

## **1. BASIC DESCRIPTIVE DATA OF CREMONA PROVINCE**

### **INTRODUCTION**

Cremona is one of the most active and dynamic provinces of the Lombardia region, an area considered one of the driving forces of Europe and the most economically evolved of the country. Cremona's distinctive feature is its consolidated production tradition that can boast a robust network of small and medium enterprises that typifies Italy's development model and can count on numerous excellent performances in the manufacturing and agricultural sectors. In addition, Cremona is one of Italy's leading centres for artistic production, the most distinctive of which being the violin making for which it is considered a world capital.

The territory can be divided into three areas: the 'Crema area', the 'Casalmaggiore area' and the area around the city of Cremona. Though sharing similar characteristics, the three areas enable the province of Cremona to have intense business relations with the specific localities of the most productive areas of the country. The 'Crema' area mainly operates with Milan and surrounding districts, the area around Bergamo and Brescia, the 'Casalmaggiore' area concentrates on Parma and Mantua and the 'Cremona' area mostly operates in and around its own surrounding districts (it is close to the Piacenza area and its infrastructures), constituting a solid fastener in joining all these areas and placing the entire province at the heart of one of the most dynamic areas of the country.

Cremona's business environment is an interesting mix of leading international players and, for the most part, small and micro enterprises in the agriculture and food processing sectors. These segments have remained economically stable in recent years as they are part of the real economy and are thus less exposed to periodic market fluctuations and international crises. As well as historically more developed industrial sectors, metalworks engineering equipment exports are very common and substantial growth has been recorded in cosmetics.

Finally, the stock of companies currently registered with the Chamber of Commerce is very stable, and statistics on surplus value per economic sphere reveal that

Cremonese agriculture is very important to the regional economy: it has the highest percentage of the overall total in Lombardy (5,5%).

#### KEY FACT

Importance of agriculture: the figure of 4.4% of the total surplus value is the highest in Lombardy.	Cutting edge digital infrastructure in the shape of fibre optic cable networks (ICT sector).
International School for Violin Makers	Availability of new growing industrial area of 1 million m2
Close to the Milan airports	

#### KEY SECTOR

Agriculture and food processing

The agriculture and livestock sector in Cremona is noted for its high production levels, quality and the use of new technology. Agriculture accounts for 5,5% of the added value (national average 2%), whereas industry is equivalent to 32.3% (26.6% of the national average media). The strength of the agricultural sector lies in its valuable tradition in zootechnics and the processing of related products, especially milk and meat. The wide range of well-known local brand products has led to the development of a network of successful food firms, supported by leading research centres which specialise in food treatment techniques and biotechnology. The Cremona Trade Fair is also the second largest event of its kind in Lombardy.

Metalworks engineering

The Cremona metalworks engineering sector is known for its efficiency in terms of production and organisational structure. Special emphasis is placed on product exports, which are highly competitive. The Cremona metalworks engineering sector has gradually strengthened its position on foreign markets over the years. As a result, SME networks have sprung up, increasing specialisation and boosting the number of leading steel producers based in the area.

## Cosmetics

A prominent cosmetics business district can be found in the province of Cremona, where businesses specialising in production, packaging and services are based. In addition, a Public Local Business Development Centre and a research centre have been set up to support businesses in the sector, placing know-how and the latest industry findings at their disposal.

## Tourism

The province of Cremona has a lot to offer tourists, mainly thanks to its important art and cultural heritage and historical figures such as Stradivari. The city is the lutherie capital of the world and has a "music district" where you can find the famous theatres. For companies looking to invest in nature tourism, Cremona has an extensive cycle path network and a strong rowing tradition, being surrounded by greenery and situated by the river Po.

## ICT

Commitment to new technology is apparent across the whole province, even in areas where more traditional activities are still prevalent. Private business networks in the ICT sector have been set up, flanked by the Cremona "technology hub" and the campus of Politecnico di Milano. A major plus that adds value to Cremona's profile is its digital infrastructure in the shape of fibre optic cable networks

The infrastructural system of Cremona is undergoing change: important investments are being made to reinforce the motorway system, which is already involved in a major project for the axis of the European Corridor V (Lisbon-Kiev) where Cremona features as an essential junction; though still needing further exploration, the potential deriving from using waterways transport with the port of Cremona on the Po looks promising and it can be considered the country's most important waterway transport system with a minimum distance from the area around Milan.

