



**LET'S EXPO VENETO**  
 THE LAY OF THE LAND

Gondolas and Alpine huts covered with snow, bell towers and ancient villas. Veneto is a region that offers all sorts of landscapes: the Venetian lagoon, sandy beaches, hills, and towering mountains.

Veneto's mountains and Belluno's Dolomites offer unspoiled nature and large areas for eco-friendly tourism, while the hilly foothills offer soft landscapes, beautiful villages and the famous Venetian Villas, witness to the love the nobility of yore had for this land, when they chose it for their relaxation and to enjoy country life.

With a millenary civilization, unified through the centuries by the power of the Maritime Republic of Venice, and made famous by illustrious personalities the likes of Marco Polo, Antonio Canova, Andrea Mantegna, and Andrea Palladio, Veneto is imbued with art, culture and landscapes and joie de vivre, with good food and wine along with spas.

2

The rich land of Veneto offers 28 flavorful local products.

Through the "Exponiamo il Veneto" project, the Region and the Chamber System want to take the opportunity for visibility offered by Expo 2015 to invite visitors interested in the region not just for its tourism, but mainly for its productions, consistent with the theme "Feed the planet, Energy for life".

The three international airports of Venice, Verona e Treviso and the fast and easy regional railway connection to Milan make of Veneto a conveniently strategic area for EXPO 2015 visitors.

Veneto has a dominant lead in manufacturing excellence. Its districts are known around the world; the gold-silver district of Vicenza, the VeronaModa fashion district, and the Wood furniture meta district are just a few. In addition, it features a dense network of extremely innovative and dynamic companies active on the international market.

Through events and tours organized throughout the Veneto region, you will enjoy its scenic, cultural and architectural treasures while discovering the production secrets of its numerous businesses.

The “Italian way of life” is mainly about food and excellent cuisine, as Veneto can prove.

You will savor tasty local products and traditional dishes designed by genial chefs.

Here is a little taste: prosciutto Veneto Berico-Euganeo, soppressa from Vicenza, Grana Padano, Asiago cheese, Honey from Belluno’s Dolomites, Garda’s extra virgin olive oil, White Asparagus from Bassano, our radicchios (from Verona’s to Chioggia’s), Rice of the Po Delta and Rice Nano Vialone Veronese, ancient barley from Belluno’s valleys (slow food foundation), Paduan hen (slow food foundation), Biancoperla Corn (slow food foundation)... and much more!

And after an excellent meal... Thanks to “Exponiamo il Veneto” you can organize business-to-business (B2B) meetings and visit the most interesting companies of the region.

Through “Exponiamo il Veneto”, the Region, Chambers of Commerce and the whole business and economic system offer to the World a unique touring and business experience.

Our brochure shows itineraries within each province that highlight Veneto various productions and choices for tourism, including manufacturing, art and culture, culinary traditions, nature, spirit trails, wellbeing, agriculture and industry...

All that remains is to discover Veneto!



## SWEET VERONA, CITY OF JULIET AND ROMEO, SOAVE AND THE CASTLES, LAKE GARDA AND VALPOLICELLA

4

The city of Verona is a UNESCO world heritage site, made unique by a land that offers everything and a great number of businesses, richly endowed with art, history, culture, and local foods and wines.

Verona is known as the city of love thanks to the myth of Juliet and Romeo, the story told by Shakespeare that draws thousands of tourists every year to visit

Juliet's house and look out her famous balcony, retracing the unfortunate adventure of the world's most renowned lovers.

Verona's sweetness is also due to its Pandoro cake. There are many companies that produce this soft and delicious sweet that has become a Christmas favorite all over Italy.

When you leave the city for the rolling green hills, you will discover a varied wealth of historic villages, each one with a particular story to tell. History and nature are closely linked to traditions and the land, expressed by a large number of companies that specialize in offering top products known and appreciated throughout the world, such as extra virgin olive oil, numerous wines and cheeses, and much more.





## VICENZA, CITY OF GOLD AND PALLADIO

The city of Vicenza is a UNESCO world heritage site made unique by the legacy of the great Renaissance architect Andrea Palladio.

As you walk through the streets of Vicenza's historical center, you will admire Palladio's Basilica, the Capitaniato Palace and the Chiericati Palace, magnificent buildings designed by Palladio with beautiful geometries.

