



Lazio Mission to China

Beijing, Tianjin, Jixian

July-August 2014





Belongs to



The Confindustria System:

18 Regional Confederation

98 Local Associations

24 Sectorial Federations

95 Sectorial Associations

259 Associate Organizations

148.392 member enterprises

5.454.962 Employees

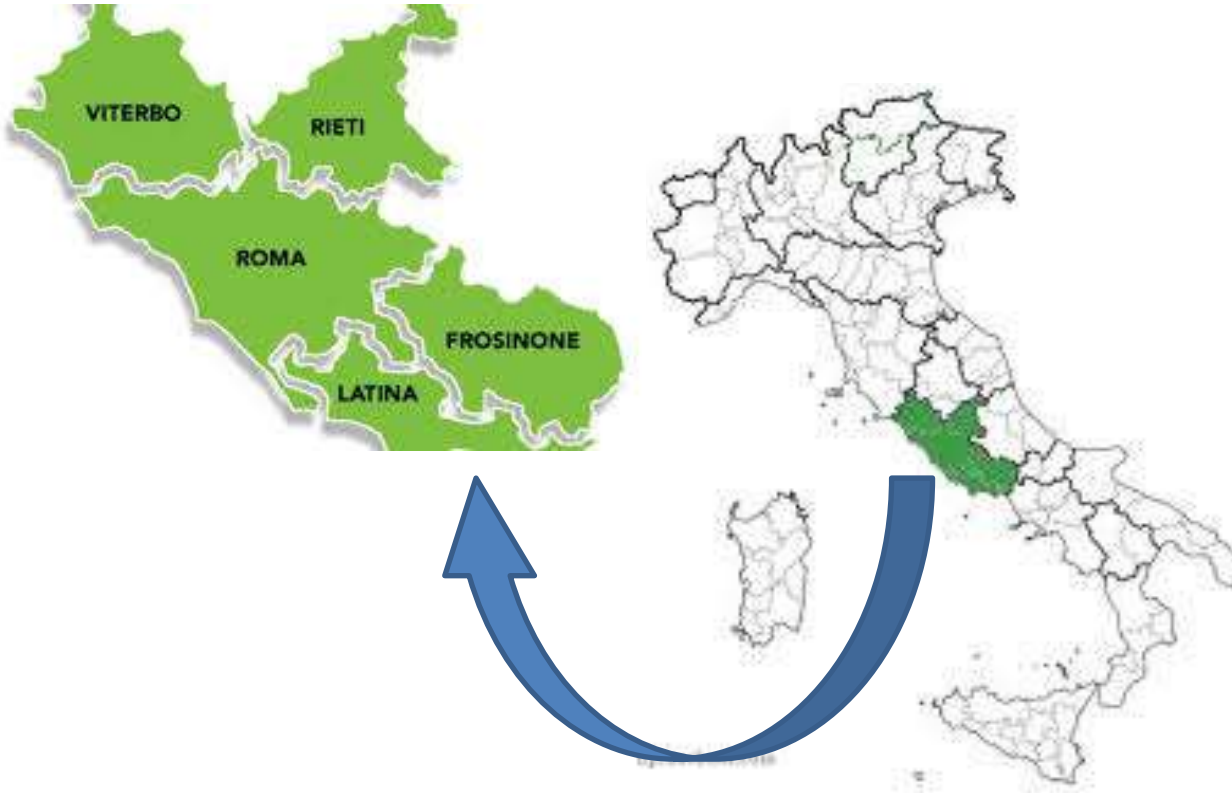




- **Confindustria**, founded in 1910, is the main organization representing Italian manufacturing and services companies.
- **Confindustria** pledges to contribute to Italy's economic and social growth by cooperating with both Italian and international political institutions and economic, social and cultural organizations.
- **Confindustria** represents the interests of Italian companies to leading political and administrative institutions, including parliament, the government, trade unions and other social partners.



