

## A PRODUCTIVE VENETO BUSINESS DYNAMICS AND TERRITORIALISING

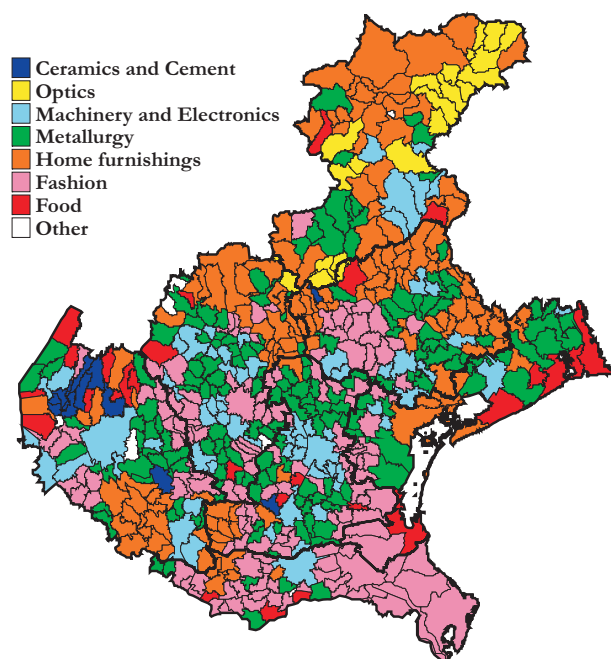


This installment of the Statistics Flash serves as introduction to a whole series on the different economic sectors. An analysis of the structure of Veneto businesses and of the dynamics of the sector and the territory was carried out, bringing together statistical and bureaucratic data from different periods in time. The Istat archive on local units – ASIA – was consulted in depth to provide for research into all production businesses. This archive currently contains regional data for 2002 to 2005. The analysis of the location of businesses shows that the central stretch of Veneto is characterised

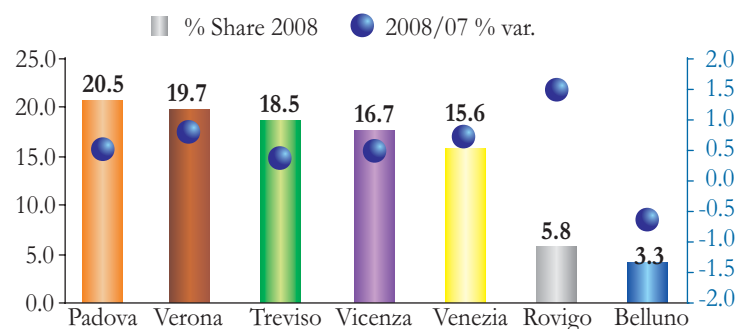
by a dense and uninterrupted metropolitan distribution of production units, with the provincial capitals as its central hubs. Veneto has always stood out because of its special structural circumstances, which mainly consist of highly specialised production areas and small businesses. Analysis of the concentration of businesses has shown that there are certain areas in which one particular type of production dominates. In a lot of these areas we can find the manufacturing districts which make up the traditional regional economy and which are well known on an international scale.

### Concentration of manufacturing industry in Veneto municipalities

#### Prevalence of manufacturing sector by number of local units



#### Share of Veneto total and annual percentage variation of active enterprises per province – Year 2008



Source: processing by Regione Veneto - Direzione Sistema Statistico Regionale on Istat-Asia 2005 and InfoCamere data

### Territorial analysis

	Rate of potential employment	% share of 2007 exports	Density	Productive potential
Belluno	34.4	5.3	4.6	8.0
Padova	37.3	15.1	41.9	10.1
Rovigo	29.4	2.0	11.4	8.4
Treviso	37.8	21.0	31.6	9.2
Venezia	33.9	10.5	29.5	8.7
Verona	35.8	16.5	25.8	9.2
Vicenza	38.8	29.6	28.0	9.1
<b>Veneto</b>	<b>36.2</b>	<b>100.0</b>	<b>23.6</b>	<b>9.2</b>

