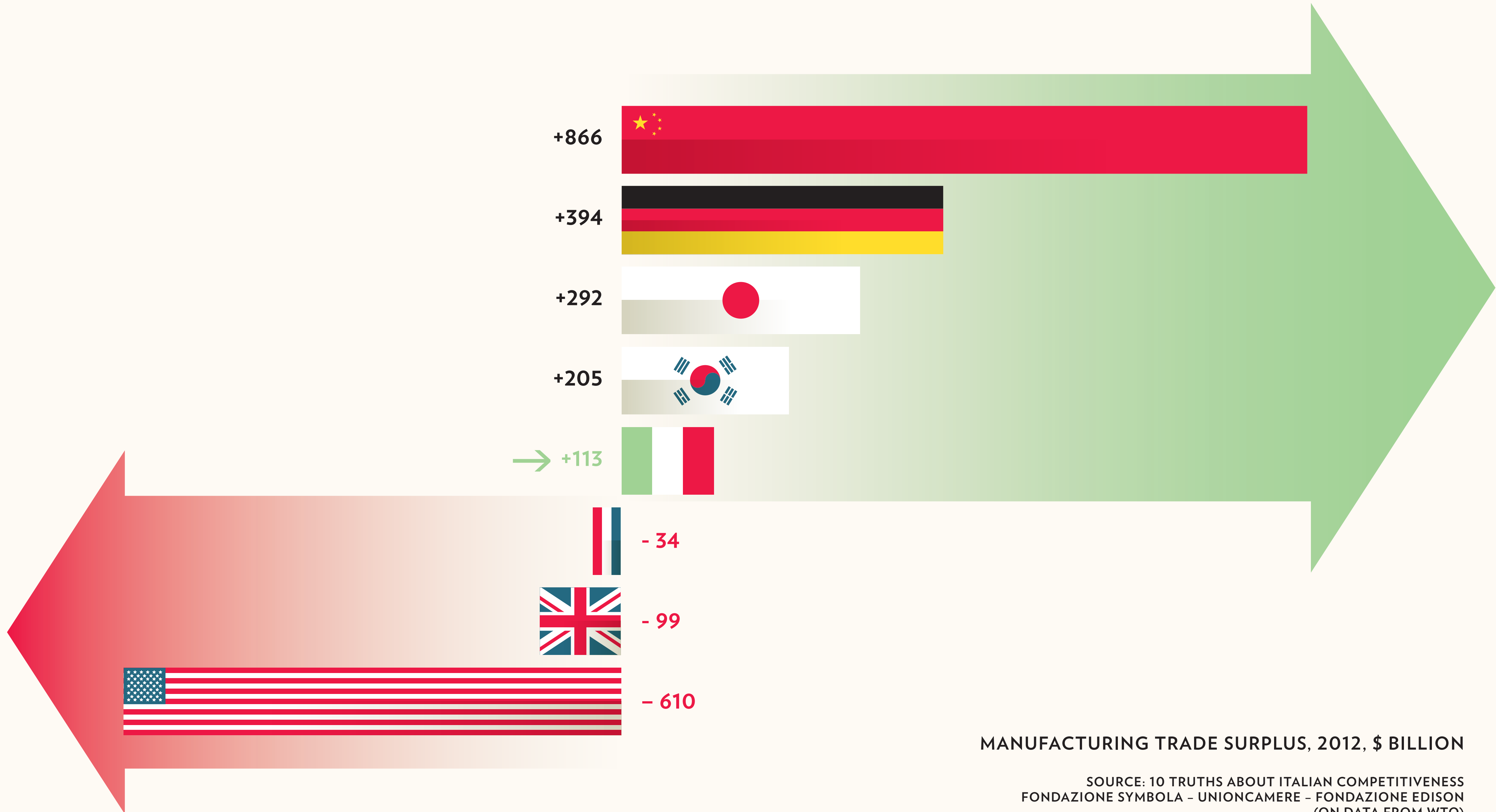


# 10 THRUUTHS ABOUT ITALIAN COMPETITIVENESS



**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)

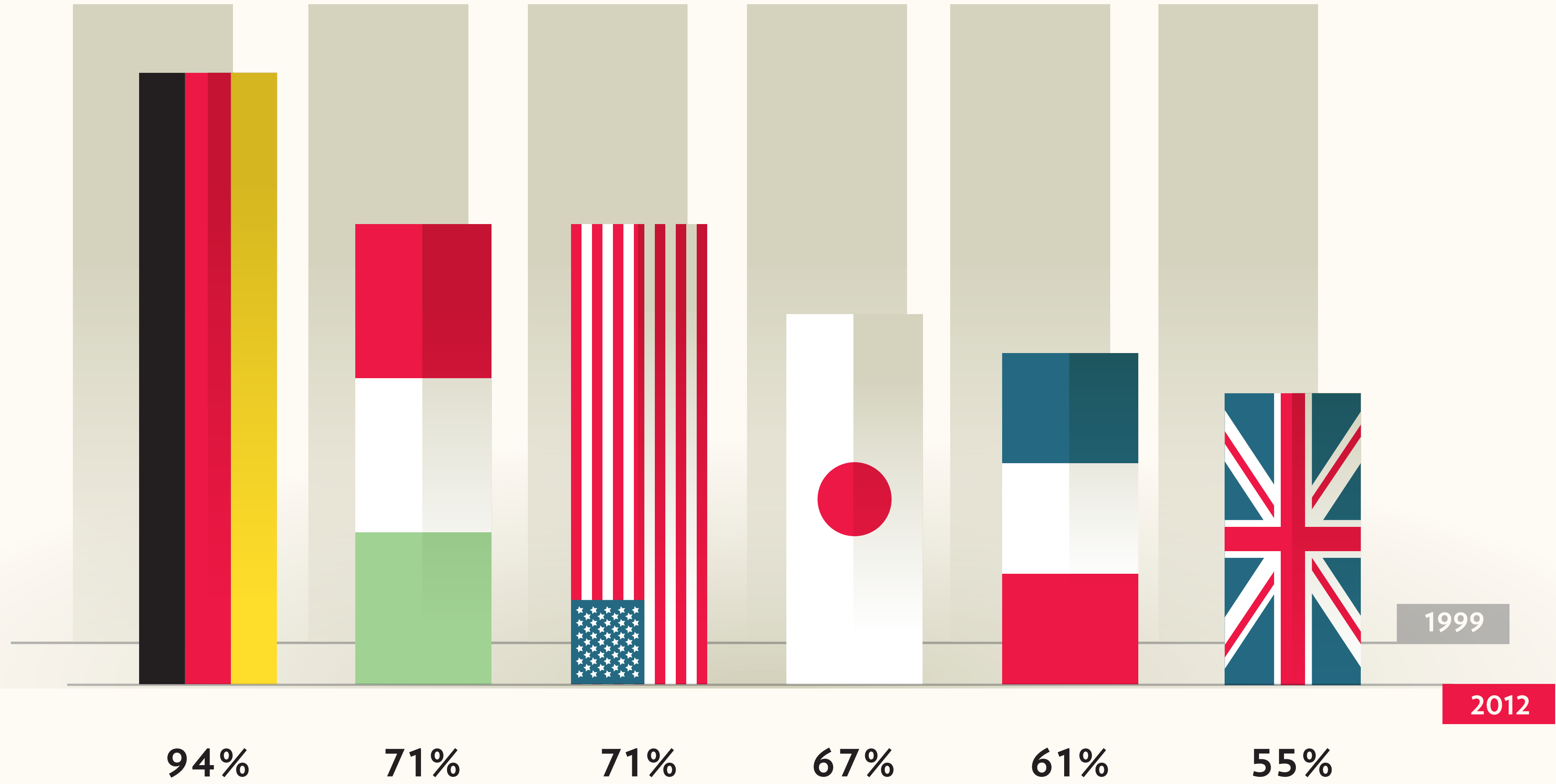


NUMBER OF PRODUCTS (OUT OF  
A TOTAL OF 5,117) IN WHICH ITALY  
HOLDS THE TOP SPOTS IN THE  
WORLD FOR TRADE SURPLUS (2012)  
(FORTIS-CORRADINI INDEX -  
FONDAZIONE EDISON ©)