Vicenza is not just its architecture. It is the site of a very important gold district, where skilled goldsmiths work with more than half of all the gold imported by Italy. They are masterful artisans who create refined works of luxury.



5

But there is more excellence to be found.

Traveling the vast expanses of the Asiago plateau, you can find companies that specialize in cheese production.

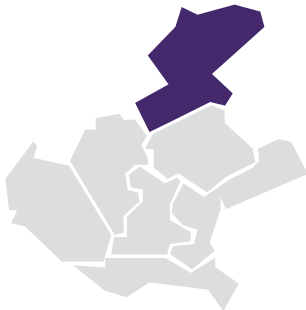
Among the wide meadows and dense woods are numerous companies that produce wines and cheeses following well established traditions.



## DOLOMITES UNESCO WORLD HERITAGE SITE AND BELLUNO'S EYEWEAR DISTRICT

6 This is a land marked by the bold and majestic peaks of the Dolomites. The city of Belluno and its province are spread over a vast area made of green valleys, thick woods, pretty towns, and breathtakingly beautiful mountains.

Belluno is located way up north in the region of Veneto. Its power comes from the strong, unbreakable connection between the people and the land, whose ancient traditions produce a great number of local dishes and wines.



Walking through the numerous trails that wind their way through the peaks of the Dolomites and stopping at one of the many mountain shelters, you can have a great sightseeing time with incredible landscapes while enjoying local delights of which there is aplenty. We are talking beers, wines, cured meats and cheeses. The choice is yours.

Belluno is not just its mountains. It is the site of the world's most renowned eyewear district, with a great number of companies run by highly skilled artisans from the Belluno area valleys. Their long time experience makes for high quality products that are both very beautiful and very comfortable. You can see their story in the Museum of Eyewear.



## PROSECCO IN THE MARCH OF TREVISO: THE WORLD OF ENOLOGY

Treviso is home to quality cuisine and winemaking.

This land made of historical towns and rolling hills hosts numerous companies specialized in the production of irresistible food and wine delights.

The most famous among them is the Prosecco, appreciated and exported all over the world.

This wonderful flaxen colored wine has a lovely fresh taste that comes from the work of so many winegrowers whose mastery brought into the limelight the vineyards of these splendid hills, thanks also to Italy's first enological school, founded in Conegliano in 1876.

It is impossible for Treviso' treasury of porticoed houses overlooking wa-

terways and its lively downtown to disappoint you.

Around Treviso are numerous towns immersed in history and nature like Asolo, Vittorio Veneto, Possgno and Castelfranco.

These gems will show you hidden corners of this beautiful land where you will savor excellences of food and wine, like the famous radicchio from Treviso, now exported to most of the world.





Massimo Pistore - Università di Padova

## SPA WELLBEING IN PADUA, THE CITY OF SCIENCE AND FRESCOES

A successful combination of history, religion, and art. Padua is a unique city with a rich heritage that hangs in the balance between the past and the modern world.

Commonly known as the city of St. Anthony because of the Basilica that every year attracts millions of believers, Padua is also inextricably linked to its University, one of the oldest in the world, featuring a newly expanded Botanical Garden declared World Heritage Site by UNESCO.

Padua is home to important works of art, such as the Scrovegni Chapel, where Giotto painted his spectacular Last Judgment fresco.

The many markets, bars, historic cafes, and squares, including Piazza Prato della Valle - one of the largest in Italy and Europe - give Padua a very dynamic atmosphere.

For some relaxation, just leave the city behind and move closer to the gentle slopes of the Euganean Hills, where you can enjoy an experience of the most renowned spa centres of Abano Terme and Montegrotto; the therapeutic properties of their waters make them perfect places to forget stress and restore well-being.







## FISH PRODUCTION AMONG THE NATURAL OASES OF THE PO DELTA

Lying in the southern tip of Veneto and crossed by the Po, which flows placidly into the Adriatic sea, the area of Rovigo has a powerful connection with old traditions, an unspoilt nature made of land and water.

Facing the sea and crossed by the longest Italian river, Rovigo is the site of an important fish district, one of the most significant food supply chains at the national level.