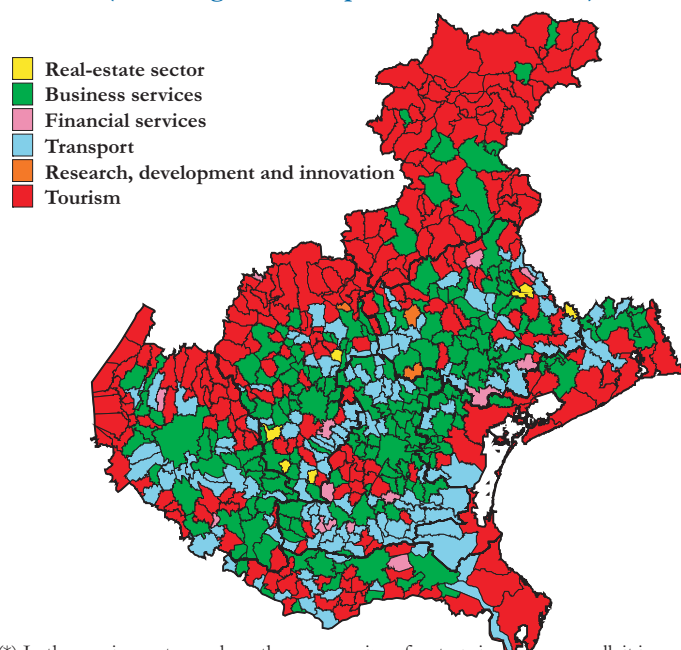
Rate of potential employment No. of local unit employees / Resident population x 100

Density: no. of local units / surface area in km<sup>2</sup>

Productive potential: no. of local units / resident population x 100

### Concentration of services in Veneto municipalities

#### Prevalence of service sector by number of employees (\*) (excluding trade and public administration)



(\*) In the service sectors, where the average size of enterprises is very small, it is easier to calculate the prevalence by looking at the number of employees. In the manufacturing sector the analysis comes out the same whether you look at the number of local units or of employees.

## The strength of the business system

### The context

	Number	% variation compared to		% share
		the previous year	2000	compared to Italian total
Active enterprises in 2008	462,567	0.6	3.4	8.7
Business employees in 2005	1,641,643	0.1	6.3	-

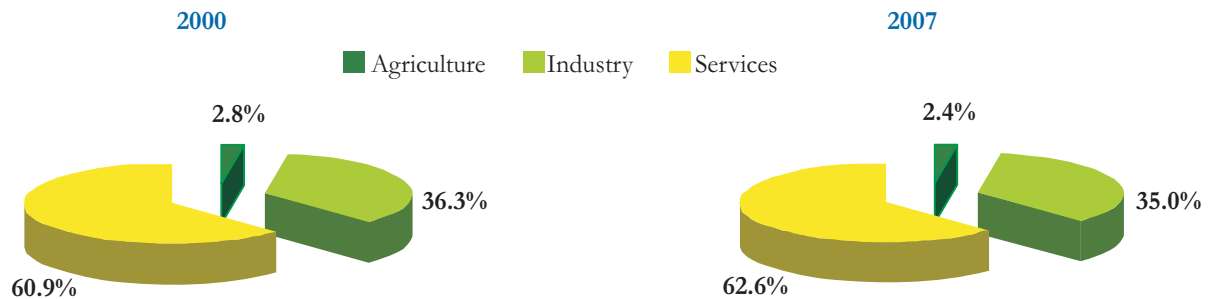
### Survival rate(\*) of active enterprises

Year present	Survival year			
	2003	2004	2005	
2002	92.1	85.4	79.4	survival for three years
2003	100.0	92.1	85.2	survival for two years
2004		100.0	92.1	survival for one year

Veneto enterprises make up 8.7% of the national entrepreneurial landscape. In 2008 Veneto had more than 462 thousand active enterprises and the growth rate was +0.6% on the previous year (+1.4% excluding agriculture). In the 8-year period from 2000 to 2008, variation equalled 3.4 percentage points. As at national level, in 2008 Veneto experienced high rates of revenue, 7.0%, and of expenditure, 7.8%. Looking at the cohort of enterprises which were active in 2002 and their survival throughout the following years, we can see that Veneto enterprises are pretty solid: 79.4% of enterprises which were active in 2002 were also active in 2005.

(\*) Tasso di sopravvivenza al tempo t+n: rapporto % tra il numero di imprese attive in t e sopravvissute in t+n e numero di imprese attive in t.

