



WHY INVESTING IN GENOA: BENEFITS AND FACILITIES

DECEMBER
2018



COMUNE DI GENOVA

DEPARTMENT OF ECONOMY DEVELOPMENT

WHY INVESTING IN GENOA

Because Genoa, historic and economic core of the Mediterranean Sea, is investing on its consolidated hotspots such as:

- PORT & LOGISTIC
- MOBILITY & TRANSPORT
- HIGH TECHNOLOGY
- TOURISM & CULTURE
- BLUE ECONOMY

and it is putting on the ground a new business line adaptive to the territorial enabling capacities:

- SILVER ECONOMY
-

Because Genoa facilitates new investors and it is attractive for:

- REAL ESTATE MARKET
 - PROFESSIONALISM AND EMPLOYEE COST
 - LOW EMPLOYEE TURNOVER
-

Because Genoa could be a desirable head-quarter for many international enterprises, thanks to its high quality of life, cost of labour competitiveness and multiple growing possibilities in leading sectors subject of the strategic vision of the Municipality.

PORT & LOGISTICS

In the first half of 2018 Genoa's port handled a total of 55.2 million tons of goods, with a progressive trend of 3.9% on the first half of 2017.

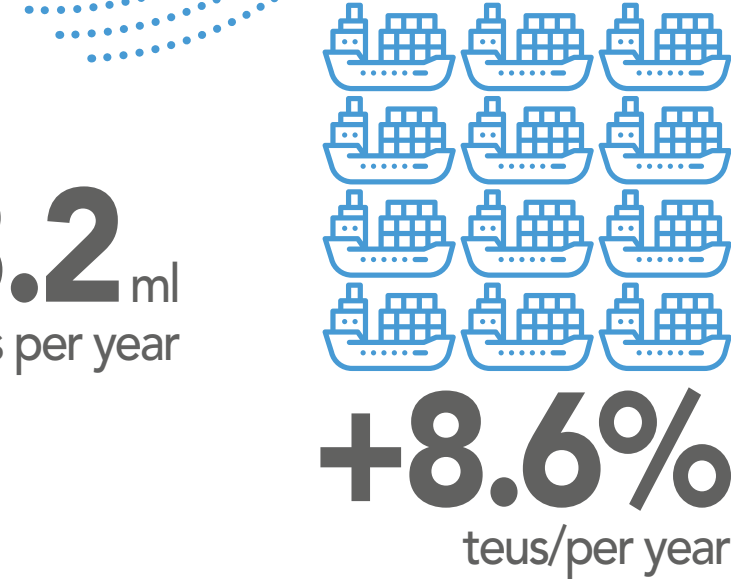
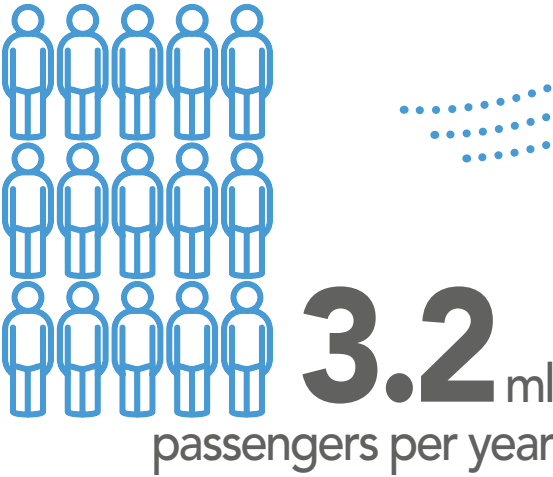
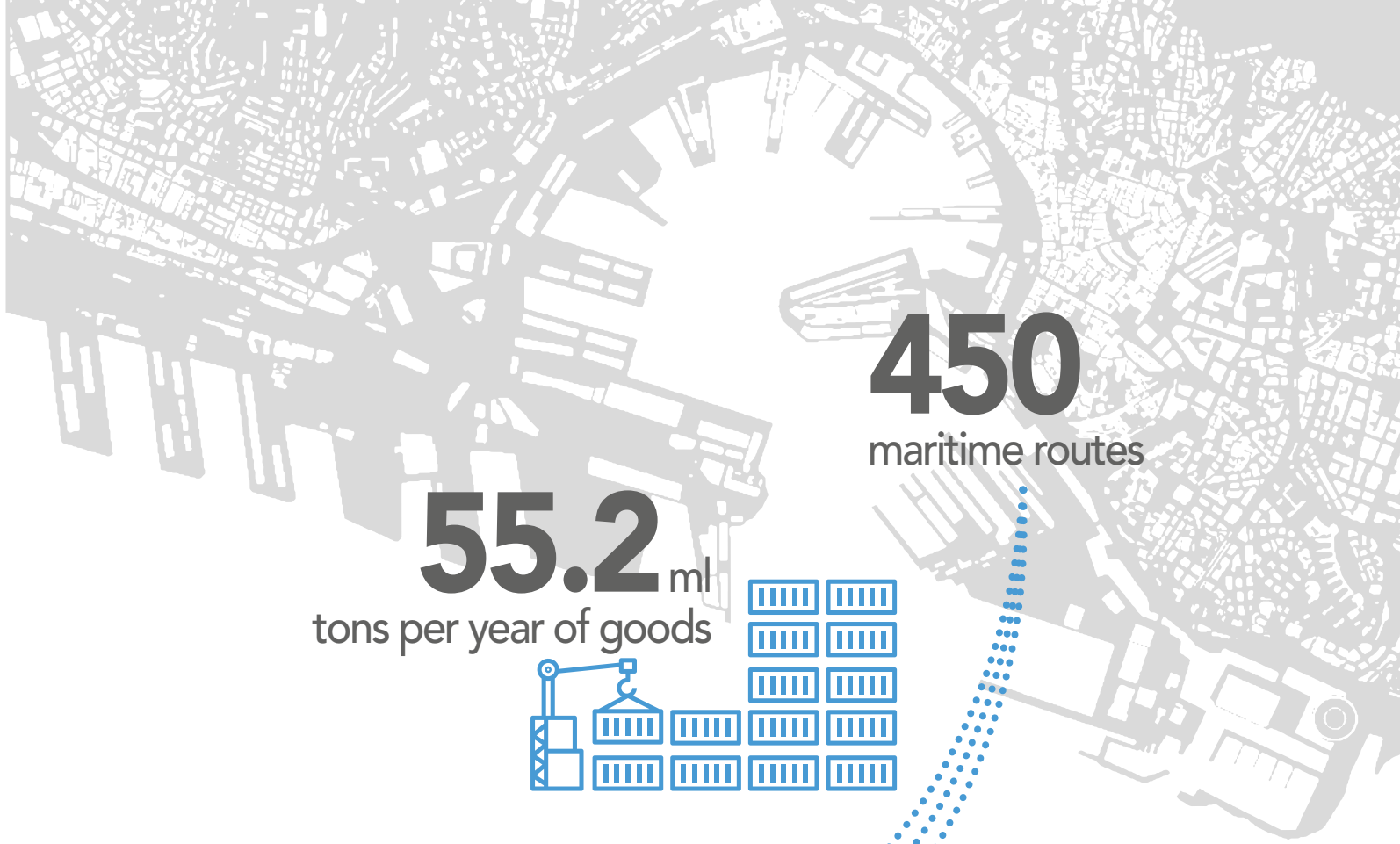


