinese yacht manufacturers are exhibiting at different international boat shows in many key coastal cities. Exports of yacht and pleasure vessels increased 17% from 223.85 million USD in 2011 to 261.97 million USD in 2012 due to the global economy recovering from the downturn in 2012.
- On the demand side, interest in yachting continues to grow, imports grows 45.2% from 161.02 million USD in 2011 to 233.80 million USD in 2012.
-
- Italy exported 62.82 million USD to China in 2012, accounting for 26.9% of total yacht imports in China; Italy re-confirms the #1 position as the leading exporter to the China yacht market as in 2011.

In 2012 SHIG - WEICHAI GROUP invested in Ferretti Group



The SHIG-WEICHAI deal

The Deal

- Total value of investment: 374 millions euro;
- 75 % of equity, the remaining 25 % in the hands of Royal Bank of Scotland and Strategic Value Partner;
- President: Mr. Tan Xuguang
- Managing Director: Ferruccio Rossi



WHY ?

Technological Excellence



Highly innovative hybrid propulsion system enabling yachts measuring over 20 meters to sail in “zero emission mode” for the very first time

High-end Brands and an International network



The bad and the good – The Ferretti case

Bad...

- Burocratic burden (i.e. company and personal documents, certificates, etc., time consuming procedures, delay in the issue and renewal of visas, almost one year for getting the entry visa for one of the top managers of the WEICHAJ group);
- Language barriers;
- Lack of coordination among the Italian Authorities;

...and good

- Positive attitude of the Italian authorities
- The largest Chinese investment in Italy in 2012;
- Investment in manufacturing facility;

New Approach