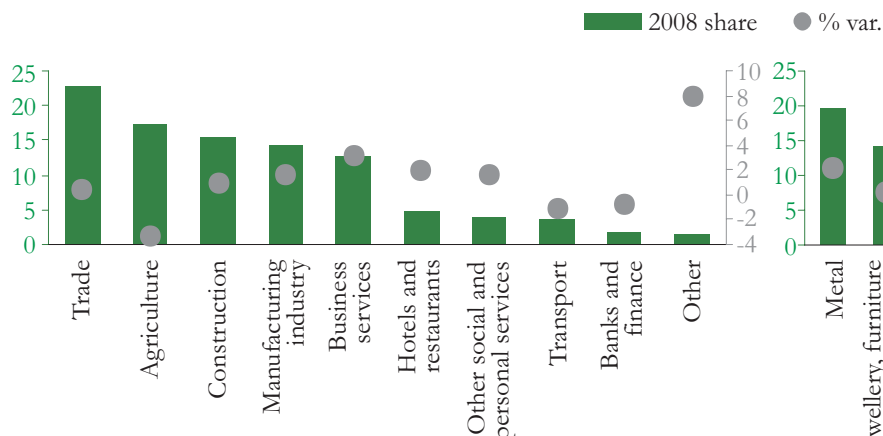
### Percentage distribution between sectors of regional added value. Veneto - Years 2000 and 2007



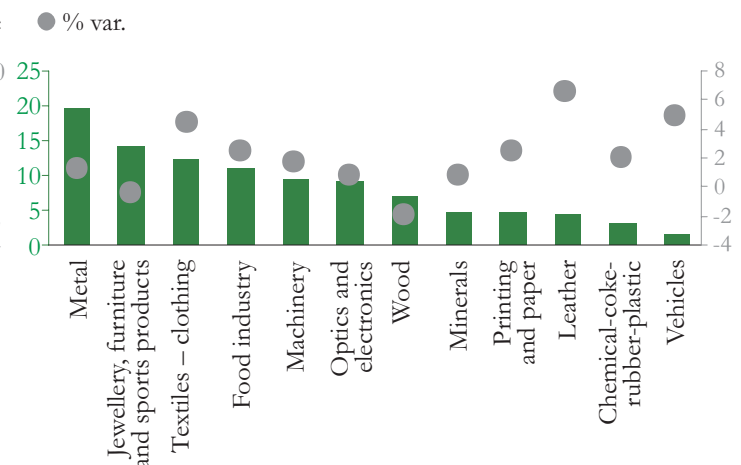
Like in all modern economies, most of the enterprises in Veneto are part of the tertiary sector.

An overall look at Veneto enterprises shows a restructuring with an emphasis on services: from 2000 to 2007 the share of wealth produced by this sector grew, to the detriment of industry's share, reaching 62.6%, which is still below the national figure (70.4%). On the other hand, the share of added value produced by industry, although it represents a significant figure at 35%, is slowly decreasing over the years.

### Share and annual % variation of active enterprises in Veneto per economic category – Year 2008



### Share and annual % variation of active manufacturing enterprises in Veneto by economic sector – Year 2008



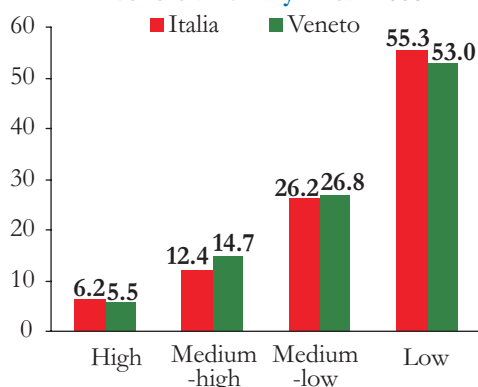
The manufacturing industry in Veneto, which numbered 66,898 active enterprises in 2008, after five years of falling figures, recorded an annual increase of 1.6 percentage points. After a period of reorganisation in the manufacturing industry, which was due to a selection process involving the production base, brought about by the difficulties smaller enterprises found in attempting to remain competitive on the market, a rather large increase has come about in the fashion sector.