**PODIUM 935 PRODUCTS**

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

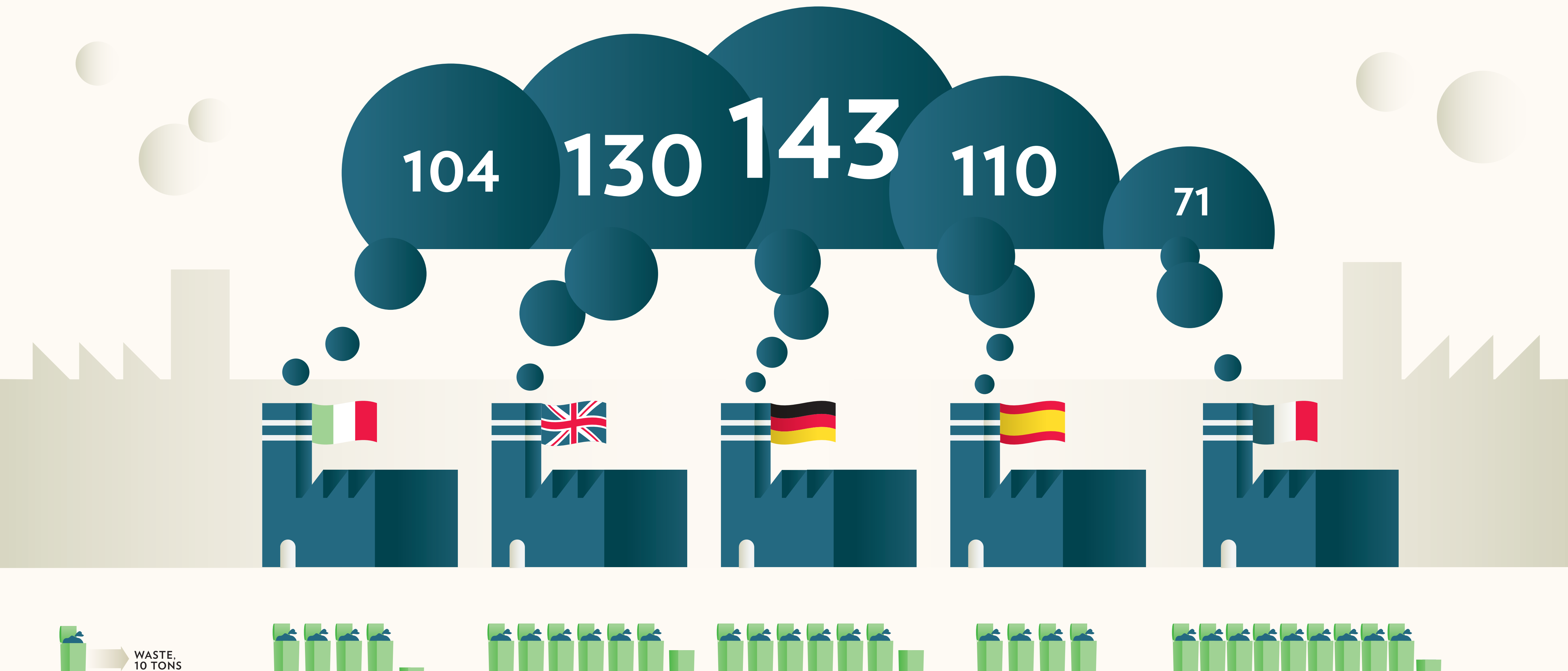
SOURCE: 10 TRUTHS ABOUT ITALIAN COMPETITIVENESS  
FONDAZIONE SYMBOLA - UNIONCAMERE - FONDAZIONE EDISON  
(ON DATA FROM WTO)



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 CO<sub>2</sub> AND WASTE PER MILLION EUROS PRODUCED.

