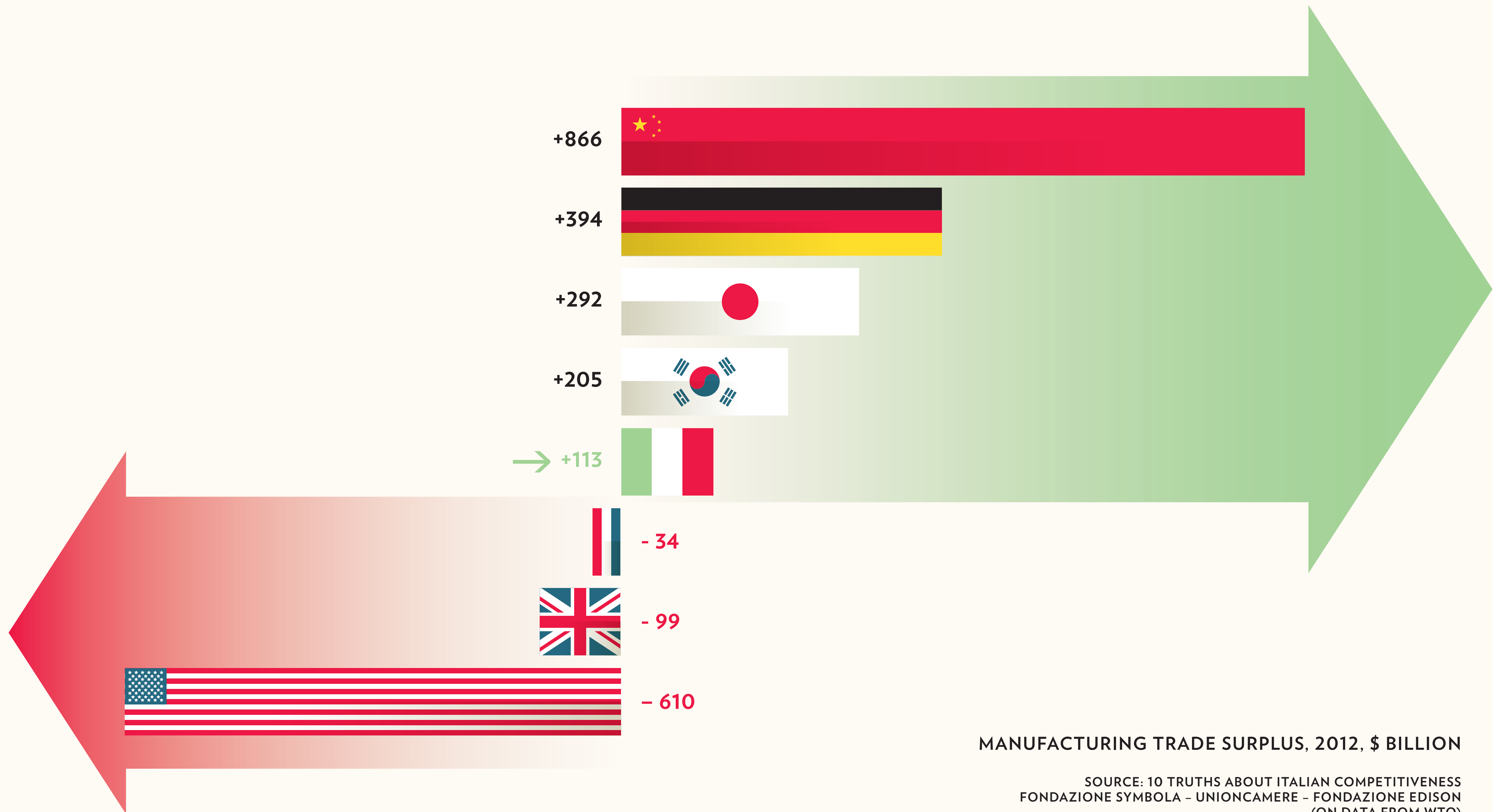


10 TRUTHS ABOUT ITALIAN COMPETITIVENESS



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

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.**

SOURCE: 10 TRUTHS ABOUT ITALIAN COMPETITIVENESS
FONDAZIONE SYMBOLA - UNIONCAMERE - FONDAZIONE EDISON
(ON DATA FROM ISTAT, EUROSTAT, UN COMTRADE)