- Ligurian ports handle about 39.4% of the container pass-by national harbours (53.2% excluding the transshipment).
- Genoa represents the South Terminal of the Alps-Rhine Corridor and the ideal transit point for the Silk Road (from China to Europe).
- Liguria is the first Region in Italy for number of shipbuilding companies on the total manufacturing (1.5% vs. Italian average of 0.3%).



PORT OF GENOA

The port of Genoa is the generator in Italy of the largest concentration of technical, professional, scientific and educational skills and knowledges related to the maritime-port economy sector. Thanks to this cultural heritage, universities, research institutions, professional offices, schools, companies and technicians consultants actively operate on the territory. All together, these “knowledge workers” comprise today the largest component and qualified workforce, directly and indirectly involved in the port, and the best guarantee for its future.



Genoa is the first Italian port in terms of total goods handling, with a total of 55 ml tons and an increasing rate of +8.6% in comparison to the past year.


It is one of the first Mediterranean ports of final destination regarding both container transport, about 1.8 ml of teus, and passengers transit, more than 3.2 ml (cruises plus ferries).


URBAN TRANSPORTATION



139  bus lines

by **2025**  the public transportation of Genoa will be completely electric

1 subway line 7 km long with 8 stops (extension projects are under consideration) 

 **2** cable-ways connect the city centre with the surrounding heights

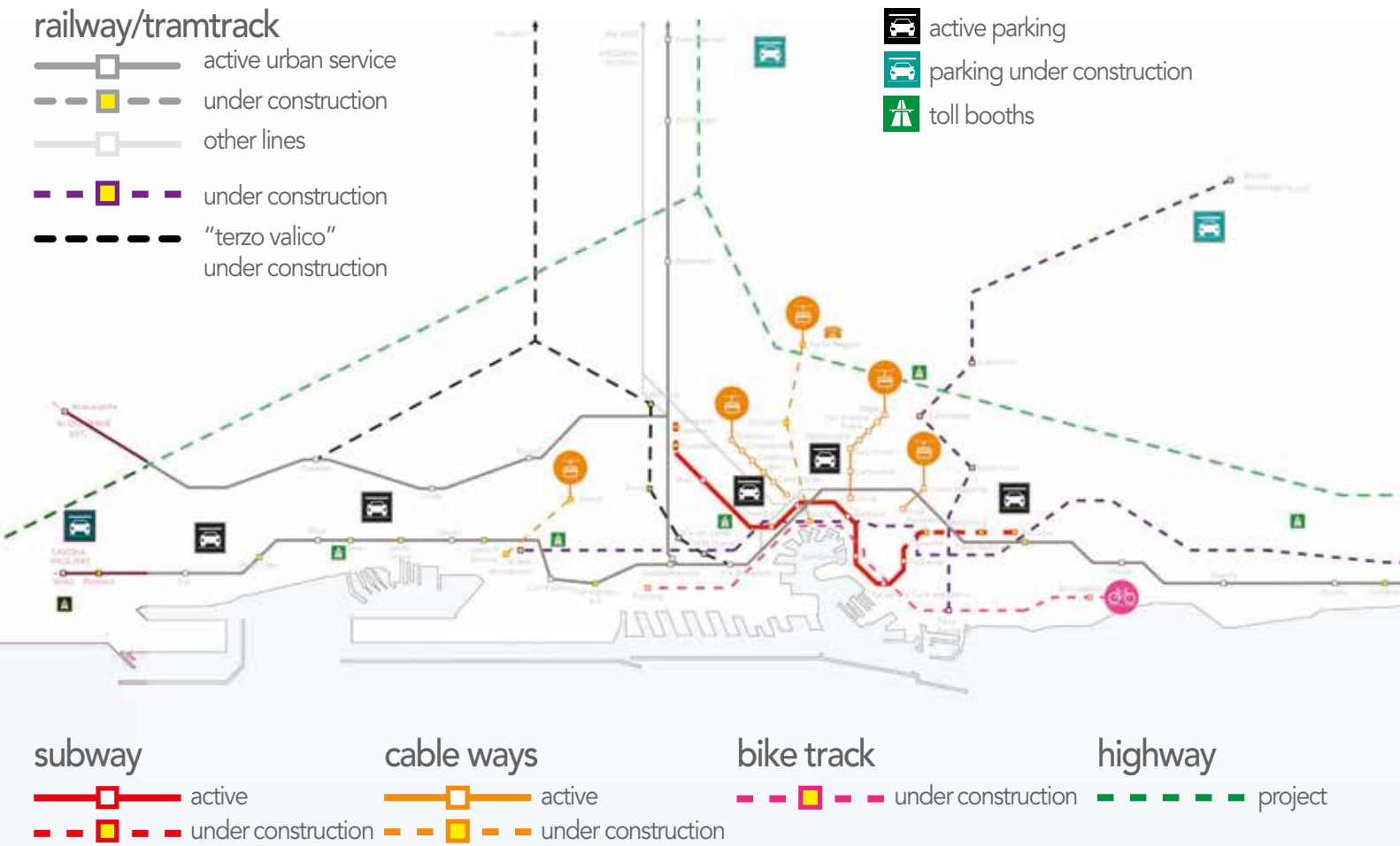
10 elevators connect the city centre to the panoramic hilly areas



1 historic narrow-gauge railway connects the city centre to the hinterland

1 historic rack railway

1 fast track on the sea (Navebus).



SUBURBAN MOBILITY



Genoa has a thousand-year history and is both a tourist destination and the apex of the industrial triangle with Milan and Turin.



Its geographical position in Europe increases its attractiveness to investors, especially as a logistics base for land-sea traffic.

In the first six months of 2018, Cristoforo Colombo airport recorded a 25% increase in passengers. The 25 non-stop routes in 2017 became 39 in 2018. Every day over 600 destinations worldwide are reachable from Genoa with only one stop. The terminal enlargement as well as the link with the railway are underway, in order to create a synergy with goods and cruises.