The production system that typifies the area of Cremona is efficiently oriented towards international markets. The best traditions are no doubt those of the agro-food sector, and more specifically, of the mechanics connected with the agro-food sector. In these times characterized by diminishing Italian market shares on international markets, Cremona's enterprises have kept to a minimum the curbing of their shares and, in a number of sectors, they have performed very well, even expanding their international reach. Lately, Cremona's companies have been attracting foreign capital, and this event has to be viewed as an excellent opportunity for putting in place appropriate retention policies to be further developed.

The system of Cremona provides several services to companies operating on international markets (both *incoming* and *outgoing*) and the companies interviewed already benefit from services provided by the Chamber of Commerce and its Foreign Relations Department as well as by employers' associations.

This system, which is currently in the process of being reinforced, ensures that both the companies of Cremona and foreign companies with which they operate, have a suitable flow of information and services satisfying those all-important needs that are dictated by an ever-evolving system of world trade.

With respect to trade relations with companies of Cremona, a crucial role is played by CremonaFiere promoting international fairs such as the yearly International Dairy Cattle Fair, in particular; these are essential tools to widen exchange relations of the system of Cremona with the rest of the world.

In addition, the institutions of Cremona have long been engaged in the implementation of policy tools to support exporting companies expanding abroad, intent on promoting policies fostering international trade and the presence of companies of the region of Lombardia on international markets, as recently developed by the Regione Lombardia.

The training system of the province of Cremona is a further aspect of growing prestige. Alongside a network of higher education schools and technical schools and professional training schools of high profile which have provided valuable elements to the small and medium enterprises of Cremona, there is also a new university system of

five of the most prestigious Italian universities (Politecnico di Milano, Università degli Studi di Milano, Università di Pavia, Università di Brescia e Università Cattolica).

This university system ensures high training standards to the students of Cremona and that Cremona stays constantly in touch with progress in research and advanced methods of learning at international level.

**BASIC DESCRIPTIVE DATA POPULATION:**

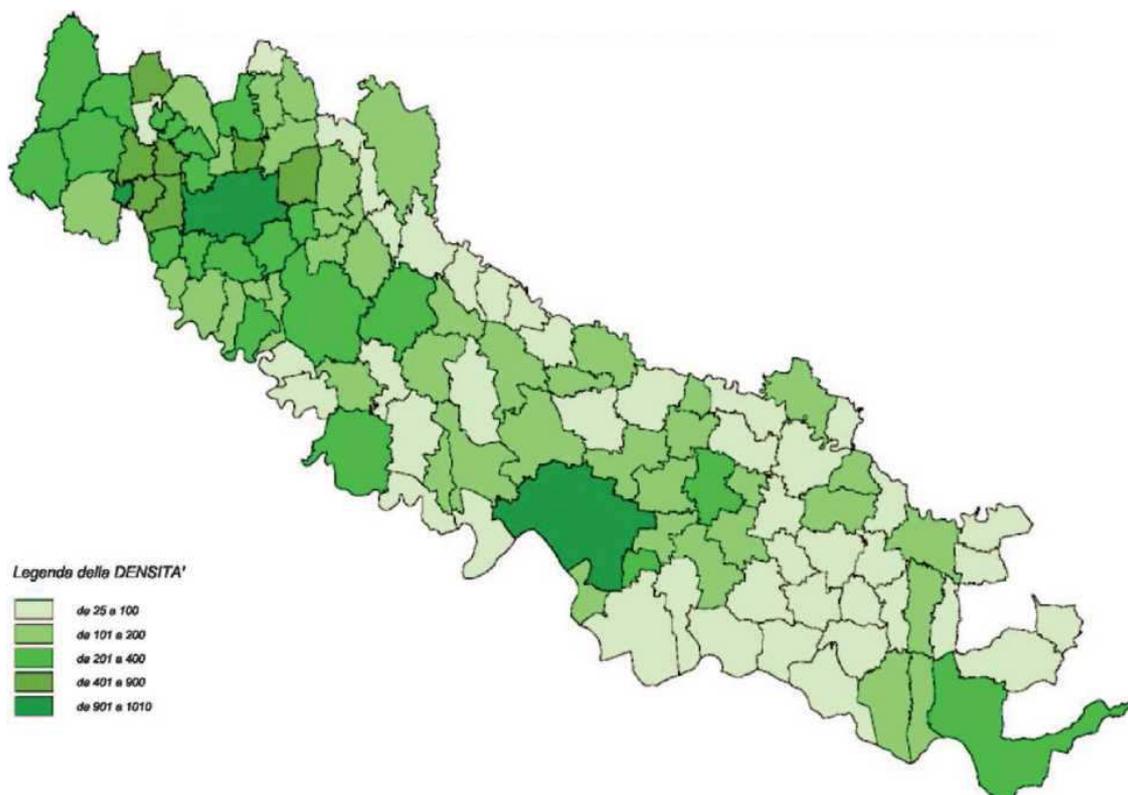
Total population of the province 362.141 (Year 2014)