SOURCE: 10 TRUTHS ABOUT ITALIAN COMPETITIVENESS  
 FONDAZIONE SYMBOLA - UNIONCAMERE - FONDAZIONE EDISON  
 (ON DATA FROM GREENITALY 2013)

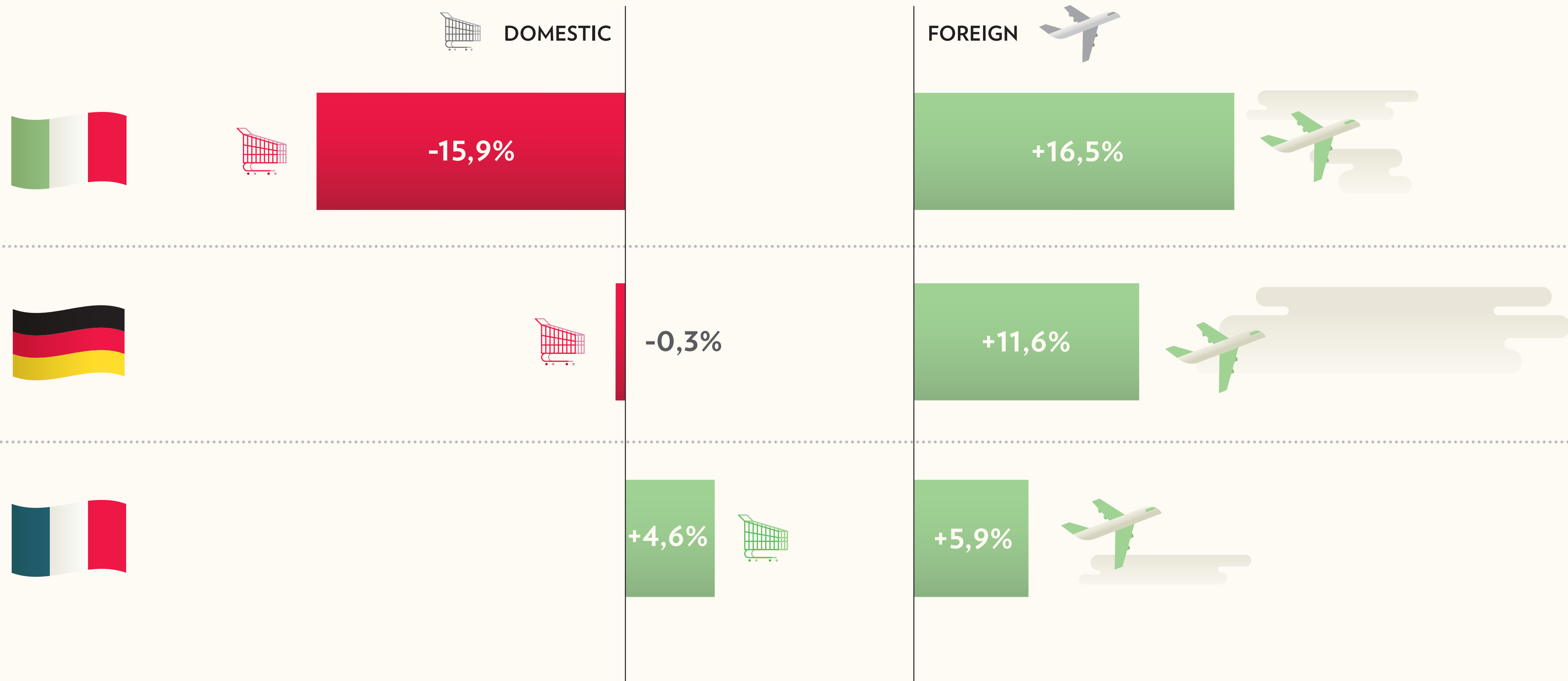
**ITALY IS THE FAVOURITE  
EUROZONE DESTINATION FOR  
NON-EUROPEAN TOURISTS.**