Businesses producing leather goods have increased, +6.5% compared to 2007, as have textiles and clothing enterprises, +4.4%, food industries, +2.5%, machinery, +1.7%, and metals, +1.3%. Whereas enterprises in the wood industry have seen a negative trend, -1.9%. Enterprises producing jewellery and optical and electronic products have remained largely unchanged (-0.5% and +0.8% respectively).

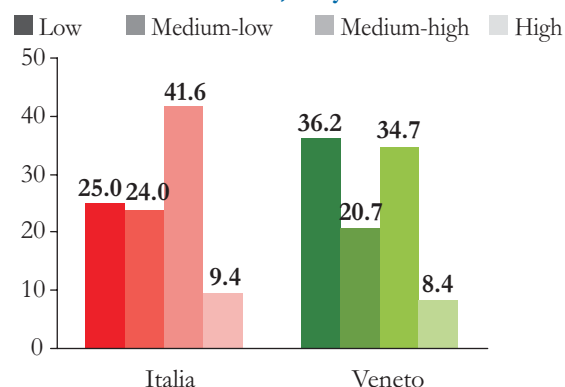
## Evolution of technology and services

% share of enterprises in manufacturing sector reclassified according to technological content, out of total manufacturing.

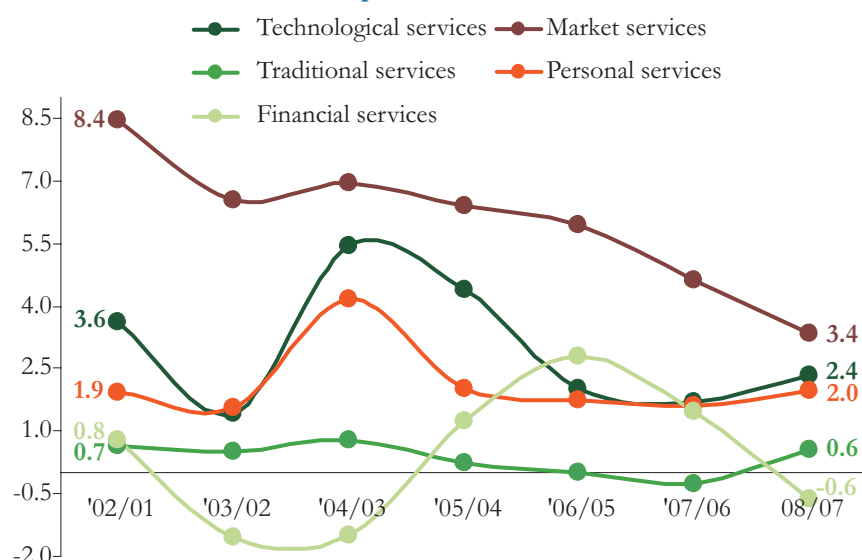
Veneto and Italy - Year 2008



% share of exports in manufacturing sector by technological content. Veneto, Italy - Year 2007



Annual % variation of enterprises in the service sector Veneto - Years 2002:2008



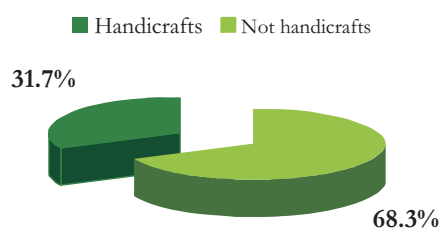
9.3% of the national high-tech industry can be found in Veneto, it is the third biggest region in this sector behind Lombardia (22%) and Lazio (9.4%). In 2008 the tertiary sector comprised 236,031 active enterprises. Traditional services take the lead (61.5%), followed by market services (22%). From 2000 to 2008 however, there was a quite significant growth (despite fluctuations) in enterprises providing technological services (+35.2%). The process of company reorganisation, which was mainly due to the market becoming globalised, manifests itself through the closure of small enterprises (individual firms) and the constant increase in joint-stock companies.