Population of the three most important municipalities:

Cremona	71.184
Crema	34.284
Casalmaggiore	15.348



Density of population



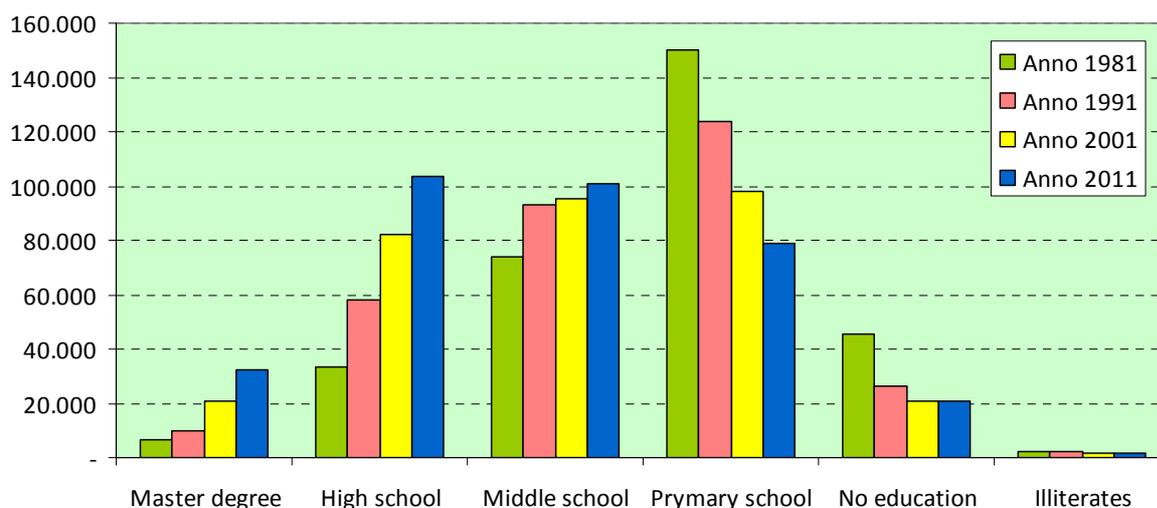
## POPULATION BY AGE GROUPS

Year	0-14		15-64		65 +		TOTAL
1951	83.694	21,9%	265.402	69,5%	32.720	8,6%	<b>381.816</b>
1961	67.714	19,3%	245.036	69,8%	38.410	10,9%	<b>351.160</b>
1971	67.591	20,2%	221.236	66,2%	45.454	13,6%	<b>334.281</b>
1981	59.137	17,8%	221.632	66,7%	51.467	15,5%	<b>332.236</b>
1991	42.675	13,0%	228.299	69,6%	56.996	17,4%	<b>327.970</b>
2001	41.588	12,4%	225.730	67,2%	68.621	20,4%	<b>335.939</b>
2006	44.914	12,8%	229.410	65,5%	76.035	21,7%	<b>350.359</b>
2012	48.638	13,4%	232.751	64,3%	80.423	22,2%	<b>361.812</b>
2014	48.333	13,3%	231.723	64,0%	82.085	22,7%	<b>362.141</b>

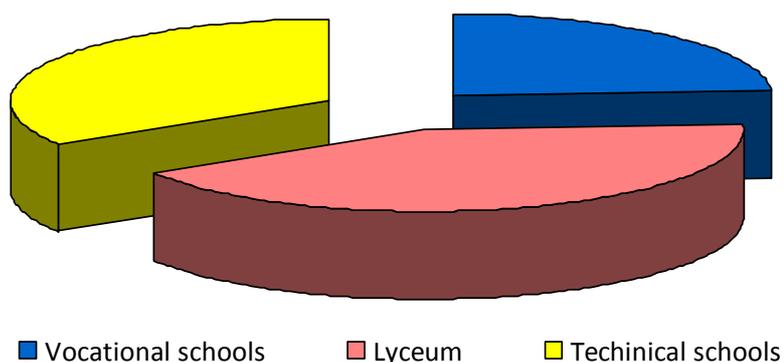
## STUDENTS ENROLLED IN THE SCHOOLS OF THE PROVINCE (2013/14)

