



STATISTICHE

figures and graphs to analyse the Veneto region



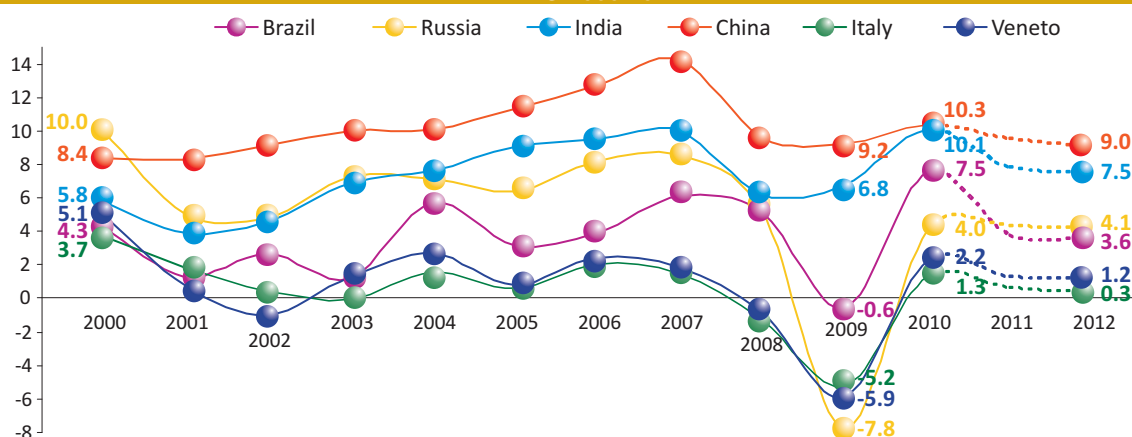
Emerging or emerged countries? The acronym BRIC, which identifies four countries – Brazil, Russia, India and China, appeared for the first time in 2001 when we began to speculate that these four countries would be the actors of the global economy in the next half century. These countries have large population, vast territory, an abundance of precious natural resources and recorded, mainly in the first phase of the year two thousand, a strong growth of the Gross Domestic Product and world trade. Characterised by a population which is very large and very young on average, they contribute to their own growth by leveraging on the increase in domestic demand.

EMERGING COUNTRIES: NEW MARKETS AND OPPORTUNITIES

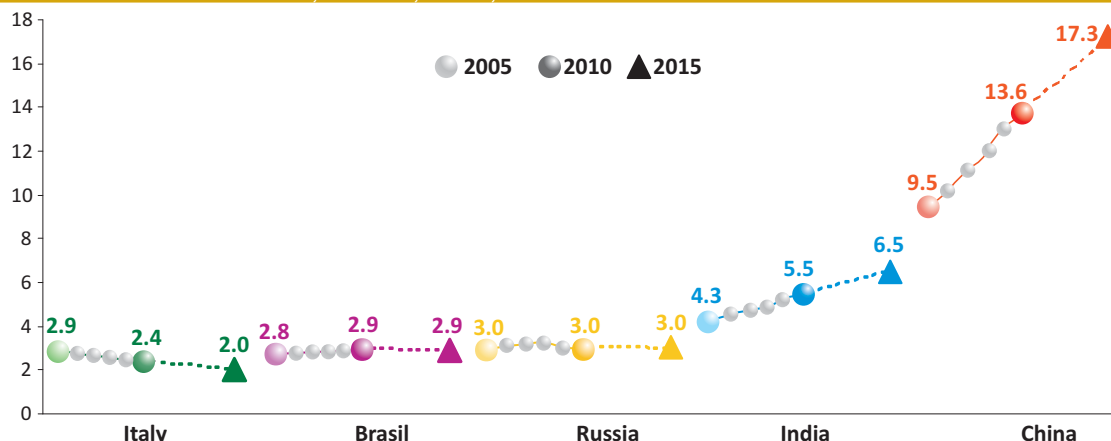
Although the relevance of the BRIC economies is today indisputable, at the level of GDP per capita, the distance between these countries and the most developed economies is still consistent: in 2010 the GDP per capita of India did not reach 3,500 dollars in PPS, the GDP per capita of China just exceeded 7,500 dollars in PPS and those of Brazil and Russia stayed between 11,000 and 16,000 dollars per capita in PPS, compared to nearly 30,000 dollars pro capita in PPP in Italy.

Above all, from 2000 the GDP of these four countries grew at a decidedly elevated pace compared to the speed of growth of the most developed economies: in the latter, in fact, the growth remained contained, accompanied by many concerns about the solvency of public debt, while in BRIC countries the activity was more dynamic. In fact, if in 2000 the BRIC together only produced 16 % of the world product, in 2015 they will come close to 30 %, according to the predictions made by the World Monetary Fund.