Legal status: % share. Veneto - Years 2000 and 2008



## Handicrafts

The crafts sector: % share. Veneto - Year 2008



Employees



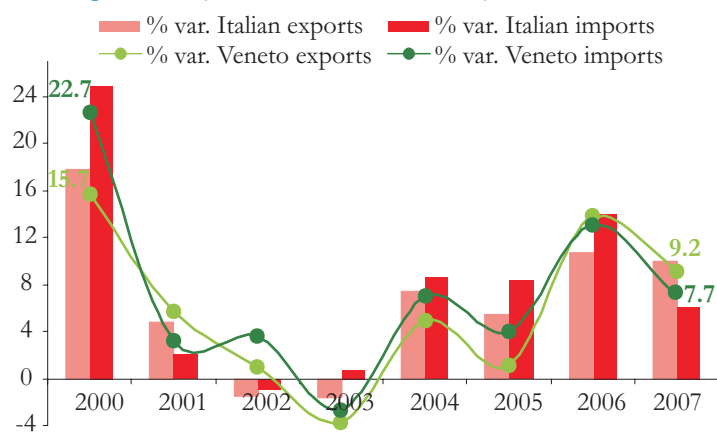
Handicraft enterprises in Veneto. Number, share and annual percentage variation per economic category - Year 2008

	Number	Share	% Var.
Construction	59,753	40.8	0.1
Manufacturing industry	45,091	30.8	-1.2
Other social and personal services	13,434	9.2	1.0
Transport	11,139	7.6	-3.8
Trade	8,971	6.1	-2.1
Business services	5,033	3.4	2.4
Agriculture	2,328	1.6	3.4
Other	776	0.5	6.3
<b>Veneto</b>	<b>146,525</b>	<b>100.0</b>	<b>-0.5</b>

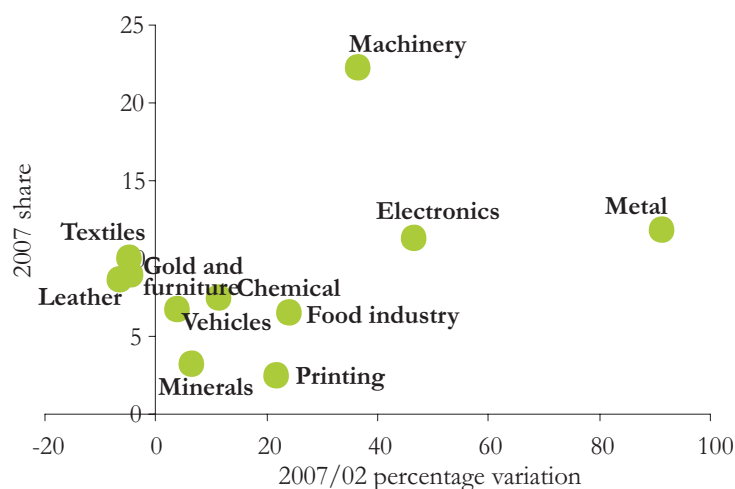
Handicrafts continue to play a major role in the regional economy: in 2008 Veneto's 146,525 handicraft enterprises comprised 31.7% of the active enterprises in the region.

## Openness towards foreign markets

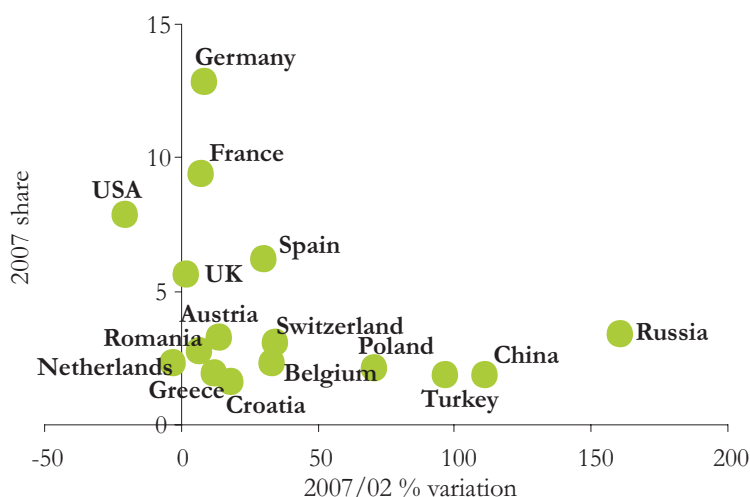
### Foreign trade dynamics. Veneto and Italy - Years 2000:2007



