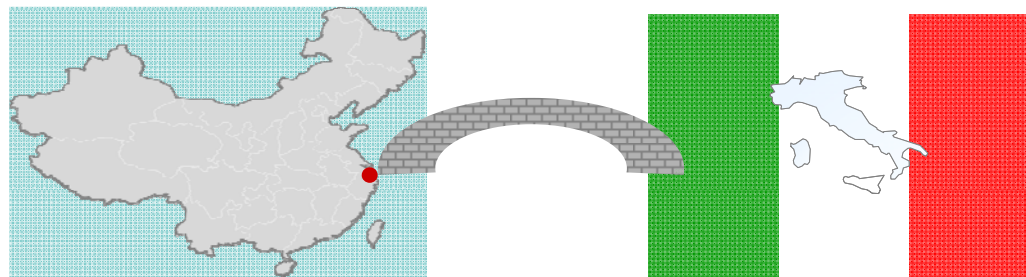




Shanghai - Italy: A bridge of opportunity **"Sistema Italia" a Shanghai**

Consul General Vincenzo De Luca



Shanghai, February 24th 2011

Italy and China from: 2006 to 2010

○ Import / Export
24.581 bln USD

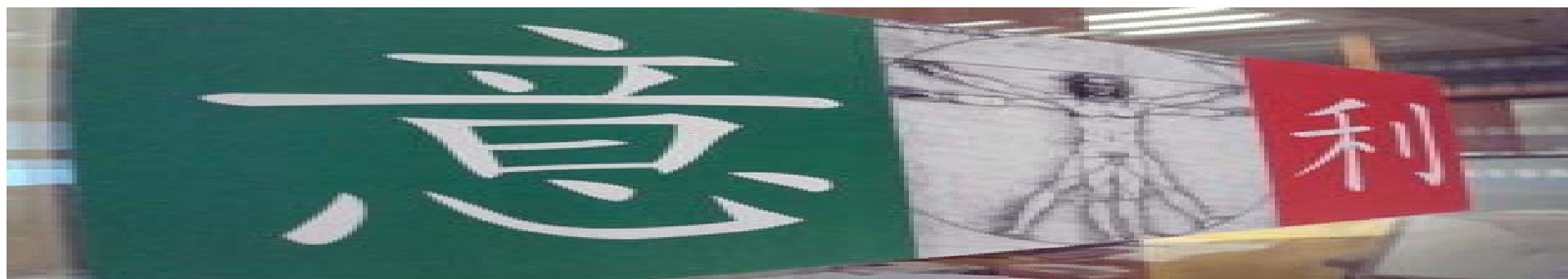
○ Import / Export
45.129 bln USD

○ Import CN from IT
8.605 bln USD

○ Import CN from IT
13.993 bln USD

○ Export CN to IT
15.975 bln USD

○ Export CN to IT
31.135 bln USD





Italy is the 4° commercial partner of China among EU

- Increase Imp/Exp : **83,6%** (2006-2010)
- Increase Imp Cn from IT: **62,61%** (2006-2010)
- Increase Exp Cn to IT: **94,90%** (2006-2010)

- Italy is the 4° partner of China among EU countries; surpassing France and following German, Holland and UK.

Italian companies in the “Greater Shanghai”

- CICC from 141 in 2006 to 323 today
- C.G. survey from 230 to more than 800





Visa from Shanghai to Italy

Year	Biz.	Tour	ADS	Study	Work	Family	Other	Tot.
2006	8905	1025	8023	624	3048	2524	910	25059
2007	12142	2363	15660	1041	13824	2901	716	48647
2008	12053	3931	11706	1227	5293	5993	986	41189
2009	11437	6626	6103	1051	16941	6215	671	49044
2010	14567	9838	14007	1321	1773	6305	516	48327

Italian Community in Shanghai

From 927 (AIRE 2006)

.....to 1770..... (AIRE 2010)

..... and more than 3000 (not AIRE)