Adding prestige to this production sector, the mussel of Scardovari was awarded the DOP (Protected Origin Denomination) label in recognition of the quality of the Po delta fishermen.



9

Thanks to its close relationship with nature, in Rovigo you can expect to find food and wine excellence as well as picturesque landscapes.

The pristine nature of the Po delta is an invitation to slow tourism, so as to discover and savor with your eyes a fascinating meeting of land and water, riding a bicycle or on a boat, to explore and experience a charming corner of Veneto.

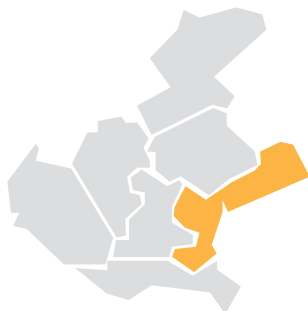


## VENICE, THE WATERWAY

Wonderful and indescribably charming, Venice is an extraordinary and unique city thanks to its glorious past and its close relationship with water.

10

Millions of tourists come here every year attracted by a great number of wonderful monuments: St. Mark's Square, the Rialto Bridge, the Bridge of Sighs, just to name a few of them.



The beauty of Venice extends also to its provincial area with its famous seaside resorts.

The Brenta Riviera, the waterway that connects inland, has some of the most beautiful examples of Venetian villas, elegant and magnificent buildings from past centuries that witnessed the power and importance of the nobility of Venice.

This dense network of historical monuments leaves room for Veneto's most important footwear industry. The Brenta Riviera is home to numerous craftsmen whose masterful skill created one of the most important manufacturing districts in Italy.

It is no random occurrence that many fashion designers turned to this district to create fancy shoes for their models to wear on their prestigious shows.

An attestation of the importance of this industry, and most of all, the bravura of Venetian craftsmen.



MILANO

VERONA

VICENZA

PADOVA

VENEZIA

TREVISO

BELLUNO

ROVIGO

# VENETO'S ECONOMIC LANDSCAPE

Data as of 2013

## the land and people

- » Located in Italy's north-east, it is one of its twenty regions.
- » It has a surface area of 18,407 square kilometers, the eight largest in Italy (6% of the national surface area).
- » It consists of flatlands by 57%, hills 14%, mountains 29%, 150 km of coastline.
- » It is divided into 7 provinces (Belluno, Padua, Rovigo, Treviso, Venice, Verona, Vicenza) and has 581 municipalities.
- » It borders to the east with Adriatic Sea, to the west with Lake Garda, to the south with the river Po, and to the north with the mountains of the Dolomites.
- » Its population exceeds 4.9 million, 8.1% of the Italian population, making it the fifth most populous region in Italy.
- » 10.4% of Veneto's population (over 515,000) consists of foreign citizens.

## Economy

12

- » The Veneto region is historically agricultural and known as a land of mass emigration.
- » Since 1970, it has experienced a significant boost thanks to its famous "development model", characterized by a strong entrepreneurial orientation towards exports, especially for the traditional economic sectors, and a strong social cohesion.
- » Currently, Veneto is the third richest region in Italy (with a GDP of 147 billion EUR, 9.4% of the Italian GDP) after Lombardy and Lazio.
- » It is one of the most important and dynamic economic realities in Italy (€ 30,000 GDP per capita, € 4,000 more than the national average) and one of the most advanced regions of the European Union.

## Businesses

- » Veneto features small and medium sized companies (more than 86% have fewer than 5 employees) spread throughout the territory that are the heart of the regional economy.
- » 442.278 active production units (1 every 10 inhabitants) characterized by remarkable flexibility, initiative and quick response to the needs of the world market.

- » SMEs covering almost all sectors: from the more traditional (food, wine, glass processing and ceramics, jewelry, furniture, fashion, technical equipment, tourism, machinery) to the most advanced (nanotechnology, biotechnology, information technology, astrophysics, aerospace and mechatronics).
- » The most productive is the manufacturing sector, accounting for over 54,000 units.
- » The textile, clothing and footwear sectors are synonymous with “Made in Italy” quality worldwide.
- » The metal construction industry, which is the most important in terms of the number of existing companies and employees, has expanded to the point that now it involves more than 24,000 companies.
- » The field of woodworking and furniture includes 8,300 companies and represents an area of considerable importance on the national scale.
- » Veneto’s territory is typically divided in industrial clusters, which means that each area is specialized in a specific field and is heavily export-oriented.
- » Nowadays Veneto’s traditional clusters are systems characterized by the geographical coexistence of a high concentration of businesses in the same sector, which all together provide a significant production system, as well as by a set of qualified institutional players who perform support activities for the local economic structure.
- » Veneto’s production system is an economic reality that combines elements of innovation and modernization with more traditional aspects and values.