# 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.**



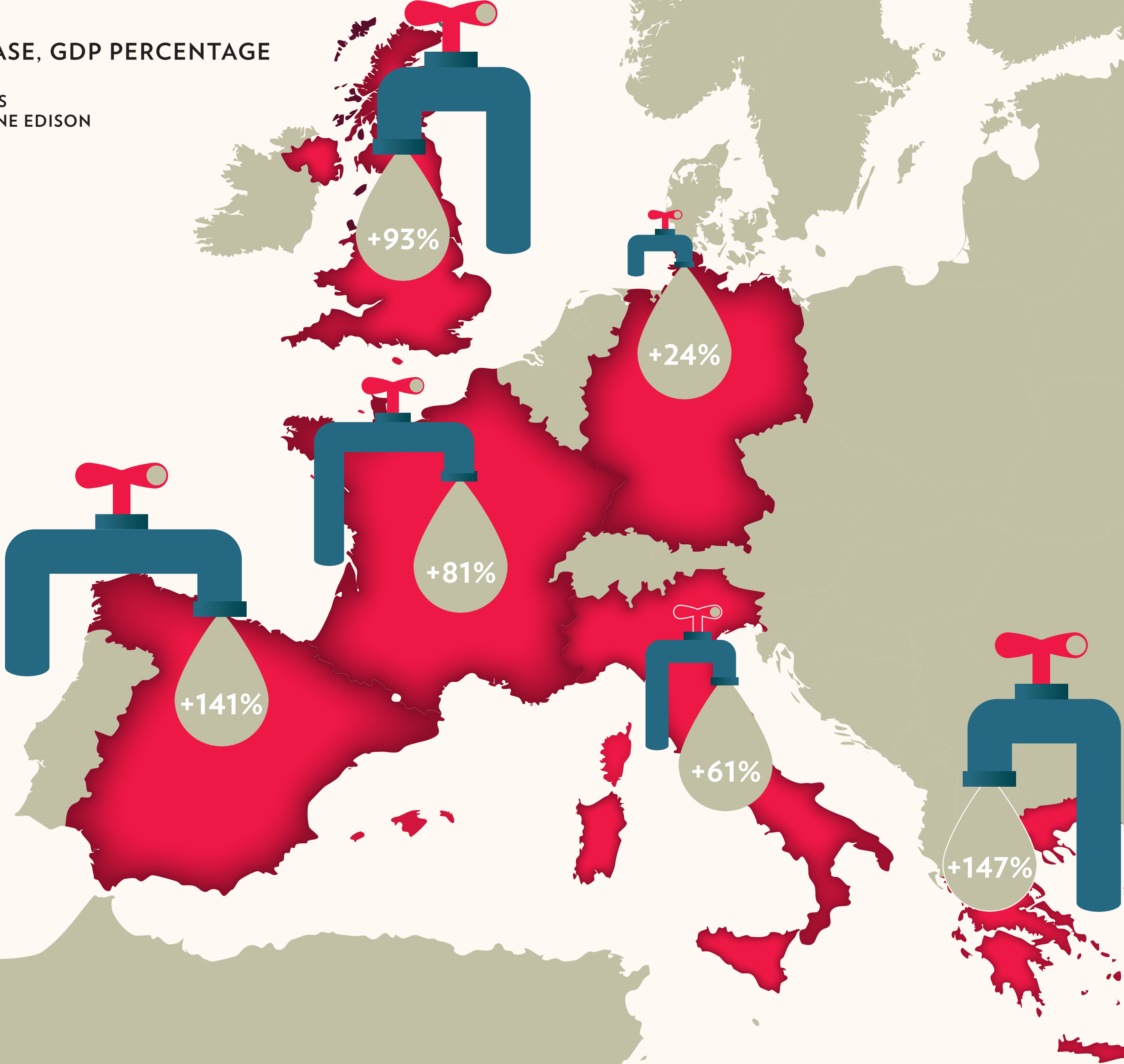
PERFORMANCE OF THE MANUFACTURING TURNOVER (2012 = 100)  
 DOMESTIC: COMPARISON OCT 2008 | NOV 2013  
 FOREIGN: COMPARISON NOV 2008 | OCT 2013