Schools	Students
Maternal	9.763
Primary school	15.718
Middle school	9.787
High school	16.178
<b>TOTAL</b>	<b>51.446</b>

## RESIDENT POPULATION BY EDUCATION



## STUDENTS ENROLLED IN THE HIGH SCHOOLS OF THE PROVINCE



## LABOUR MARKET

### Labor force by gender x1.000 (year 2013)

Typology	Male	Female	Total
<b>Labor force</b>	<b>98</b>	<b>68</b>	<b>166</b>
Employed	90	62	152
Unemployed	8	6	15
Non employable (15-64)	25	48	73

### Employed by main sector x1.000 (year 2013)

Sector	Total
Agriculture	6
Industry	53
Other activities	93
<b>Total</b>	<b>152</b>

## BUSINESS SECTORS

### Number of active enterprises by sector (2013)

Sector	Enterprises	Number of employes
Agriculture	4.183	8.086
Mining	10	80
Manufacturing	3.092	27.647
Production and distribution of electricity, gas, and water	96	1.006
Construction	4.840	8.984
Trade	6.370	13.750
Restaurants and hotels	1.837	6.443
Transport	739	3.596
Banking and financial services	655	1.443
Other activities	3.384	8.720
Training	107	596
Health and related services	198	5.812
Other (public services, welfare..)	1.747	3.710
Not classified	13	41
<b>TOTAL</b>	<b>27.271</b>	<b>89.914</b>

### Import Export Economic field

ECONOMIC FIELD	%	IMPORT-EXPORT
<b>Metalworking and electronics</b>	<b>49,2%</b>	<b>3.017.390.279</b>
<b>Other industries</b>	<b>13,9%</b>	<b>854.641.458</b>
<b>Chemical, rubberi and plastic</b>	<b>14,9%</b>	<b>914.094.379</b>
<b>Food stuff</b>	<b>13,0%</b>	<b>795.183.721</b>
<b>Wood and paper</b>	<b>3,3%</b>	<b>200.223.251</b>
<b>Fashion system</b>	<b>3,2%</b>	<b>196.537.607</b>
<b>Agriculture</b>	<b>2,6%</b>	<b>157.664.227</b>
<b>Total</b>	<b>100,0%</b>	<b>6.135.734.922</b>

## 2. CURRENT POLICY

The deal for development of Cremona Province is a new government modality based on a participatory approach, and it comes from a process of harmonization and agreement endorsed on 9<sup>th</sup> July 2007 by 40 local public and private actors, that under a common consensus, identified objectives and actions to plan the future of the territory.

The above mentioned Deal categorizes and shows up, through a SWOT analysis, three essential components of local development: innovation, culture, and strategic networks. The three main sectors encompasses 8 strategic areas of intervention with more than 150 projects. The deal represents also a new model of territorial government where private and public actors are committed to contribute and collaborate actively under a common strategic view.

The perspective of the Deal focuses on two axes: on the one hand a mid/long term strategy for development that aims at strengthening the specific features of the territory (agro-food, energy and manufacturing sector) and promoting the quality and attractiveness of the province (culture, tourism, cooperative networks, public services, and infrastructures). On the other hand, the Deal identifies and develop intervention projects aimed at ensuring welfare, social equity and environmental sustainability.

The strategic eight areas of intervention, that are being developed with a cross cutting and holistic approach, are identified as it follows:

1. Agro-food provincial system
2. Innovation, research and training
3. Development of renewable energies
4. Welfare and social integration
5. Culture, tourism, and creativity
6. Strengthening of the productive system
7. Physical and intangible infrastructures
8. New relationships among Public Authorities, Citizens and Enterprises

The Province of Cremona (provincial government body) is the coordinator of the Deal while the promoting agencies are the Cremona Chamber of Commerce, the Cremona, Crema and Casalmaggiore Municipalities.

The above cited organizations form the Steering Committee of the Deal, that is also supported by the Lombardy Regional Government in order to harmonize the development of Cremona district in the wider regional development program.

The Deal relies also a Strategic Committee formed by the relevant stakeholders, this Committee is also in charge of the finalization and selection of specific projects in the framework of the strategic planning of the Deal.

The Deal can also count on the technical and scientific support of a team belonging to the University of Sacro Cuore and other Centers of Excellence.

The Deal definitely represents an vital common effort in the view of the strategic planning and democratic participatory approach of Cremona province.