% ANNUAL VARIATION OF THE GDP (CONSTANT VALUES), BRAZIL, RUSSIA, INDIA, CHINA, ITALY AND VENETO
YEARS 2000:2012



% SHARE OF THE WORLD GROSS DOMESTIC PRODUCT (IN PPP).
BRASIL, RUSSIA, INDIA, CHINA AND ITALY – YEARS 2005: 2015



Source: processing of the Region of Veneto – Directorate Regional Statistical System on data and WMF, Istat and Prometeia predictions

ALSO AVAILABLE:

- Statistical Report 2011 - meetings with the territory
- Economic scenario, conjuncture indicators - October 2011
- News: statistical information on mobile devices



<http://www.regione.veneto.it/statistica>

The most encouraging signs for the recovery of the Veneto economy come from exportation. In the first six months of 2011, export in Veneto recorded a growth by around fourteen percentage points. The increase of foreign sales of Veneto businesses derives from the demand of goods from the countries of the BRIC area. In the first quarter of 2011, regional exportation to BRIC grew by 46.4 %, with a peak of 66 % for export to China.

VENETO PRODUCTS REQUESTED BY BRIC

Currently the global market of these four countries accounts for about 13 % of the world trade and their share will grow even more according to predictions. Demand of goods from abroad by the BRIC countries will give an important contribution to the development of international exchanges and foreign trade with markets with expansive potentiality

must be considered as an opportunity to conquer new markets alongside the traditional ones.

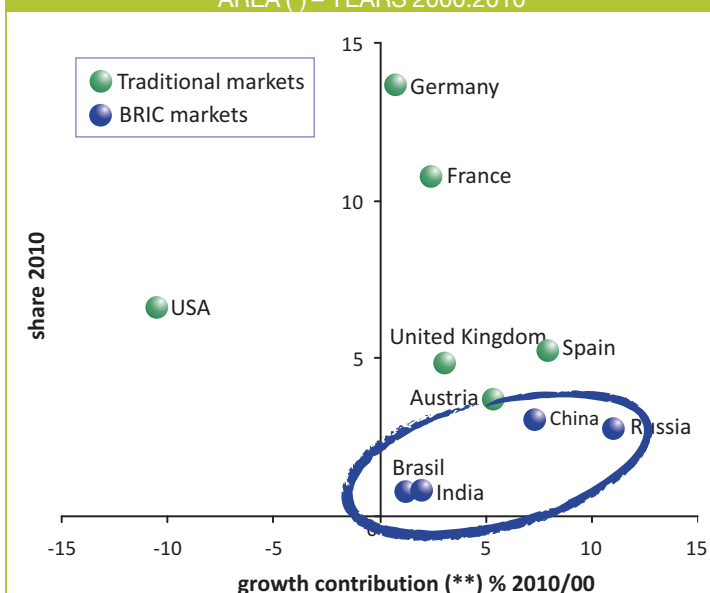
In 2010 the growth rate of Veneto export to these countries was greater than the regional average and the share of total regional export exceeded seven percentage points: in 2000 represented only 3 % of regional foreign sales, in 2010 7.5 %. Russia and China proved to be the most important markets in the area, with a share close to 3 % of regional export for each country. In the last decade, commercial trade to these two countries generated the most important contributions, about 20 %, to the growth of regional exportation. The commercial trade with Brazil and India is still undeveloped: in 2010 the share of Veneto exportation towards the two markets grew marginally (0.8 % for each of the two countries).

By analyzing the dynamics of the Veneto export to the BRIC area in the last two decades, we can note that there are two commodity groups that have driven the growth of Veneto export in this area: mechanics, which generated about 32 % of the growth, and the fashion industry, with direct flows mainly to Russia. These two sectors achieved nearly 50 % of the foreign sales growth of Veneto businesses to countries of the BRIC area in the last ten years.