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%

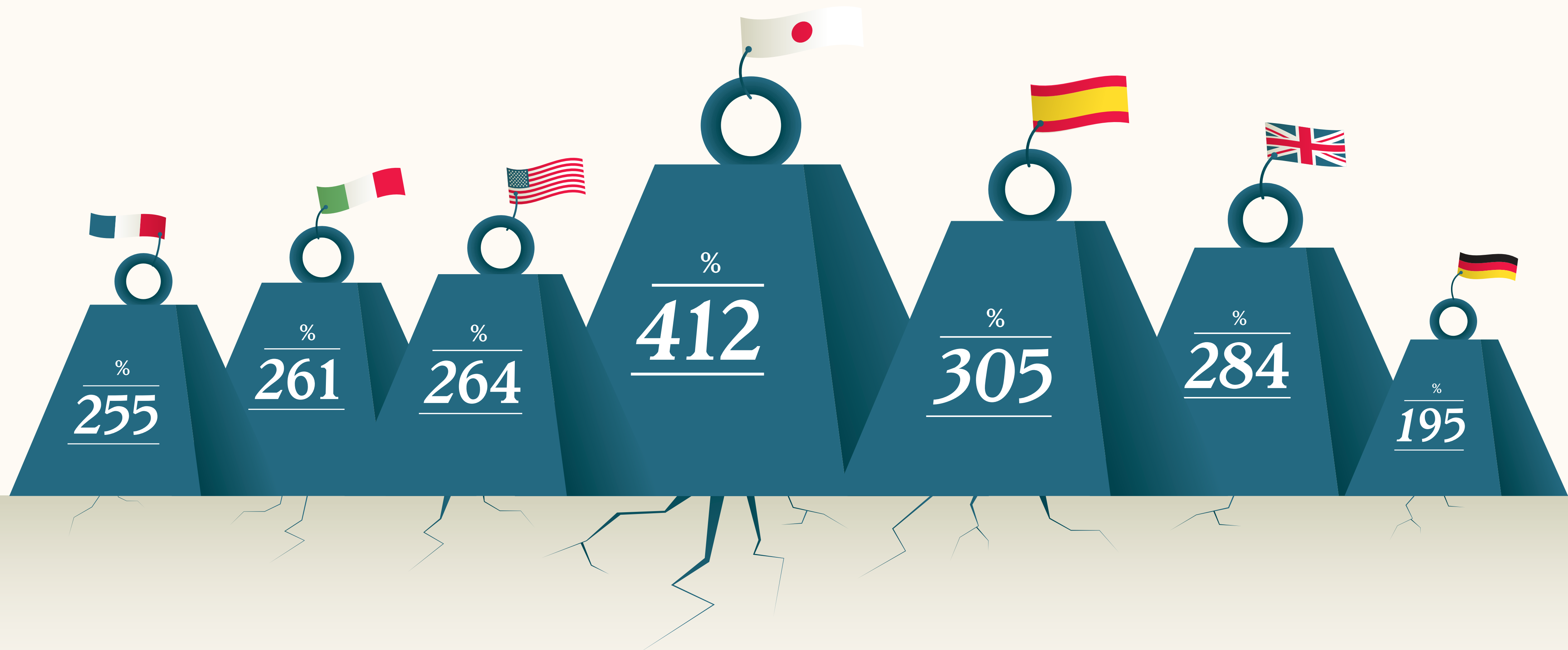


**2013**  
22,1%

**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)