## Eyewear - Belluno

80% of Italy’s eyewear production is concentrated in Veneto: frames, sunglasses, small-scale processing, machinery and manufacturing plants, galvanic treatments, eyeglass and lens cases.

In short, the whole world of eyewear orbits around this region, mainly in the province of Belluno and some industrial plants located in the Upper Treviso March.

This system involves nearly 900 companies with a workforce of 9,500 employees for a total output value of nearly 2 billion euro.

Veneto’s eyewear products cross the national borders into the European market with 50% of its exports, the US market with 32%, and reach even Japan and the Middle East.

## Jewelry - Vicenza

84% of the jewelry produced leaves Vicenza to reach the whole world. Vicenza's businesses hold over 2,000 patents and work with half of the gold imported in Italy: it has earned the right to be called "The World's Gold District".

Vicenza is home to a jewelry cluster characterized by the high quality of its productions; the businesses in this sector are just fewer than a thousand, with 10,000 employees, whose annual turnover amounts to more than 3 billion Euros.

Over time, jewelry making merged into the mechanics sector, creating a technological hub specialized in the processing of precious metals.

Furthermore, Vicenza is also home to the most prestigious and acclaimed Goldsmiths' Fair, a major event for both fans of jewelry and the best jewelry makers worldwide.

## Spas - Padua

The spa district winds around the heart of the Veneto region, south-east of Padua, not far from Venice, in the beautiful natural scenery of the Euganean Hills, where Abano and Montegrotto are located.

As per tradition, the number of foreign visitors, especially Germans and Austrians, far exceeds that of Italian visitors.

Almost 20% of overnight stays in Italian wellness centers are in Veneto, which means that one in five of all tourists chooses to spend his or her well-being holidays in one of Veneto's resorts.

## Wine - Treviso

Veneto's production of DOCG wines is first in Italy; in point of fact, it features a plurality of production areas.

The province of Treviso is important because of its Prosecco from Valdobbiadene and Conegliano and its wines from the Piave area and the Asolo hills.

The quality of Veneto's wines is evidenced by the increasing demand coming from foreign markets, which are increasingly attentive and cutting edge, and are able to absorb up to 75% of Veneto's wine production.

Among other PGI and DOP products are well known quality cheeses, fruits, and vegetables.

## **Fishing - Rovigo**

Rovigo's Fish District reaches an annual turnover of over 500 million euro for a total of 230 companies employing more than 3,500 workers.

Two key advantages that enable it to cope with the economic crisis: a policy of internationalization and an increasing level of professional training.

This guarantees a high quality fishing sector, which covers several activities: fishing, shellfish farming, processing fish products, and selling them in various parts of the world. Fresh products are sold in many European countries such as France, Germany and Spain, easily accessible via road transport.

Veneto has as many as six wholesale fish markets along the Adriatic Sea: Venice, Chioggia, Caorle, Pila, Porto Viro, and Scardovari along the banks of the Po Delta.

## **Tourism - Venice**

Venice's economy is almost entirely dependent on the tourism sector.

More than 10 million tourists visit Venice every year. Today the memory and evidence of Venice's extraordinary cultural past are based not only to its museums, churches and squares, but also on important cultural events.

The wonderful architecture of the city, its streets, canals, and cultural heritage initiatives, like the Carnival and numerous film festivals, attract tourists from all over the world.

The island of Murano is famous for its unique glass blowing production, which is very appreciated and exported worldwide.

Another important Venetian artisan tradition is the lace made on the island of Burano.

## **Confectionery industry - Verona**

The confectionery industry is a symbol of the inventiveness and skill of the Verona province, where the quality of industrial production is matched by a variety of small pastry businesses that deserve to be discovered and appreciated.

