10 TRUTHS ABOUT ITALIAN COMPETITIVENESS
ITALY IS ENLISTED AMONG THE ONLY FIVE COUNTRIES IN THE WORLD TO HAVE A MANUFACTURING TRADE SURPLUS OF MORE THAN 100 BILLION DOLLARS.
MANUFACTURING TRADE SURPLUS, 2012, $ BILLION

+866 China
+394 Germany
+292 Japan
+205 South Korea
+113 Italy

-34 United Kingdom
-99 United States
-610

SOURCE: 10 TRUTHS ABOUT ITALIAN COMPETITIVENESS
FONDAZIONE SYMBOLA - UNIONCAMERE - FONDAZIONE EDISON
(ON DATA FROM WTO)
ITALIAN COMPANIES ARE AMONG THE MOST COMPETITIVE IN THE WORLD.
Podium 935 Products

Number of products (out of a total of 5,117) in which Italy holds the top spots in the world for trade surplus (2012) (Fortis-Corradini Index - Fondazione Edison ©)
ITALY IS ONE OF THE DEVELOPED COUNTRIES THAT IN GLOBALIZATION MAINTAINED MORE WORLD’S MARKET SHARES.
WORLD'S EXPORT SHARES OF MANUFACTURING PRODUCTS, 2012 VS 1999

- 94% (1999) vs 71% (2012)
- 71% (1999) vs 67% (2012)
- 61% (1999) vs 55% (2012)

SOURCE: 10 TRUTHS ABOUT ITALIAN COMPETITIVENESS (ON DATA FROM WTO)
THE ITALIAN PRODUCTION MODEL IS AMONG THE MOST INNOVATIVE IN THE ENVIRONMENTAL FIELD.
TONS OF CO2 AND WASTE PER MILLION EUROS PRODUCED.

SOURCE: 10 TRUTHS ABOUT ITALIAN COMPETITIVENESS
FONDAZIONE SYMBOLA – UNIONCAMERE – FONDAZIONE EDISON
(ON DATA FROM GREENITALY 2013)
ITALY IS THE FAVOURITE EUROZONE DESTINATION FOR NON-EUROPEAN TOURISTS.
OVERNIGHT STAYS IN THE EUROZONE OF NON-EUROPEAN TOURISTS (2012)

SOURCE: 10 TRUTHS ABOUT ITALIAN COMPETITIVENESS
FONDAZIONE SYMBOLO – UNIONCAMERE – FONDAZIONE EDISON
(ON DATA FROM EUROSTAT)
ITALIAN GDP IS NOT INCREASING FOR THE COLLAPSE OF OUR DOMESTIC DEMAND, FOR REASONS THAT CLEARLY HAVE NOTHING TO DO WITH THE COMPETITIVENESS OF OUR ENTERPRISES.
DOMESTIC FOREIGN
PERFORMANCE OF THE MANUFACTURING TURNOVER (2012 = 100)
DOMESTIC: COMPARISON OCT 2008 | NOV 2013
FOREIGN: COMPARISON NOV 2008 | OCT 2013

SOURCE: 10 TRUTHS ABOUT ITALIAN COMPETITIVENESS
FONDAZIONE SYMBOLA - UNIONCAMERE - FONDAZIONE EDISON
(ON DATA FROM EUROSTAT)
THE ECONOMIC GROWTH OF OTHER COUNTRIES IS NOT EXCLUSIVELY THE RESULT OF THEIR ABILITY TO COMPETE BUT IS ALSO DUE TO AN INCREASE IN THE DEBT.
2012 VS 1995 AGGREGATE DEBT INCREASE, GDP PERCENTAGE

SOURCE: 10 TRUTHS ABOUT ITALIAN COMPETITIVENESS
FONDAZIONE SYMBOLA - UNIONCAMELE - FONDAZIONE EDISON
(ON DATA FROM EUROSTAT)
SINCE THE EARLY 90’S TO THE PRESENT, ITALY’S “MARKET SHARE” IN THE TOTAL EUROZONE’S PUBLIC DEBT HAS STEADILY DECLINED.
ITALY’S SHARE OF EUROZONE’S PUBLIC DEBT

SOURCE: 10 TRUTHS ABOUT ITALIAN COMPETITIVENESS
FONDAZIONE SYMBOLA – UNIONCAMERE – FONDAZIONE EDISON
(ON DATA FROM EUROPEAN COMMISSION)

1995
28.7%

2007
26.8%

2013
22.1%
CONSIDERING THE AGGREGATE DEBT (STATE, FAMILIES, BUSINESSES) ITALY IS ONE OF THE WORLD LEAST INDEBTED COUNTRIES.
AGGREGATE DEBT, GDP %.
2012 DATA FOR PRIVATE DEBT, 2013 DATA FOR PUBLIC DEBT

SOURCE: 10 TRUTHS ABOUT ITALIAN COMPETITIVENESS
FONDAZIONE SYMBOLA – UNIONCAMERE – FONDAZIONE EDISON
(ON DATA FROM BANK OF ITALY)
BY 1996 TO 2013 ITALY PRODUCED THE HIGHEST GOVERNMENT CUMULATIVE PRIMARY SURPLUS IN MODERN HISTORY.
CUMULATIVE GOVERNMENT PRIMARY SURPLUS 1996 - 2013

SOURCE: 10 TRUTHS ABOUT ITALIAN COMPETITIVENESS
FONDAZIONE SYMBOLA – UNIONCAMERE – FONDAZIONE EDISON
(ON DATA FROM EUROPEAN COMMISSION)

FRA -311 mld €
SPA -192 mld €
ITA 591 mld €
GER 371 mld €
UK -364 mld £