EXPORTATIONS FROM VENETO COMPANIES TO COUNTRIES IN THE BRIC AREA (IN MILLION EURO),
% SHARE AND VARIATION – YEARS 2009:2011 AND FIRST SIX-MONTH PERIOD 2011

	Exportations		% share	% annual variation	Export 1st six-month period	% variation 1st six-month period
	2009	2010	2010	2010/09	2011	2011/10
Brasil	279.9	369.4	0.8	32.0	213.1	36.5
Russia	1,080.3	1,281.1	2.8	18.6	707.3	32.2
India	293.1	372.4	0.8	27.1	214.4	29.3
China	930.2	1,393.4	3.1	49.8	1,005.2	66.0
Area BRIC	2,583.5	3,416.3	7.5	32.2	2,140.1	46.4
Totale. Regione	39,239.4	45,633.8	100.0	16.3	25,132.6	14.0

% SHARE AND CONTRIBUTION TO THE GROWTH OF VENETO EXPORTATION OF PRODUCTS TO COUNTRIES IN THE BRIC AREA (*) – YEARS 2000:2010

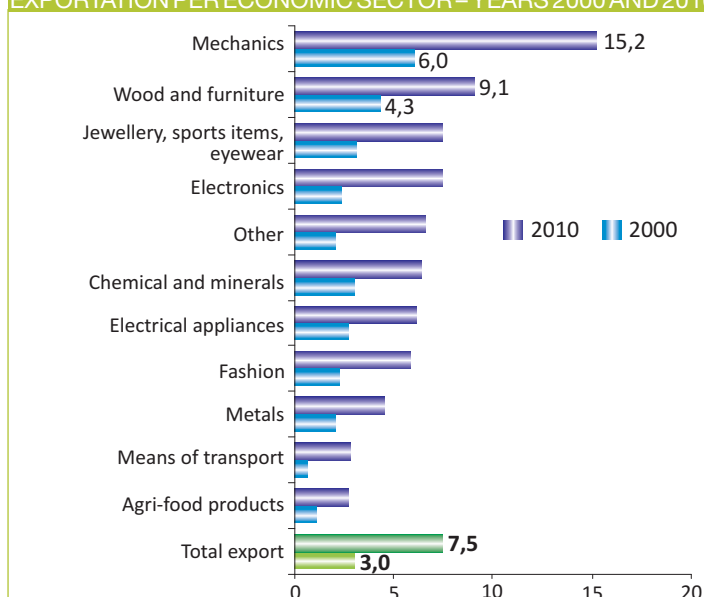


(*) Brazil, Russia, India and China

(**) It measures the incidence of variations of exportation of individual markets on the increase of Veneto export.

Source: processing of the Region of Veneto – Directorate Regional Statistical System on Istat data.

% INCIDENCE OF VENETO EXPORTATION TO BRIC (*) COUNTRIES COMPARED TO THE TOTAL REGIONAL EXPORTATION PER ECONOMIC SECTOR – YEARS 2000 AND 2010



In 2010, despite a substantial recovery in export, which happened after the contraction of international trade in 2009, the regional trade balance towards the BRIC countries area was in the red for a good 1.9 billion euro. Such a large commercial imbalance is almost entirely attributable to the negative balance of the fashion industry: -1.2 billion euro in 2009 that became -1.5 billion in 2010. The only

GOODS COMING INTO VENETO FROM BRIC

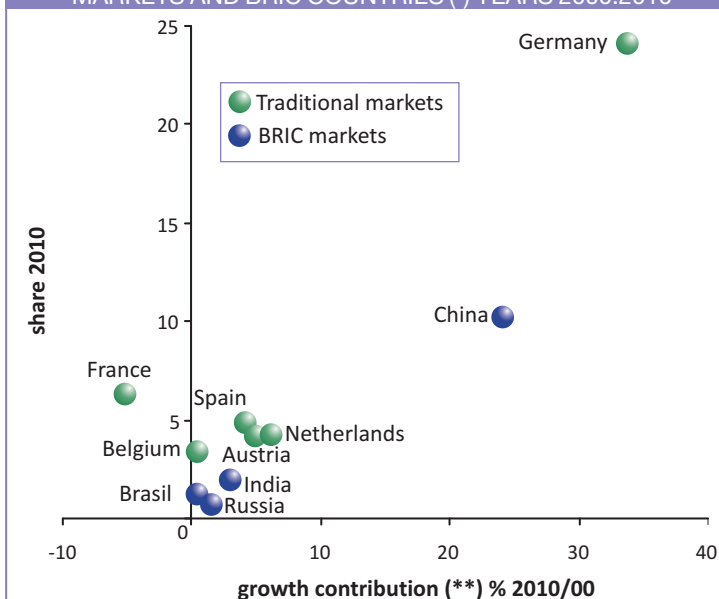
one of the main Veneto export sectors which shows a trade surplus was that of mechanical production: one billion euro in 2010. The importations of goods from BRIC countries recorded in the same period a rate of growth (+35.9 %) greater than that of exportation (32.2 %) and reached a total amount little greater than 5 billion euro, equal to almost 14 % of the total value of Veneto export. The increase in trade has