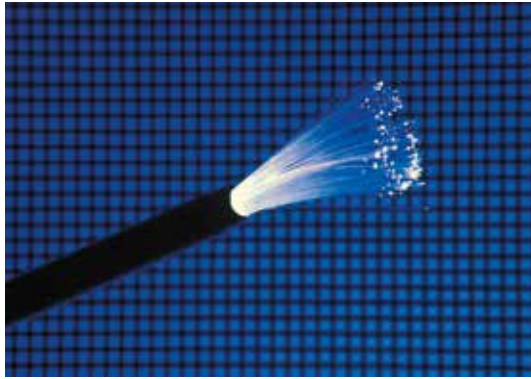


39
direct routes



Passengers
+ 25%

HIGH TECHNOLOGY



In Genoa, the high-tech industry consists of multinationals in the field of energy, automation, transport and infrastructure with research and development activities, and a network of companies employing a total of over 23,000 people, with a significant presence in the areas of electronics, robotics and biotech (we are proud of nationally and internationally excellence centres, including IIT - Institute of Italian Technology).

ABB

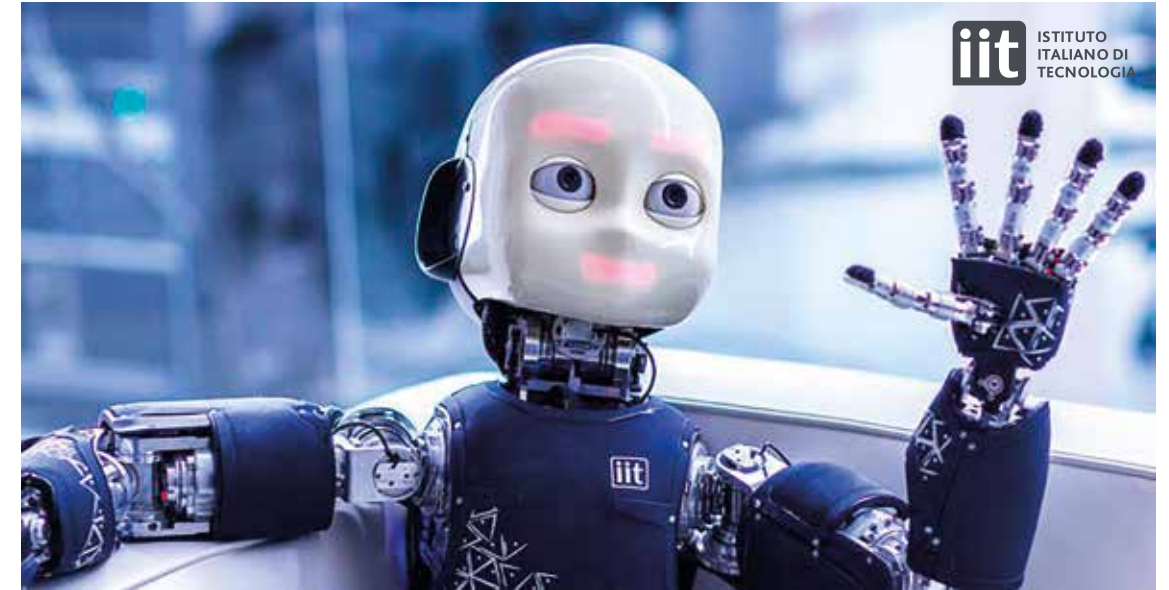
LEONARDO

iit ISTITUTO ITALIANO DI TECNOLOGIA

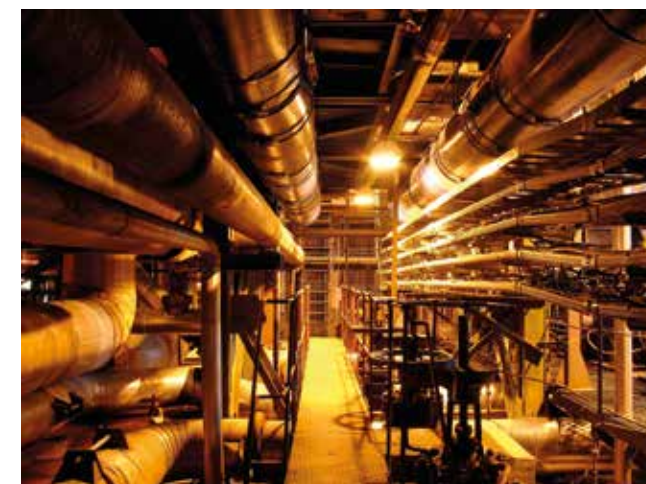
ERG

AnsaldoSTS

AnsaldoEnergia



There are 1,691 digital businesses in Liguria, 102 of which are workshops, with respectively an increase of 2.5% and 2% compared to the second quarter of 2017.



Genoa is the second most attractive city in Italy for investments: the city has strengthened its technology sector, with particular attention to biomedical research and mechanics.