### 2007/02 percentage variation and 2007 share of Veneto exports by main trade sectors (\*).



### 2007/02 percentage variation and 2007 share of Veneto exports towards main trading partners (\*).



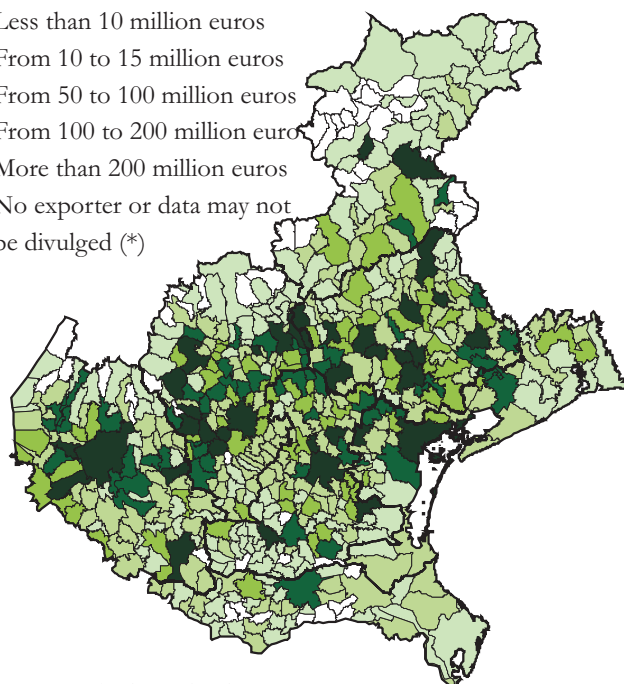
(\*) the data for 2007 are provisional.

Source: processing by Regione Veneto - Direzione Sistema Statistico Regionale on InfoCamere and Istat-Asia 2005 data

In 2007 Veneto came in second in the regional ranking of national exports: goods worth €50.5 billion left here for foreign markets, this equates to 13.9% of Italian exports overall. The machinery industry is still the top exporter in Veneto (it makes up 22% of total regional exports), followed by metal products (12% of foreign turnover; +91.8% in the last five years). Optical and electronic equipment make up the third sector for Veneto exports, with a regional share of 11.3%. Germany provides the biggest market for Veneto exports, followed by France and the United States. Exports to Russia and China continue to take off. In 2007 more than 25 thousand commercial traders in Veneto exported to international markets. In the last three years, the percentage of companies in the region declaring more than €20 million of exported goods has increased from 51.7% to 58.2%. In 2007, these companies, although making up nearly 2% of companies in the region, produced 58.2% of the region's total share of exports. By cross-referencing the archives, we were able to create a map showing companies trading abroad by municipality. The map shows high and widespread levels of exports in the central part of the region in particular.

### Value of exports by municipality

- Less than 10 million euros
- From 10 to 15 million euros
- From 50 to 100 million euros
- From 100 to 200 million euros
- More than 200 million euros
- No exporter or data may not be divulged (\*)



(\*) Data may not be divulged under art. 9 of Legislative Decree no. 322 of 6 September 1989 "Disposizioni per la tutela del segreto statistico" (Norms for safeguarding statistical secrecy)

In accordance with Regional Law no. 8 of 2002, Ufficio di Statistica della Regione Veneto gathers, analyses and disseminates statistical information for the benefit of the region. The processed data herein is the patrimony of the entire region and is published in brochures as well as on the Regione Veneto website at [www.regione.veneto.it/statistica](http://www.regione.veneto.it/statistica).



**Direzione  
Sistema Statistico Regionale**

#### Regione del Veneto

- Department for economic affairs, development, research and innovation
- Secretary general of planning
- Direzione sistema statistico regionale

Rio del Tre Ponti - Dorsoduro 3494/A  
30123 Venezia  
tel. 041/2792109 fax 041/2792099  
e-mail: [statistica@regione.veneto.it](mailto:statistica@regione.veneto.it)

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

#### Direzione Sistema Statistico Regionale

Coordination: Maria Teresa Coronella

Analysis and texts project manager: Valeria Vonghia and Carla Pesce

Realization: Massimiliano Baldessari and Giorgia Faggian

Publishing and spread project manager: Andrea Fosco

Layout: Massimo Zuin