affected all countries in the area, with variations greater than fifty percentage points in India and Russia. China stands as the main market of reference for the supply of goods coming from the area: 3.8 billion euro in 2010, equal to a little over 10 % of Veneto import. India is the second commercial partner of Veneto among BRIC countries and in the last year, the value of importations coming from this country exceeded 690 million euro. As for China, the importation of goods manufactured in India mainly regards the fashion industry: about 30 % of importations from India are attributable to this market sector. The most important sector of the regional import coming from this area remains the fashion industry, which generates more than 37 % of the total importations coming from BRIC and about 32 % of the regional importations in this sector, and that in the last year reached about 2 billion euro. The second most important sector for importations from BRIC is the electronics sector that represents 11 % of what Veneto requires from the area. The third sector that records a share of 10.4 % compared to the import from BRIC is sports items and eyewear; this sub-sector becomes very relevant if compared with the global importations of Veneto in this sector: in 2010, Veneto importations from BRIC of products related to sports items and eyewear reached a value of 548 million euro, 42 % compared to world Veneto import of these goods, fifteen percentage points more compared to the data recorded in 2000.

SUPPLY OF VENETO COMPANIES TO BRIC COUNTRIES (EXPRESSED IN MILLION EURO)
% SHARE AND VARIATION - YEARS 2009 AND 2010

	Importations		% Share	% annual variation	Trade balance	
	2009	2010	2010	2010/09	2009	2010
Brasil	384.2	461.6	1.2	20.1	-104.3	-92.2
Russia	180.4	280.5	0.7	55.6	900.0	1,000.5
India	409.2	693.5	1.8	69.5	-116.1	-321.1
China	2,906.9	3,837.1	10.1	32.0	-1,976.7	-2,443.7
BRIC Area	3,880.7	5,272.7	13.9	35.9	-1,297.2	-1,856.4
Total Region	30,624.1	37,877.4	100.0	23.7	8,615.4	7,756.4

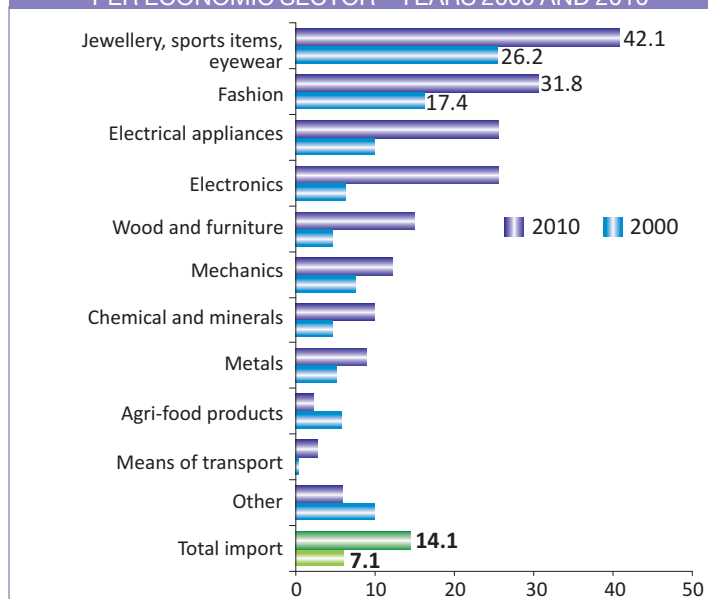
% SHARE AND CONTRIBUTION TO THE GROWTH OF VENETO IMPORTATION OF PRODUCTS TO THE MAIN MARKETS AND BRIC COUNTRIES (*) YEARS 2000:2010



(*) Brazil, Russia, India and China

(**) It measures the incidence of variations of exportation of individual markets on the increase of Veneto export.

% INCIDENCE OF VENEETIAN IMPORTATION TO BRIC (*) COUNTRIES COMPARED TO TOTAL REGIONAL EXPORTATION PER ECONOMIC SECTOR - YEARS 2000 AND 2010



Source: processing of the Region of Veneto - Directorate Regional Statistical System on Istat data.

STATISTICHE *Flash*

In 2010 Veneto commercial operators who carried out sales in the markets of the BRIC area were 7,065: one Veneto operator out of four exports to at least one of the BRIC countries and there are 293 Veneto exporters present at the same time in the four markets.

