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Just 34% of small and medium Italian firms have a website

Google wants to be the company that changes all that

Redazione ANSA

FLORENCE

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(ANSA) - Florence, June 19 - While 78% of Italy's small and medium businesses (SMEs) owns a computer, just 34% has its own website and only three in 10 market their goods via electronic commerce, Google said Thursday.

The Internet giant issued the SME report in conjunction with [Symbola](#) Foundation, a think tank on Italian quality as a driver of the economy, during a joint Digital Excellence Tour, a road show aiming to help businesses become more competitive by getting on the digital bandwagon. The Florence leg of the tour took place at the European Design Institute (IED) as part of the 86th edition of the Pitti Uomo trade fair wrapping up Friday.

"We still need to get small and medium businesses to discover the culture of the Web, which has become the infrastructure of the entire global economy", said Google senior policy analyst Diego Ciulli.

"The world is literally famished for all things Made in Italy. Links to those keywords grew by 12% on Google last year, but too many consumers looking for Made in Italy on the Internet are disappointed".

Google is ready to be the company that will help Italian companies reap the rewards of the digital world, he added.

"We are building a virtual platform where users can discover the best of Italian food and hand-made products, and we plan to launch a competition for young Web designers to help companies get digitalized", Ciulli explained.

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