The famous Pandoro, well-known even abroad, has a precursor, a soft and tasty specialty called "Nadalin", which is shaped like an 8-point star and is very easy to make because it does not require a second kneading.

The traditional desserts have always been made using local seasonal produce (dried chestnuts, must and grapes in the fall; cherries in the summer...) and many them are associated with religious celebrations or important events or festivals.

The entire province boasts a wealth of these delicious treats.

## Job market

- » 2.1 million people employed (especially in the third sector).
- » 63.3% employment rate
- » 7.6% unemployment rate
- » The crisis has drastically reduced the employment prospects of young people, many of whom remain unemployed for a long period before gaining access to the job market. One in four young people is unemployed.
- » 17.4% youth unemployment rate (15-29 age group)

## Foreign trade

- » Veneto's system is export oriented; with an annual turnover of 52.6 million Euros, it confirms itself as the second region in Italy after Lombardy, whose foreign exports amount to 13.5% of the overall national total.
- » 37.3 billions of Euros in imports
- » 15.3 billions of Euros surplus in the balance of payments
- » Veneto's manufacturing production (almost all of the products sold) is intended primarily for the European market (especially Germany, France, and Spain), which has a 56.5% share that has decreased in the last few years favor of trade outside the borders of the EU.
- » Veneto's leading trade partners are Germany, France, and the US for exports and Germany, China, and France for imports.
- » In recent years, cross-border activities have mainly been directed to new markets in developing countries and looking to the modern routes of international trade, pointing out the strength of the BRICS and Asia.
- » Veneto's main highly specialized sectors that export are machinery, metals, clothing, shoes, eyewear, food, beverages, household appliances, etc.



## Agriculture

- » Although its importance has declined in the last 20-30 years, agriculture continues to play a significant role in the regional economy.
- » Arable crops remain prevalent in the Venetian countryside, with more than two-thirds of the arable land, followed by pastures and woods.
- » There are approximately 70,000 farms (10% of the Italian total).
- » Wine ranks first among high quality productions (20% of Italy's quality production).
- » The main sectors include PDO (Protected Designation of Origin) and PGI (Protected Geographical Indication) products: two labels that guarantee their origin and high quality.

## Tourism

- » Veneto attracts 62 million tourists every year, the highest numbers in Italia.
- » One fifth of all the foreign tourists that go to Italy visit Veneto (especially from Germany, Austria, Holland, England and France).
- » The flow of visitors continues to grow, reaching 16 million arrivals.
- » They stay on average 3.9 nights.
- » Veneto's tourism offer is multi-faceted; in addition to the seaside, mountains, spa and lake there is a wealth of natural resources and landscapes, historical and walled cities, the Venetian villas, sports facilities for golfing, horse-back riding, bicycling, and even more, wellness, congress tourism, religious tourism, fishing tours and the local food and wine culture.

INDICATORS		Veneto	North East	Italy
Territory and population	Surface area (km2)	<b>18.407</b>	62.328	302.073
	% compared to Italy	<b>6,1</b>	20,6	100,0
	Resident population (in thousands)	<b>4.927</b>	11.654	60.783
	% compared to Italy	<b>8,1</b>	19,2	100,0
	Population density (inhabitants/km2)	<b>267,7</b>	187,0	201,2
	Foreign residents (in thousands)	<b>515</b>	1.253	4.922
	% compared to Italy	<b>10,5</b>	25,5	100,0
Economy	GDP (in millions of euros - in monetary terms) *	<b>128.367</b>	314.763	1.362.962
	% compared to Italy	<b>9,4</b>	23,1	100,0
	GDP (in millions of euros - at market prices) *	<b>146.807</b>	359.641	1.560.024
	% compared to Italy	<b>9,4</b>	23,1	100,0
	GDP per capita (in euros)	<b>29.934</b>	38.275	25.651
	% compared to Italy	<b>116,7</b>	149,2	100,0
Businesses	Registered businesses (no.)	<b>493.176</b>	1.178.278	6.061.960
	% compared to Italy	<b>8,1</b>	19,4	100,0
	Active businesses (n.)	<b>442.278</b>	1.057.129	5.186.124
	% compared to Italy	<b>8,5</b>	20,4	100,0
	Businesses per 100 inhabitants	<b>10,0</b>	10,1	10,0
Job market	Employed people (in thousands)	<b>2.082</b>	4.997	22.420
	% compared to Italy	<b>9,3</b>	22,3	100,0
	Activity rate - 15-64 age group	<b>68,6</b>	70,4	63,5
	Employment rate - 15-64 age group	<b>63,3</b>	64,9	55,6
	Unemployment rate	<b>7,6</b>	7,7	12,2
Foreign trade	Exports of goods (millions of euros)**	<b>52.606</b>	121.929	389.854
	% compared to Italy	<b>13,5</b>	31,3	100,0
	Imports of goods (millions of euros)**	<b>37.266</b>	78.060	359.454
	% compared to Italy	<b>10,4</b>	21,7	100,0
	Balance of trade (millions of euros)**	<b>15.340</b>	43.869	30.400
Tourism	Tourist arrivals (in millions)	<b>15,8</b>	36,5	103,7
	% compared to Italy	<b>15,2</b>	35,2	100,0
	Tourist attendance (in millions)	<b>62,4</b>	153,4	380,7
	% compared to Italy	<b>16,4</b>	40,3	100,0