TOURISM & CULTURE

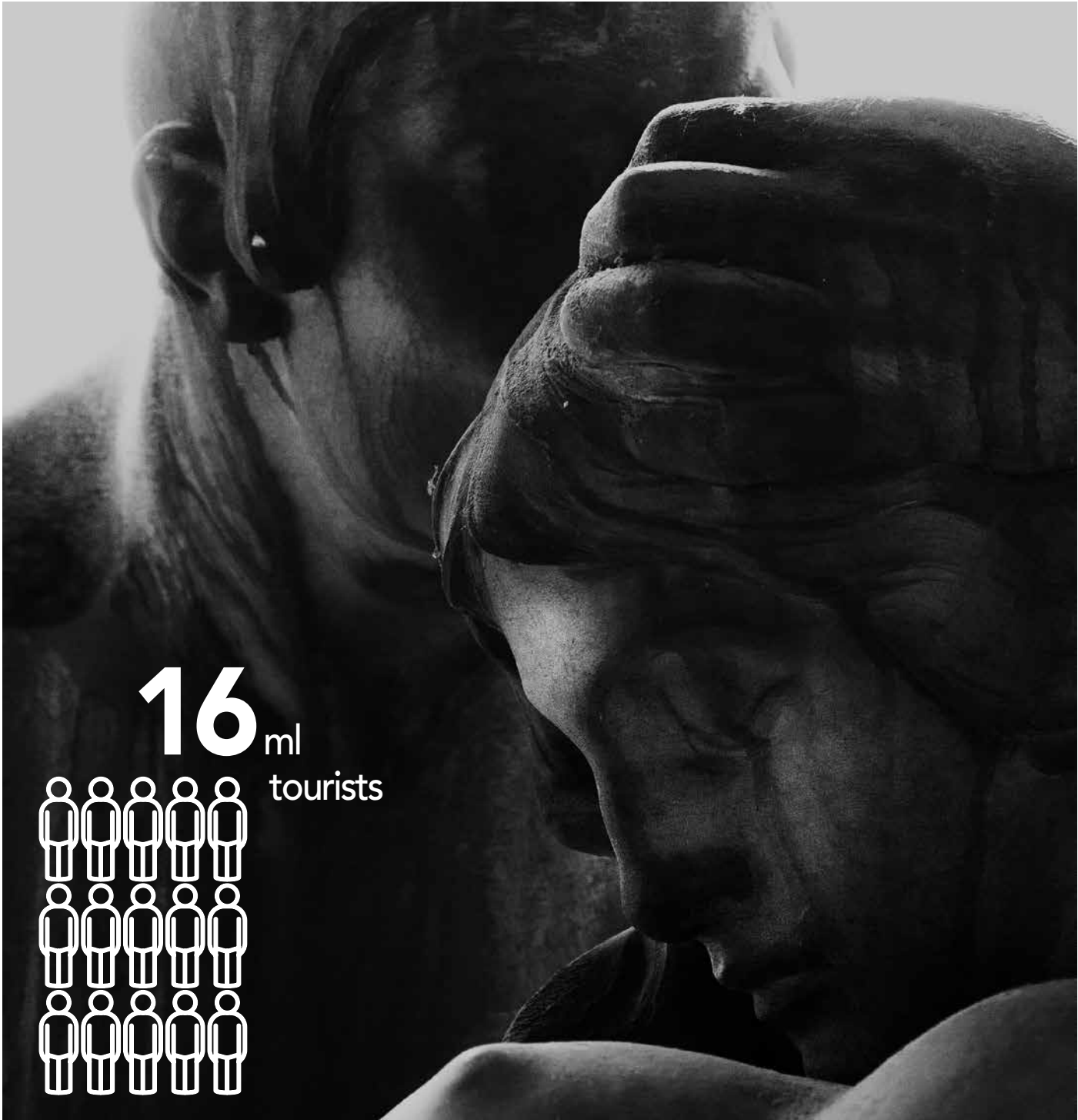
Genoa is a city of theatres, museums, historical libraries, churches and precious ancient buildings. Among these, the ancient "Palazzi dei Rolli", UNESCO heritage.



The "Theatre of Genoa", newly appointed national theatre by MIBAC, makes Genoa and Liguria an absolute protagonist in the Italian cultural panorama.



In addition to the 42 historic UNESCO buildings and the Aquarium, tourism is attracted by the wide range of cultural, food and wine and landscaping that Genoa and Liguria can offer.



In the first half of 2018 the tourist movement in the metropolitan area of Genoa marks a +3.8% of arrivals (783,230) and a +1.3% attendance (1,710,018) compared to the same period last year. Liguria is the first region in Italy for density of cultural heritage (270,9 assets every 100km²). Genoa has proven to be the favourite departure port for Italians in 2018.

BLUE ECONOMY

Blue Economy set the scene of all human activities that live the sea, the coasts and the seabed as resources for industrial activities and the development of services – such as aquaculture, fishing, marine biotechnology, maritime, coastal and cruise tourism, maritime transport, ports and shipbuilding, marine renewable energy – included in a perspective of sustainable development. In a peninsular country like Italy, surrounded by the sea for about 80% of its borders, the Blue Economy has an important share in the productive system. There are almost 200 thousand sea-economy enterprises, equal to 3.1% of the total, that employ about 500 thousand people.



Liguria is the region in which the sea economy plays a major role thanks to an incidence of Blue Economy companies up to 9.1% over the regional total.



The sea is a strong source of growth and development not only in national terms, but also local scenario:

- 156 Blue Economy companies,
- 13 billion euros of production,
- 2.49% of revenues in 2016 in comparison to the previous year.



In the "Rapporto Liguria 2022 of "The European House - Ambrosetti", Liguria Region is the first one for:

- blue economy contribution (up to 9.1% of the regional total),
- the share of the shipbuilding companies on the total manufacturing (1.5% on the Italian average of 0.3%),
- handling about 39.4% of containers in transit in national ports (53.2% excluding transshipment).



SILVER ECONOMY

The business volume generated by the Silver Economy counts approximately three trillion dollars per year, impressive numbers that make it the third largest economy in the world, with an European volume reaching the 25% of GDP.



Life expectancy lengthens and Europe grows old quickly: according to statistics, 18% of the population was over 65 in 2003, while in 2050 the European average will reach 28% of over-65.



Population ageing is a phenomenon that brings with it important and far-reaching consequences. Demographic changes, in fact, offer challenges but also great opportunities for all economic sectors of society: transport, food, insurance, residential, health care, tourism, communication, internet, culture and leisure.