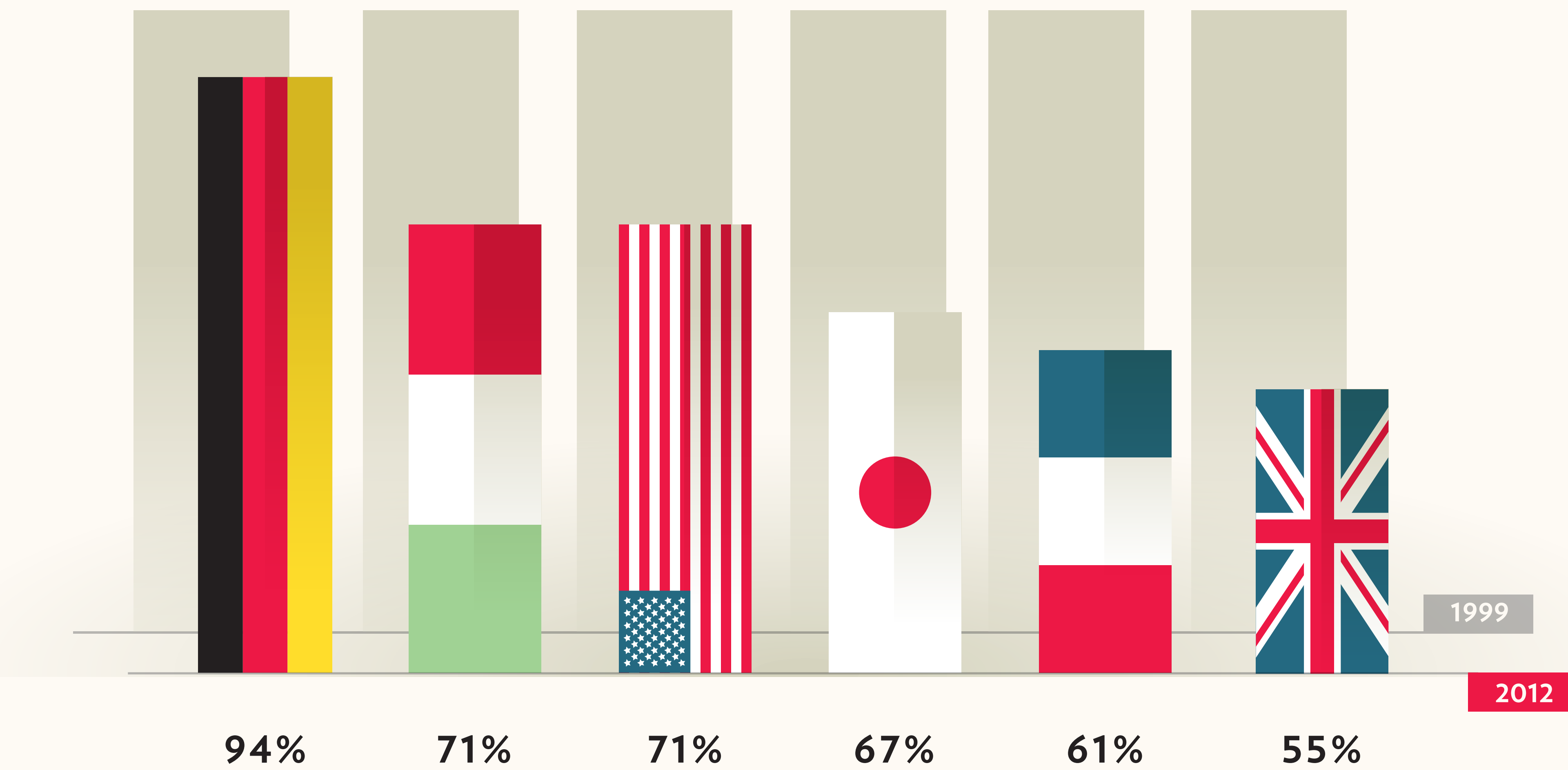


NUMBER OF PRODUCTS (OUT OF
A TOTAL OF 5,117) IN WHICH ITALY
HOLDS THE TOP SPOTS IN THE
WORLD FOR TRADE SURPLUS (2012)
(FORTIS-CORRADINI INDEX -
FONDAZIONE EDISON ©)