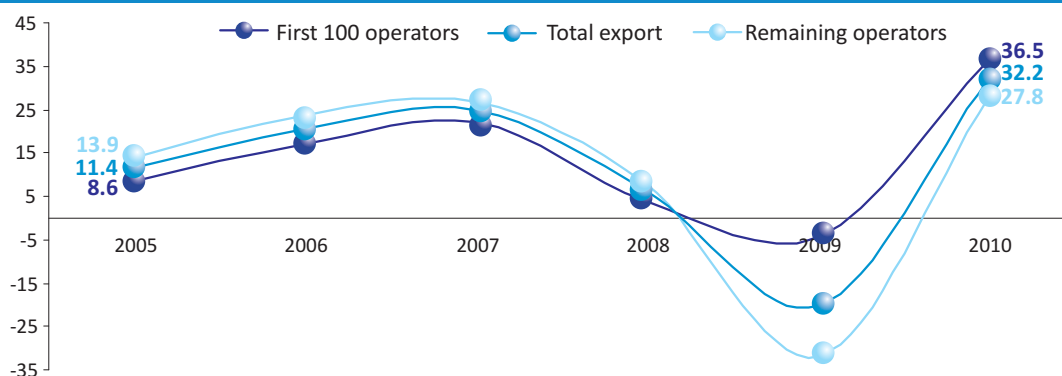
The set of operators exporting to BRIC countries is characterized by a high heterogeneity: they are very little operators, about 69 %, which present a very limited amount of turnover from exportation (up to 100 thousand euro), with a contribution to the total value of

regional exportation to the BRIC area equal to 3.3 %, which contrasts with a few operators (43 exceeding 10 million euro) which alone account for more than 40 % of the regional export towards this area. The size of the company seems, therefore, to represent the most reliable way for re-launching the commercial development of our territory and becoming competitive again in foreign markets, especially those geographically further away.

VENETO COMPANIES WORKING AND INVESTING IN BRIC

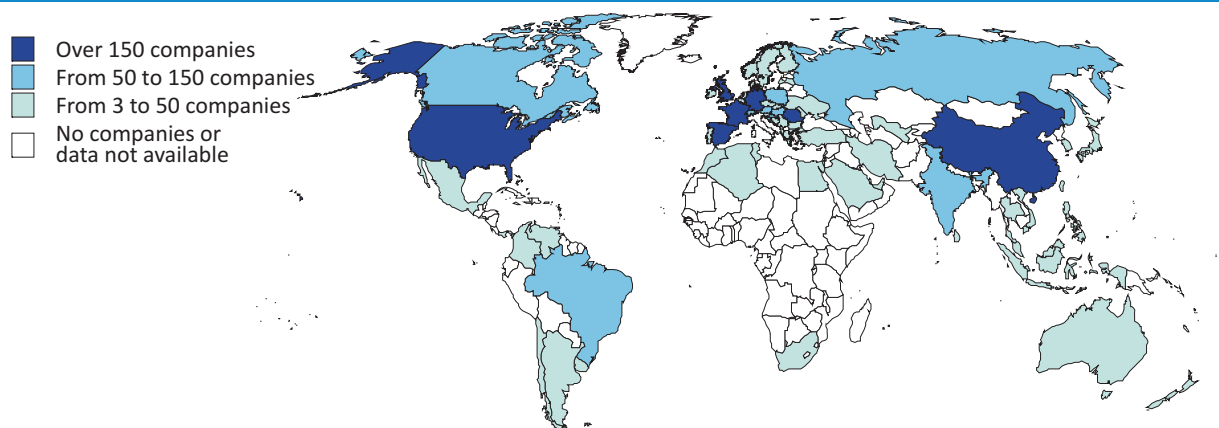
The process of gradual economic integration on a world scale involved not only the big multinational companies but, in a now systematic way, also the small and medium sized companies. The future of an open and exporting economy such as the Veneto one, where the small and medium businesses represent the supporting tissue of the economic system, is therefore strongly related to the ability to manage with success, also through the presence in new markets, this process of internationalization. As of the first of January 2009, there were 363 companies present in the BRIC area, invested in by Veneto companies, i.e. 11 % of the total of foreign companies invested in by Veneto multinationals. Among the countries of the BRIC area, China has the largest number of companies invested in by Veneto businesses (168), followed by Brazil with 95. China is also the country that has registered the biggest growth: + 71 companies invested in compared to 2006.

% VARIATION OF EXPORTS FROM VENETO OPERATORS TO BRIC AREA COUNTRIES (*) YEARS 2004:2010



(*) Brasil, Russia, India and China

NUMBER OF FOREIGN COMPANIES INVESTED IN BY VENETO COMPANIES – YEAR 2008



Source: processing by the Region of Veneto – Regional Statistical System Department on Reprint Database, Politecnico di Milano-ICE



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