## Transport

- » Increasing connections in the transport network, roads, railways, ports, airports and cargo terminals, is an essential condition for the development of industrial activities and the local economy.
- » Highways: 29 km per 1,000 km<sup>2</sup>, a good road density compared to the land area (22 km is the Italian average).
- » The Port of Venice is one of the most important in Italy for volume of trade (more than 4,000 ships and more than 25 million tonnes of goods) and the first port of origin for Mediterranean cruises (2 million passengers).
- » Airports: Venice-Treviso: 10.6 million passengers and more than 45,000 tonnes of goods; Verona: 3 million passengers and 5,000 tonnes of goods.
- » Transshipment ports: The transshipment port of Padua is a logistics center of excellence: 200,000 TEUs, more than 5,000 trains. The transshipment port of Verona "Quadrante Europa" is the best in Europe, more than 500,000 TEUs and more than 14,000 trains.

## Forecast

- » Veneto's economic trend should show a little measure of growth in the next few years.
- » According to recent estimates, its GDP will stay the same in 2014 (+0.2%).
- » This comes from a positive trend in exports (+ 3.7% in volume) and by expectations of recovery in domestic demand, as detected from the acceleration of imports (+ 6%). But we expect a decline in investments (-1.5%), while the recovery in domestic consumption is expected to remain unchanged (+0.2%).
- » The gradual recovery of production activities will stabilize the job market in 2014: a reduction in employment of 0.5%; the unemployment rate, which in turn reflects the decrease in the number of people looking for work, is expected to reach an annual average of 7.3%.

\* GDP at market prices (value chain, referred to the year 2005) and the GDP at current prices is taken from Prometeia - Scenarios for local economies (July 2014).

\*\* provisional data

Source: data processing by Unioncamere Veneto on Istat, Infocamere-Movimprese, Region of Veneto, and Prometeia data.

## EXPONIAMO IL VENETO IS A PROJECT BY:



### Regione del Veneto

Tel. +39 0412792654  
E-mail: [turismo@regione.veneto.it](mailto:turismo@regione.veneto.it)  
Web: [www.regione.veneto.it](http://www.regione.veneto.it)



### Unioncamere del Veneto

Tel. +39 0410999311  
E-mail: [unione@ven.camcom.it](mailto:unione@ven.camcom.it)  
Web: [www.unioncamereveneto.eu](http://www.unioncamereveneto.eu)



### Veneto Promozione

Tel. +39 0412526211  
E-mail: [info@venetopromozione.it](mailto:info@venetopromozione.it)  
Web: [www.venetopromozione.it](http://www.venetopromozione.it)



Camera di Commercio  
Venezia



Camera di Commercio  
Verona



Camera di Commercio  
Treviso



Camera di Commercio  
Padova



Camera di Commercio  
Vicenza



Camera di Commercio  
Rovigo



Camera di Commercio  
Belluno

[WWW.EXPOVENETO.IT](http://WWW.EXPOVENETO.IT)  
[WWW.VENETO.EU/EXPO](http://WWW.VENETO.EU/EXPO)