Genoa: where you live longer

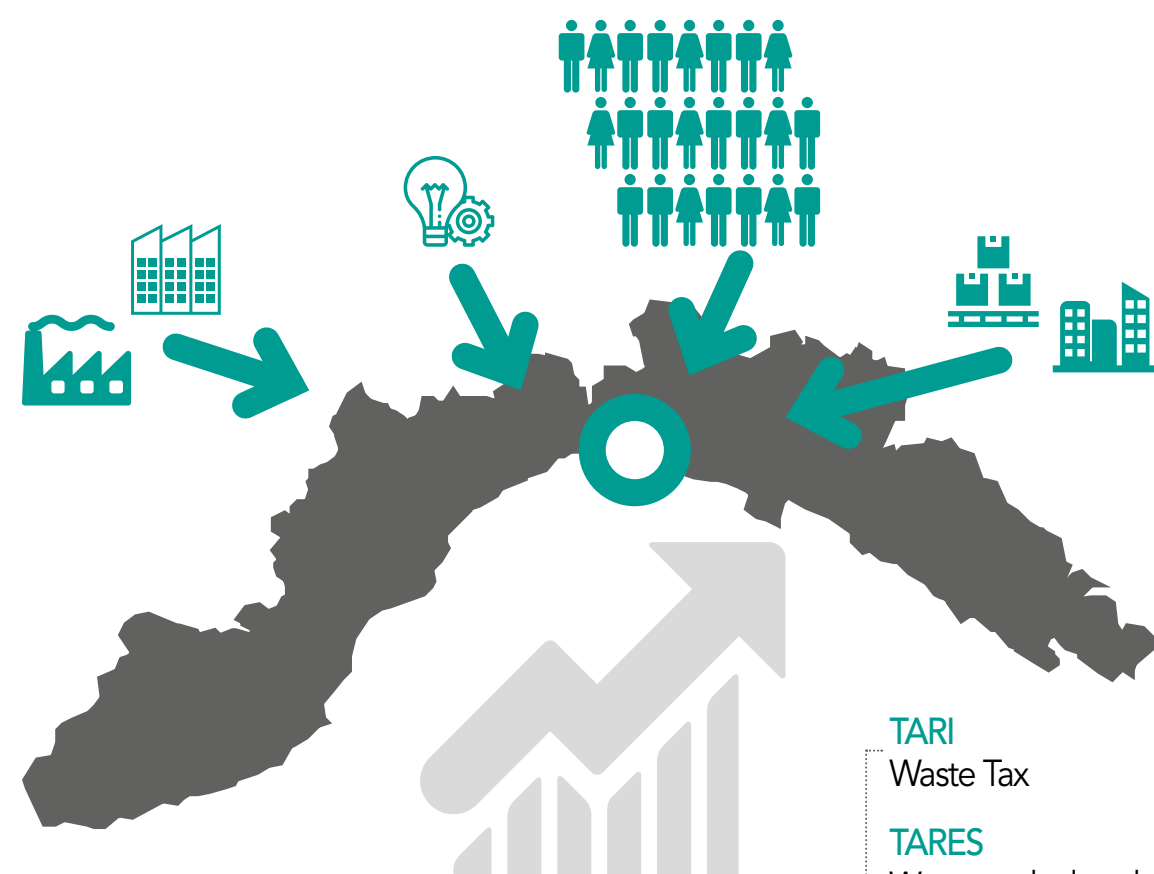


Liguria, with 48.5 years, records the highest average age of Italy (on a national scale is 44.7), and Genoa is the European city where people live longer; it is expected that the average age will rise to 51 years in 2050, compared with an Italian estimated average of 50.1 years.

Thanks to the mild climate, the many cultural attractions, the natural beauty and the excellent quality of life, Genoa and Liguria are the best candidates for active ageing, and aim to attract senior people from all over of the world.

CITY BUSINESS UNIT

The «City Business Unit» main goal is to create a synergic system to encourage the establishment of new firms in the Genoa area.



The new unit will promote the process simplification through a new sustainable assistance-system promoted by the Economic Development and Strategic Innovation Projects Direction of the Genoa Municipality as leader subject of a mixed team that will involve both other Departments focused on the «target-enterprises», and other local Institutions.

This new network will represent a key-strength in building a system to attract new enterprises to the Genoa area and support them throughout the process.

DIRECTION
REVENUE
POLICIES

- TARI
Waste Tax
- TARES
Waste and related
Tax Services
- TASI
Indivisible Services
Tax
- COSAP
Fee for use
of public
spaces
- TIA
Environmental
Hygiene Fee
- IMU
Municipality
Estate Tax

TAX BENEFITS

The Municipality of Genoa planned some fiscal benefits on local taxes in order to make the City more competitive for new business investments; these advantages are dedicated to innovative start up companies, but also to those companies already settled in Genoa and wishing to increase their workforce.



A financial help related to the total sum of the local taxes, that have been completely and regularly paid during the past year, is also provided to new investors up to a maximum of **100% of the total cost**. The current local taxes are: TARI (waste tax), TASI (for indivisible services), COSAP (for public urban areas occupation) and other minor ones. These contributions have to be considered for:

- entrepreneurial, handicraft and commercial firms that have started a new business activity on the Genoa Municipality area or have expanded an already existing activity;
- Firms that have hired new employees with fixed-term or permanent contract during the past year and before the formal request of the contribution; to obtain the fiscal benefits the firms have to certify that the personnel is still employed with the same type of contract or with longer duration.

IMU - WHOLE VALUE OF CONTRIBUTION

IMU RATES 2018 Whole value of contribution up to 100%

Rate equal to 0.84%

For building units used by innovative startups (as established in the article no. 25 Legislative Decree no. 179 of Oct. 18, 2012) regularly registered in the Genoese Chambre of Commerce from January 2018 (Legislative Decree no. 179 of Oct. 18, 2012).

The tax rate is accorded for a period of three years from registration in the appropriate register, for buildings owned and used directly from innovative startups for scientific and technological research activities. The rate is also accorded for a period of three years, starting from the proper registration of the innovative startup, for buildings leased to innovative startups, and used for scientific and technological research activities.

(website: Tributi Comune di Genova)



Rate equal to 0.84%

For building units that constitute capital equipment in the exercise of the business activity, owned and used directly by innovative small and medium-sized enterprises (as defined by Art. 4 Legislative Decree no. 3 of Jan. 24, 2015) regularly registered in the Genoese Chambre of Commerce.

TASI - WHOLE VALUE OF CONTRIBUTION

TASI RATES 2018 - Whole value of contribution up to 100%

Rate equal to 0.10 %

Properties related to agricultural activity. (Art. 13, Legislative Decree no. 201 of Dec. 6, 2011).

Rate equal to 0.10 %

Buildings constructed and intended by the construction company to be sold, as long as this condition persists and the buildings are not rented.

Rate equal to 0 %

Other building units not covered by specific rates.

TASI is not applicable to the main living dwelling and adjacent lot (Law 28 no. 208 Dec. 2015).

IMU is normally applied on estates classified in categories A/1, A/8, A/9.

Moreover, all real estates on which IMU has already been applied (such as leased real estates, on a gratuitous loan real estates, shops, plots of land) are not subject to TASI.

(website: Tributi Comune di Genova)