PODIUM 935 PRODUCTS

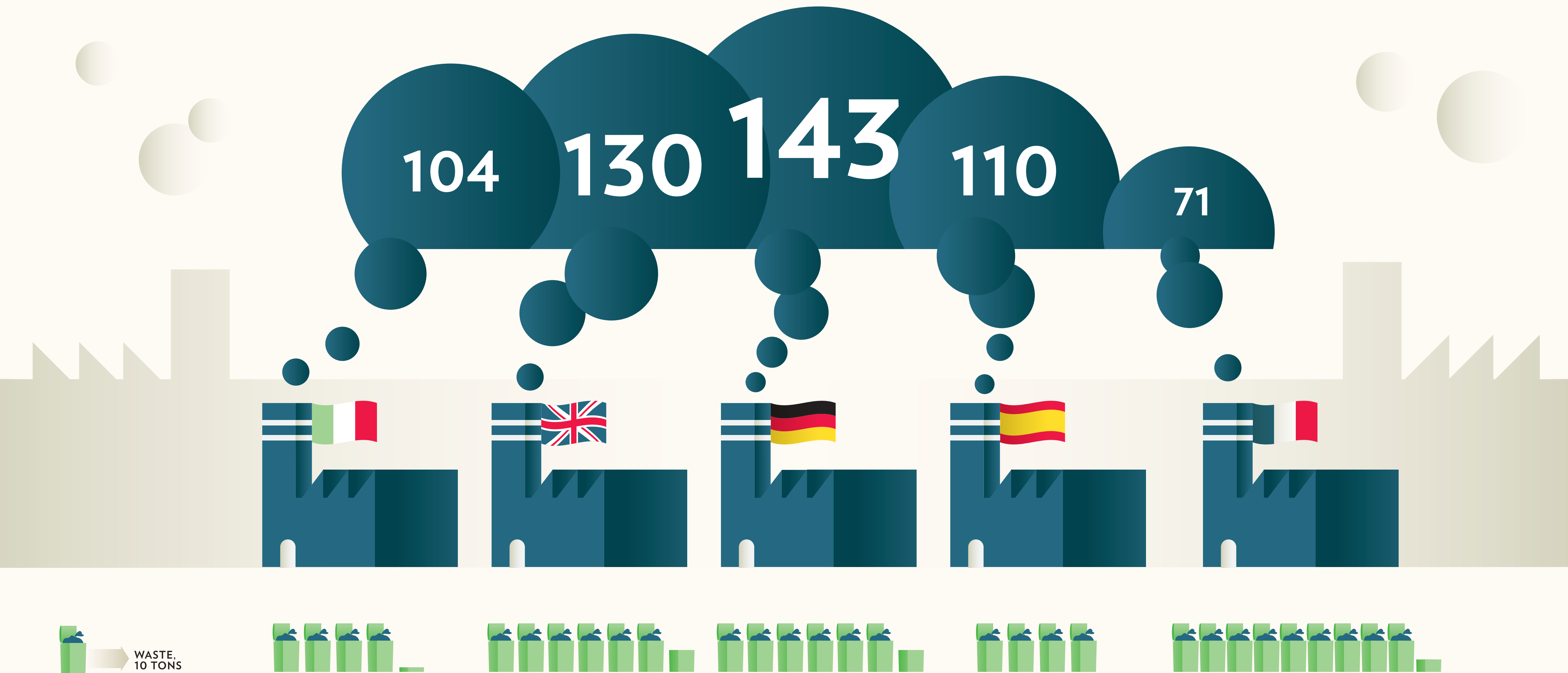
ITALY IS ONE OF THE
DEVELOPED COUNTRIES THAT
IN GLOBALIZATION MAINTAINED
MORE WORLD'S MARKET SHARES.