THE UNINDUSTRIA SYSTEM



5 Province offices

3.500 Enterprises



19% are big Enterprises

81% are PMI

25 Sectorial sections

250.000 Employees



- **UNINDUSTRIA** is the largest association of Confindustria for territorial extension and the second largest by number of companies.
- **UNINDUSTRIA** is:
 1. a pivot of economic development in the provinces of Lazio;
 2. a benchmark in our territory's cultural and social life.
- **UNINDUSTRIA** represents, protects, promotes and develops member companies and their interests.



The main activity lines of the Association are as follows:

- to promote the adoption of industrial and financial policies aiming at encouraging competitiveness in Rome production system;
- to enter into covenants and corporate agreements;
- to develop information, advisory and assistance services for member enterprises;
- to carry out a representation activity in external Institutions, Authorities and Organizations;
- to carry out research activities, studies, forum, meetings and events of interest for its members.



25 different Sectors:

- Alimentary
- Extraction activities
- Paper, Printing and Publishing
- Chemicals, Rubber and Plastics
- Communication
- Consulting, Professional and Training
- Distribution
- Construction
- Publishing, Information and Audiovisual
- Electronics and Electrical Engineering
- Energy
- Pharmaceutical and Biomedical
- Finance, Credit, Insurance and Real Estate
- Ceramic Industry
- Industry Tourism and Leisure
- Information Technology
- Infrastructure
- Wood, furniture and Nautical
- Mechanical Engineering, Metallurgical and Construction Machinery
- Design, Materials and Equipment
- Health
- Environmental Services
- Security
- Textile, Clothing, Fashion and Accessories
- Transport and Logistics

Some of the biggest companies of Unindustria



Posteitaliane



accenture
High performance. Delivered.



SANOFI



UniCredit Banca



Alitalia

sigma-tau

Johnson & Johnson



autostrade//per l'italia

INTESA  SANPAOLO



Terna

ntv
Nuovi Trasporti Viaggiatori

Unindustria new projects
with Chinese partners:

1. FASHION
2. TOURISM
3. GREEN ECONOMY

1.Partnership for Fashion

- Fashion companies from Lazio region, members of Unindustria, have started business with Chinese private distributors and retailers to expand their brands in shopping malls of central China; last March, our companies attended the Shenzhen Fashion Week;
- a big venue was also organized in 2012 in Xian to show the high quality of our Fashion system, especially in the so called *haute couture* by the roman firms Gattinoni and Giada Curti;
- our goal is to set up commercial agreements (franchise, licensing; distribution, partnerships, etc.) also through b2b meetings with local buyers .

2. Partnership for Tourism

- Unindustria signed an agreement with Select Holding Ltd, the only organization authorized by the China Tourism Academy to release the Welcome Chinese Certification to *Chinese-friendly* hotels;
- The agreement establishes:
 - 1) its promotion within our members, pointing out the opportunities offered by this official certification recognised by the Chinese Ministry of Tourism through the China Tourism Academy, and the possibility to benefit of special economic conditions.
 - 2) the promotion of Welcome Chinese project towards local public entities and companies operating in Lazio area and belonging to our association.
 - 3) A training program for those subjects that are willing to be certified and/or that will apply for the certification in accordance with terms and conditions.

3. Partnership for Green Economy

- Unindustria signed a MoU with CAPEC (China Association of Plant Engineering Consultants), which represents 12.000 consulting companies; CAPEC is organized by individuals and companies in the fields of plant engineering consulting, design, manufacturing and users, as well as urban planning, construction, built environment, etc. CAPEC is committed to promoting the establishment and application of plant engineering consulting system in China, standardizing plant engineering activities, safeguarding rights and interests of its members.
- The purpose of the Memorandum is to strengthen exchanges and cooperation between CAPEC and UNIDUSTRIA, so as to benefit both signatories and each other's members. With this aim, Unindustria attended in 2012 and 2013 the *Beijing International Forum on Low Carbon Industry and Green Economy*, together with the *China Energy Conservation Association* and the *China Intelligent Transportation Systems Association*.

Thanks for Your attention!

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