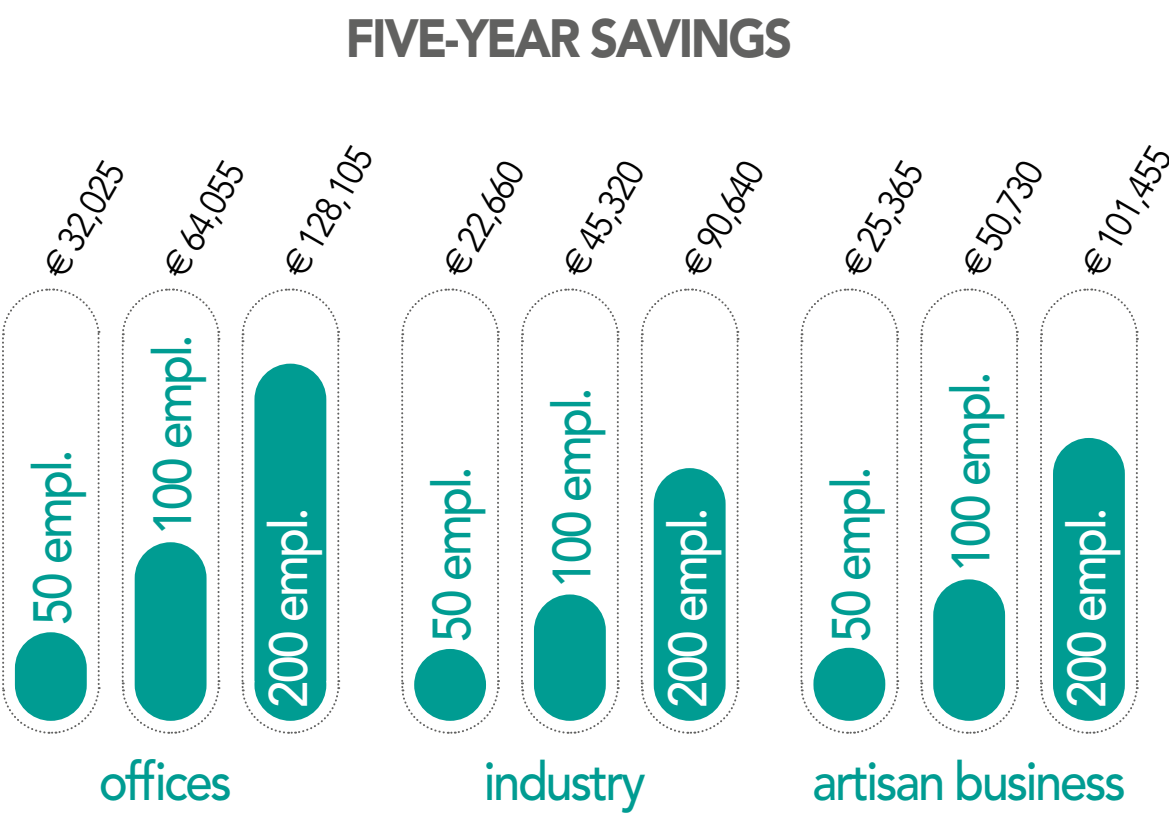


TARI - TOTAL VALUE OF THE CONTRIBUTION

TARI - non-household users

Annual amount - data elaborated by Economic Development Dept. on Tax Office information - Genoa Municipality

ANNUAL EXAMPLE Gross of TEFA (3%)	625 sqm (50 empl)	1250 sqm (100 empl)	2500 sqm (200 empl)
OFFICES (Category 11)	€ 6,405	€ 12,811	€ 25,621
INDUSTRIAL ACTIVITIES (Category 20)	€ 4,532	€ 9,064	€ 18,128
HANDICRAFT ACTIVITIES (Category 21)	€ 5,073	€ 10,146	€ 20,291
EXPECTED CONTRIBUTION 100%			



50 empl	CAT. 11	CAT. 20	CAT. 21
Year 1	€ 6,405	€ 4,532	€ 5,073
Year 2	€ 6,405	€ 4,532	€ 5,073
Year 3	€ 6,405	€ 4,532	€ 5,073
Year 4	€ 6,405	€ 4,532	€ 5,073
Year 5	€ 6,405	€ 4,532	€ 5,073
TOTAL	€ 32,025	€ 22,660	€ 25,365

100 empl	CAT. 11	CAT. 20	CAT. 21
Year 1	€ 12,811	€ 9,064	€ 10,146
Year 2	€ 12,811	€ 9,064	€ 10,146
Year 3	€ 12,811	€ 9,064	€ 10,146
Year 4	€ 12,811	€ 9,064	€ 10,146
Year 5	€ 12,811	€ 9,064	€ 10,146
TOTAL	€ 64,055	€ 45,320	€ 50,730

200 empl	CAT. 11	CAT. 20	CAT. 21
Year 1	€ 25,621	€ 18,128	€ 20,291
Year 2	€ 25,621	€ 18,128	€ 20,291
Year 3	€ 25,621	€ 18,128	€ 20,291
Year 4	€ 25,621	€ 18,128	€ 20,291
Year 5	€ 25,621	€ 18,128	€ 20,291
TOTAL	€ 128,105	€ 90,640	€ 101,455