SOURCE: 10 TRUTHS ABOUT ITALIAN COMPETITIVENESS
FONDAZIONE SYMBOLA - UNIONCAMERE - FONDAZIONE EDISON
(ON DATA FROM WTO)



WORLD'S EXPORT SHARES OF MANUFACTURING PRODUCTS, 2012 VS 1999

**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)

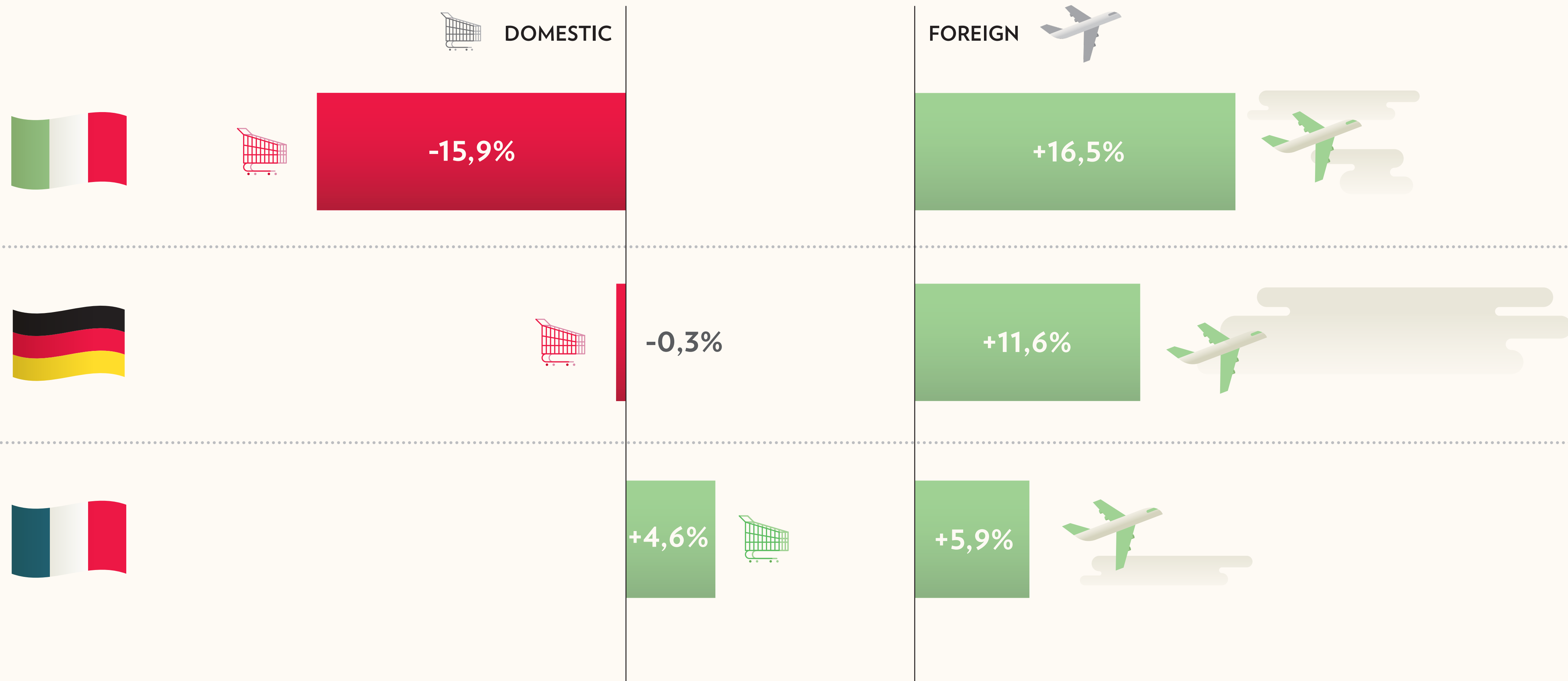
**ITALY IS THE FAVOURITE
EUROZONE DESTINATION FOR
NON-EUROPEAN TOURISTS.**

OVERNIGHT STAYS IN THE EUROZONE
OF NON-EUROPEAN TOURISTS (2012)

SOURCE: 10 TRUTHS ABOUT ITALIAN COMPETITIVENESS
FONDAZIONE SYMBOLA - 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.