### **3. MAIN INTERESTS AND PRIORITIES**

The Chamber of Commerce of Cremona, Lombardy Region, Italy, member of ERRIN (the *European Regions Research and Innovation Network* - <http://www.errin.eu/en/>), is a public body that performs a complete range of activities for the promotion and enhancement of the economy of Cremona Province.

Furthermore, the Chamber provides a broad range of services aimed at assisting and supporting the local companies in their development, and it's proactive particularly in the field of Innovation Technology transfer and good practice exchange at local, regional and European level.

The Cremona Chamber of Commerce in its strategic planning document 2009-2013 identified three priorities to supporting and strengthening the production system of the territory:

- Innovation

- Internationalization
- Training

A particular focus is given to the efforts and actions that the Cremona Chamber of Commerce is putting in fostering the innovation processes with the support of the and the proactive involvement of the business sector, Universities and Research Centres, local, regional and national Authorities and the civil society.

Additionally to the above and because of the running financial crises, the Cremona Chamber of Commerce is increasing the efforts to support the local economy, in partnerships with other actors of the territory and reduce the impact of the credit emergency on the business sector.

## WHY INVEST IN CREMONA

<p><b>1 Strategic position</b> Cremona is a growing industrial territory and offers a new industrial area of 1 million of m2 connected with intermodal transport system (by railway, roads and fluvial transport), strategically located in the centre of the river Po valley.</p> <p><b>2 Cultural Heritage</b> Huge cultural, historical and artistic heritage. Cremona is undoubtedly the world capital of the most worldwide famous violin makers (Stradivari, Guarneri, Amati) with a tradition still alive nowadays in more than 150 local workshops.</p> <p><b>3 Business opportunities</b> The area has a strong agricultural and breeding industry dating back over a thousand years, a very high level of applied technology and a production level among the highest in the world.</p> <p><b>4 Development Centre</b> Cremona is home to a Public Local Business Development Centre which focuses on cosmetics and engineering.</p> <p><b>5 High quality educational institutions</b> Important university research centres and private centres in the areas of agriculture, livestock, biomedicine, food processing, biotechnology and engineering</p>	<p>Important university and private research Centres in the areas of agriculture, livestock, biomedicine, food processing, biotechnology (Avantea, Centro di Ricerche Biotecnologiche dell'Università Cattolica, Istituto Sperimentale Italiano Lazzaro Spallanzani).</p> <p>Technological innovation, represented by the Cremona "technology hub" and Politecnico di Milan</p> <p>Research centres (food processing, biotechnology, zootechny, biomedical)</p>
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#### **4. MAIN COLLABORATORS**

- ◆ University Cattolica del Sacro Cuore ([www.unicatt.it](http://www.unicatt.it))
- ◆ Polytechnic of Milan ([www.polimi.it](http://www.polimi.it))
- ◆ University of Milan ([www.crema.unimi.it](http://www.crema.unimi.it))
- ◆ CRB (Biotechnology Research Centre)

[http://www3.unicatt.it/pls/unicatt/consultazione.mostra\\_pagina?id\\_pagina=1576](http://www3.unicatt.it/pls/unicatt/consultazione.mostra_pagina?id_pagina=1576)

- ◆ CERSI (Centre for Business Development)

[http://www3.unicatt.it/pls/unicatt/consultazione.mostra\\_pagina?id\\_pagina=6960](http://www3.unicatt.it/pls/unicatt/consultazione.mostra_pagina?id_pagina=6960)

- ◆ LEL (Centre for local economy)

[http://www3.unicatt.it/pls/unicatt/consultazione.mostra\\_pagina?id\\_pagina=1583](http://www3.unicatt.it/pls/unicatt/consultazione.mostra_pagina?id_pagina=1583)

- ◆ CESVIN (Centre for Development and Innovation) ([www.cesvin.com](http://www.cesvin.com))
- ◆ Crema Ricerche ([www.cremaricerche.it](http://www.cremaricerche.it))
- ◆ Reindustria ([www.reindustria.com](http://www.reindustria.com))
- ◆ SIES (Social Economic Information Service)

[http://www3.unicatt.it/pls/unicatt/consultazione.mostra\\_pagina?id\\_pagina=11499](http://www3.unicatt.it/pls/unicatt/consultazione.mostra_pagina?id_pagina=11499)

#### **5. OTHER INNOVATION ACTORS**

- ◆ PTP Parco Tecnologico Padano ([www.tecnoparco.org](http://www.tecnoparco.org))
- ◆ BIC la Fucina ([www.biclafucina.it](http://www.biclafucina.it))