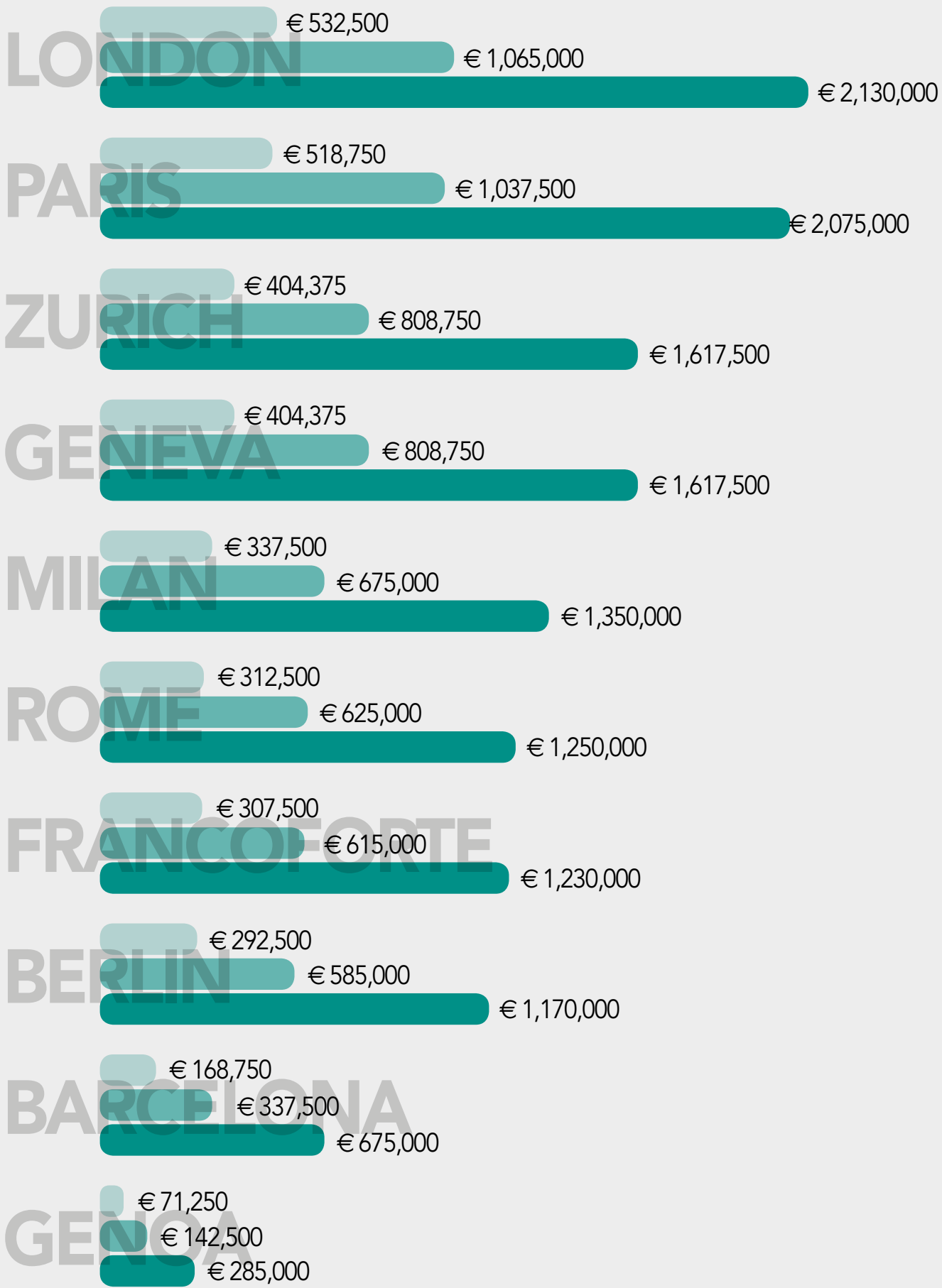
COMPARATIVE PRICES OF RENTS FOR OFFICES

OFFICES RENTAL PRICE 2° QUARTER 2018									
LOCATION		ASSUMPTION		50	GAP Vs.	100	GAP Vs.	200	GAP Vs.
		1 Sqm	12,5 Sqm/empl.	Empl.	Genoa	Empl.	Genoa	Empl.	Genoa
LONDON	UK	€ 852	€ 10,650	€ 532,500	747% € 461,250	€ 1,065,000	747% € 992,500	€ 2,130,000	747% € 1,845,000
PARIS	F	€ 830	€ 10,375	€ 518,750	728% € 447,500	€ 1,037,500	728% € 895,000	€ 2,075,000	728% € 1,790,000
ZURICH	CH	€ 647	€ 8,088	€ 404,375	568% € 333,125	€ 808,750	568% € 666,250	€ 1,617,500	568% € 1,332,500
GENEVA	CH	€ 647	€ 8,088	€ 404,375	568% € 333,125	€ 808,750	568% € 666,250	€ 1,617,500	568% € 1,332,500
MILAN	I	€ 540	€ 6,750	€ 337,500	474% € 266,250	€ 675,000	474% € 532,500	€ 1,350,000	474% € 1,065,000
ROME	I	€ 500	€ 6,250	€ 312,500	439% € 241,250	€ 625,000	439% € 482,500	€ 1,250,000	439% € 965,000
FRANKFURT	D	€ 492	€ 6,150	€ 307,500	432% € 236,250	€ 615,000	432% € 472,500	€ 1,230,000	432% € 945,000
BERLIN	D	€ 468	€ 5,850	€ 292,500	411% € 221,250	€ 585,000	411% € 442,500	€ 1,170,000	411% € 885,000
BARCELONA	E	€ 270	€ 3,375	€ 168,750	237% € 97,500	€ 337,500	237% € 195,000	€ 675,000	237% € 390,000
GENOA	I	€ 114	€ 1,425	€ 71,250		€ 142,500		€ 285,000	

data processing based on:
<https://www.statista.com/statistics/431672/commercial-property-prime-rents-europe/>
<https://www.mercato-immobiliare.info/liguria/genova/genova.html>

RENTAL PRICES OF PRIME OFFICES 2nd QUARTER 2018

50 empl. 100 empl. 200 empl.



PERIODIC EVENTS SUPPORTING GENOA CITY STRATEGIC VISION



Stati Generali dell'Economia

The event, now in its 2nd edition, involves the main institutional actors, the associations of categories, Trade Union Organisations and Professional Orders representatives of the City, all working together on four macro themes of primary importance for the economic development of the City in a medium to long term perspective: High-tech Industry, Port and Logistics, Infrastructure, Tourism Commerce and Culture.



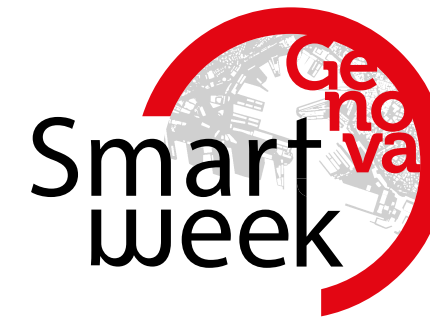
Blue Economy Summit

National and international event that involves all the principals institutional and entrepreneurial actors of the territory, who consider the sea as a resource for industrial activities and services development with a perspective of sustainable development.



Silver Economy Forum

Focused Event on the world of senior and on connected services to analyse the demographic changes and to draw a roadmap together with experts, economists and companies. The Forum has also addressed issues related to the development opportunities that the Silver Economy offers.



Genova Smart Week

Now in its 4th edition. It is a Week dedicated to events, meetings and initiatives dedicated to the Smart City concept. The goal is to be a good collector of the best practices that companies and institutions are experimenting within the context of sustainable development of the territories, and analyze the technological tools for creating a smart city on a human scale.