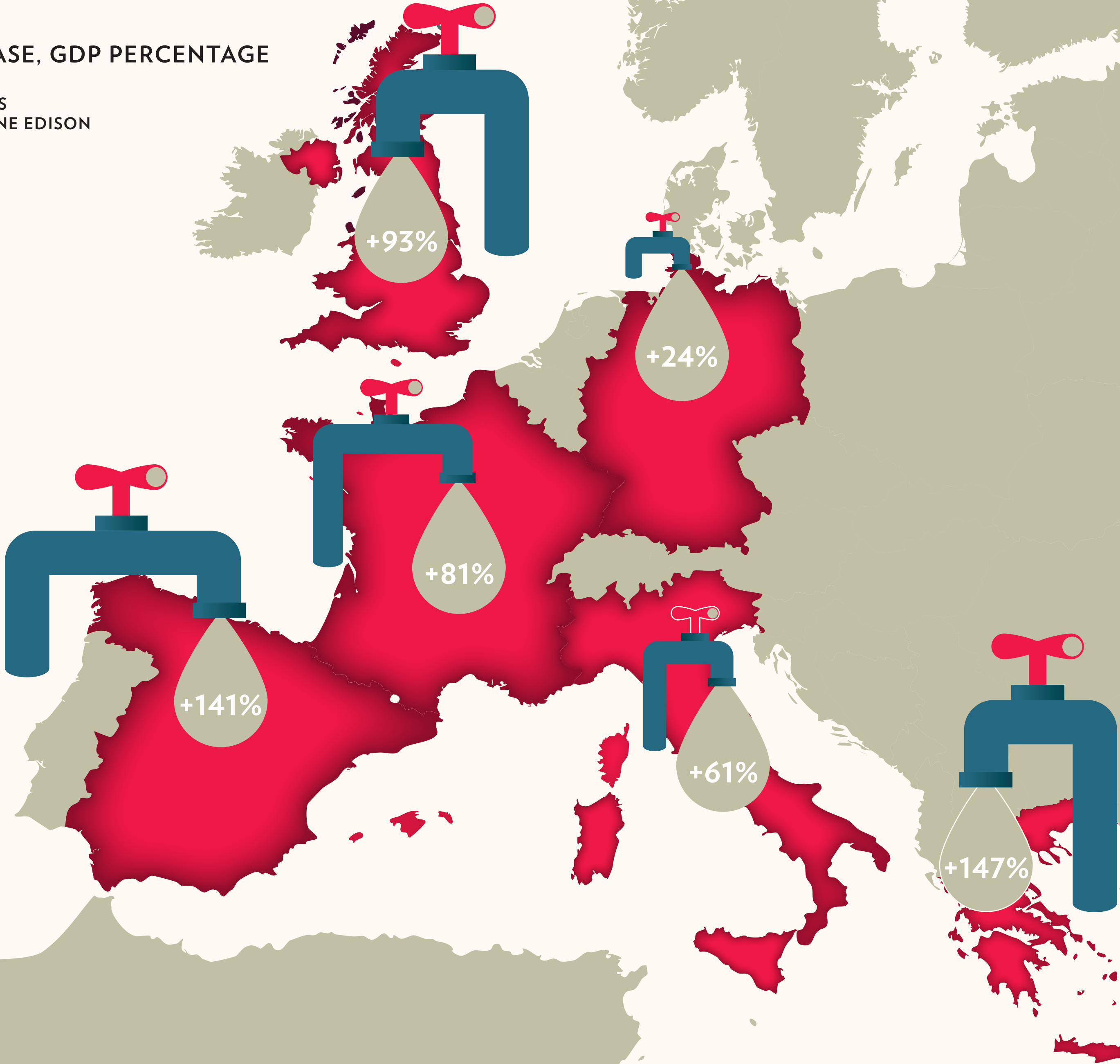
PERFORMANCE OF THE MANUFACTURING TURNOVER (2012 = 100)
DOMESTIC: COMPARISON OCT 2008 | NOV 2013
FOREIGN: COMPARISON NOV 2008 | OCT 2013