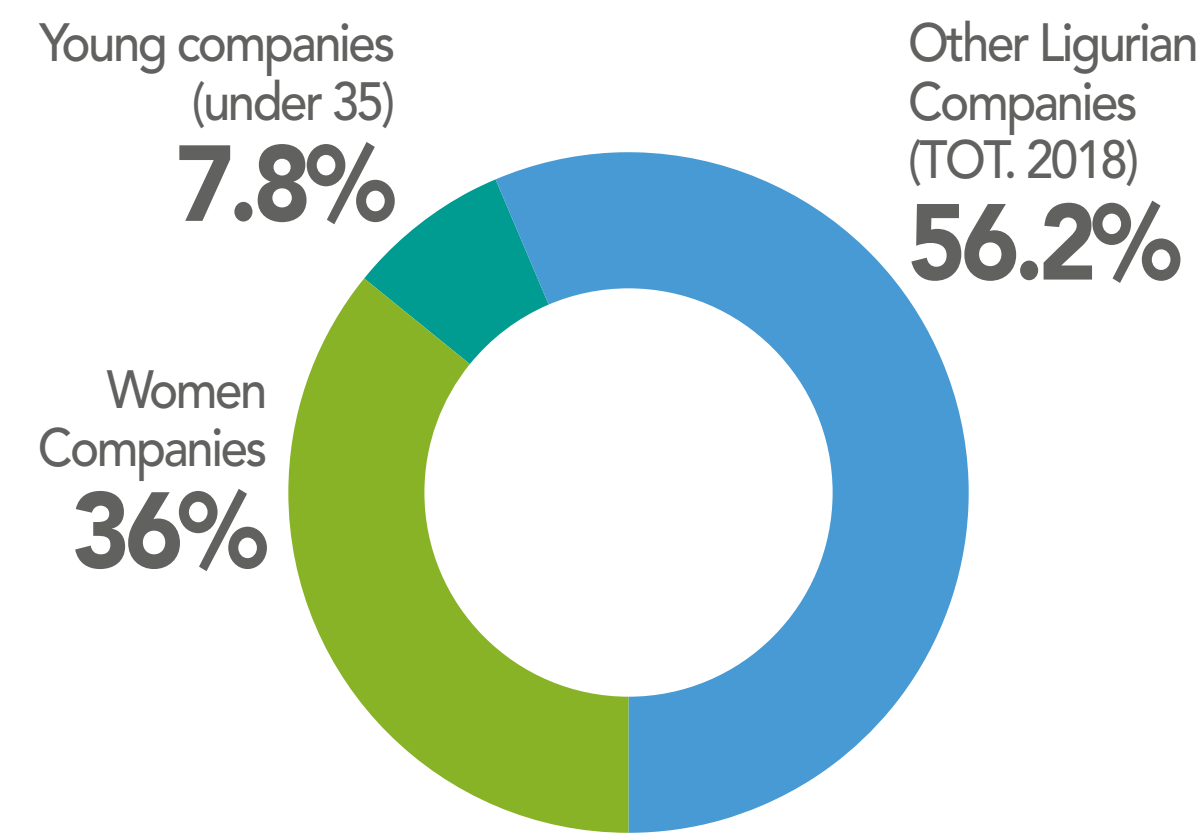


...Coming soon....



ECONOMIC DEVELOPMENT

In the first half of 2018 Genoese economy and employee rate witnessed +0.3% in comparison with the same period of 2017.



In Liguria almost one new company out of three is led by an under 35: according to the data provided by Unioncamere-Infocamere, in the last quarter (April-June 2018), on the 2,327 new business openings, 683 were young (29.4%), stating a positive balance of 444 realities. Moreover, out of the 163.017 registered Ligurian companies, those under 35 are 12,790 (7.8%) and the female-run ones are 36,036.

Added value of Ligurian handicrafts has increased in comparison to a year ago (when it stood at 3.9 billion euros), slightly exceeding to 4 billion, 9.5% of the national value. The greatest contribution is given by Genoa (2.12 billion).

The great dynamism of the productive fabric, made up of micro and small enterprises that preserve the values of our manufacturing tradition, proves to have a strong value on the entire regional economy. Liguria Region is the third Italian one for spending capacity on ERDF funds.



NEXT GOALS

Genoese economy will soon be strengthened by new main projects perfectly integrated into the urban/landscape context.



Erzelli GREAT Campus (2021)

The greater Italian district area dedicated to science and technology will host the new faculty of Engineering of the University of Genoa, a new hospital, and in addition to the current high-tech companies already sited in the area, also the new Institute Italian of Technology (IIT).



Renzo Piano's project for the Lungomare di Levante.

It aims to improve the relationship between city and sea, in terms of environmental, social and economic sustainability

The project foresees a new dynamic integrated receptive, residential and commercial space with the creation of a new urban axis between the fair and the Old Port, to allow the city to reacquire a new "seafront" currently barred from the buildings of the fairground.



Silos Hennebique:

Liberty buildings of 1901 are strategically placed on the Old Port near the Historical Centre. Abandoned since 1980, the silos would acquire a new life and strategic function coherent with the historical and cultural characteristics of the building, ready to reach the goal to be better integrated into the fabric of the Old Port. The project aims to transform silos into a multifunctional centre of interest for both cruise passengers and city events/initiatives.



Terzo Valico dei Giovi.

It will promote the traffic development from and to the port of Genoa. The project aims to guarantee an improvement in the field of transportation system both at national level (between Genoa and the markets of Piedmont and of Lombardy) to the international one (by connecting to the TEN-T Corridor 24 Genoa - Rotterdam), determining benefits in terms of time, reliability and security.

GENOA MUNICIPALITY SERVICES

SCHOOL AND TRAINING



The Municipality of Genoa manages directly 34 kindergartens and childhood nurseries and promotes a quality system of the educational offer in 31 childhood accredited nurseries of private management. It counts 49 Childhood schools, directly managed by the municipality, 76 State Infant Schools and 57 Schools of the kindergarten. The Municipal Childhood Schools are open from September to June according to the regional school calendar.



University of Genoa offers over 120 courses in 11 thematic fields and 6 cities. Competitive and excellent paths that will guarantee real job opportunities to those who attend them. To support the choice, the University provides guides to the student and tutoring and counselling services.

NEW TRAINING COURSES AND PROFESSIONAL EXCELLENCE

- Engineering technology for strategy and security
- Engineering for building retrofitting
- Environmental engineering
- Marine officer at management level

University of Genoa set up endorsement courses supported by Confindustria of Genoa City and private companies to increase skills of graduates who want further deepen their training. The interested sectors are: industry 4.0, tourism, ICT, cyber security, health technologies, safety and disability, design, made in Italy and enhancement of the cultural heritage.

The new professional figures that will emerge would better meet the occupational needs expressed by the labor market: the close link with the productive and institutional fabric of Liguria Region will help to further cross-link the high level capacity with the territorial claims. Some of the 21 master's courses offered by the University of Genoa have a particularly "Ligurian" focus, especially on marine technologies, health and natural sciences and the safety and quality of life in the territory.



GENOA: HISTORY AND PRESENT TIME

Genoa "la Superba", grandiose, but also proud: an example is the tragedy of the collapse of Ponte Morandi of August 14, 2018 that broke and stop the city for a period, but not the Genoese people in rebooting again, stronger and determined than before.

For over eight centuries it was the capital of the namesake Republic, Genoa was also called the "Dominant of the seas" and the "Republic of the Magnificent". Its history is linked to the shipping and commerce: its port is the largest and most important in Italy, and the second in the Mediterranean Sea.

The city is home for shipyards and steel mills since the nineteenth century, and its solid financial sector dates back to the Middle Ages: on April 27, 1407 began in Genoa the extraordinary adventure of the Banco di San Giorgio, witnessing that with that particular business skills Genoese succeeded in creating a financial empire assuming the role of "Bankers of Europe".



Today, Genoa is aware of its attractiveness for public and private investments – thanks to a winning combination of business, territory and quality of life – to be again the first city in the Mediterranean, able to grant and enhance foreign investments, and regain a global nature. Many Italian and foreign investors see in our city the ideal place to put capital, thanks to the excellent business prospects – location, professionalism and real estate market – where investments are devoted to.

Buying houses in Genoa is convenient: a recent study confirmed that in the Ligurian capital it is possible to acquire houses much more spacious than in most Italian cities (same budget). Genoa and Liguria present a combination of three fundamental elements:

- high quality of life;
- high quality of the staff employee – for the training offered by the University but also for the peculiarity of the extraordinary professional skills present, some of them almost exclusively in Genoa;
- competitive turnover and labor costs, especially when compared to medium and large cities: -15% compared to Milan, -30% compared to France and -60% compared to Germany.



COMUNE DI GENOVA

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