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 - UNIONCAMERE - 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%

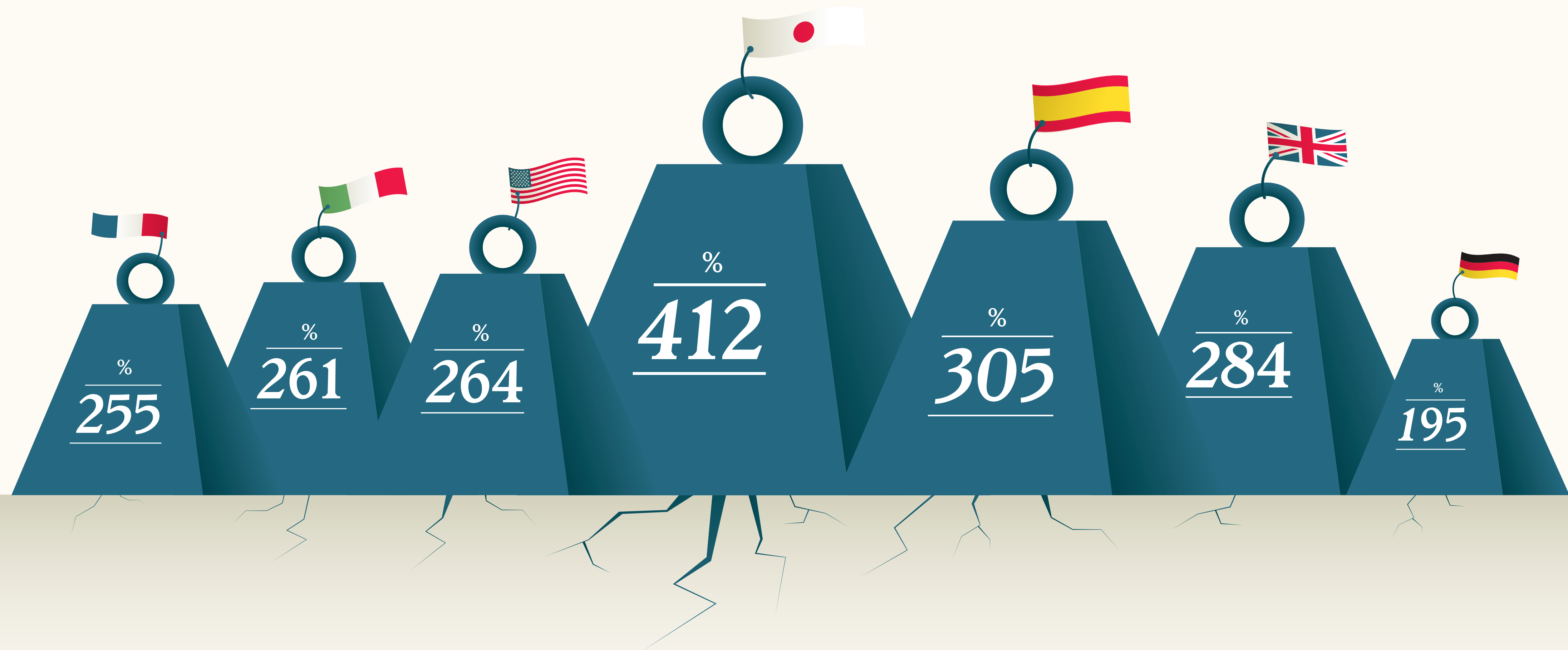


2013
22,1%

**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)