Culture & Networking

- 41 University Exchange programs
- Chinese “海龟” returnee network: more than 1000 Chinese students back in “Greater Shanghai” from Italian Universities linked in a network sponsored by the Consulate General
- 2010 Study Visa: 1321
- 2010 events organized by the Italian Institute of Culture: 492



O.D.I. - China in Italy

- Increasing flow of Chinese investments in Italy
- Fondo Mandarin 2 bln USD portfolio

Recent M&A:

- Zoomlion – CIFA (machinery)
- Gasket Int. (valves)
- Eutical Polis (pharmaceutical)
- IMA (packaging)

In the framework of the Italian Embassy in Beijing guidelines: enhancing “Italian System” in Shanghai

MISSION : Double bilateral trade from
45 bln USD to 90 bln USD

Premiers Wen and Berlusconi
meeting in Italy





Next 5 years Growth Forecast and Promotion Focus:

- Machinery
- Fashion & Luxury goods
- Food & Beverage
- Automotive
- Furniture & design
- New focus
- Life Science
- Green Economy



Increase Visibility

- Active content Internet Web site
- Promotional events linked to Italian' Official Celebrations
- Italy in China exclusive Logo
- Italian Pavilion as cultural and business attraction area

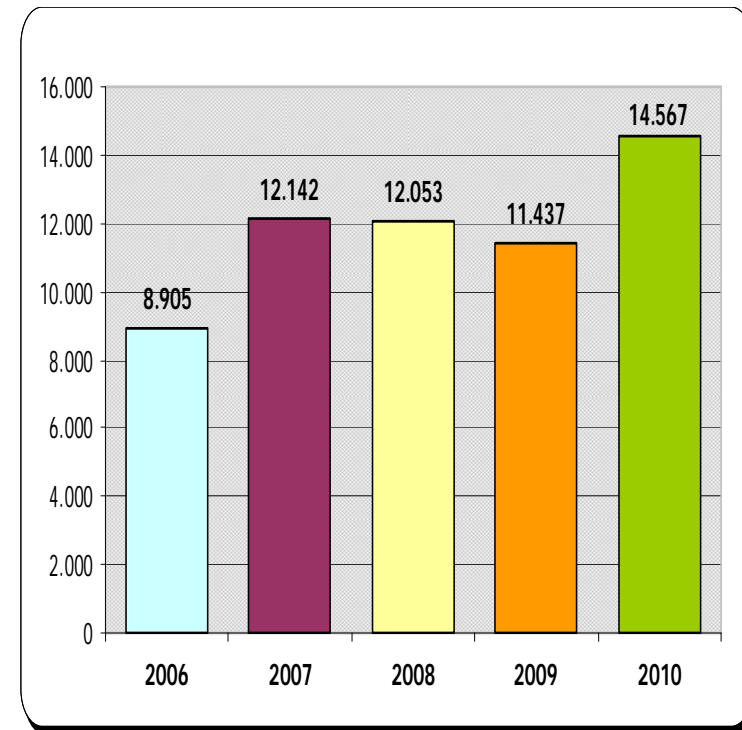


Cooperation between Italian Regions and “Greater Shanghai” authorities

- Lombardy Region: cooperation agreement with Zhangjiang technology park in Shanghai
- Toscana Region cooperation with Zhejiang Province
- Marche cooperation with Jiangsu
- Emilia Romagna partnership with Tongji University

Easier procedures for BUSINESS VISA

- Higher number, shorter time for delivery
- Business Visa White List



Culture & Business

- 150th Years Italy's Unification Anniversary
- Italy - China University Exchange programs
- Double University degree





海龟 Chinese Students Network

- Creation of a network of Chinese ex-students graduated in Italy
- Making them part of the Italian community



Increase of the airline connection between China and Italy

- Increasing the number of carriers and cargo capacity between China and Italy
- Exploring further destinations to Italy

The Alitalia logo, featuring a stylized red and green triangle to the left of the word "Alitalia" in a bold, green, sans-serif font.The China Eastern logo, consisting of a circular emblem with a stylized white and red design, followed by the Chinese characters "中國東方航空" in red and "CHINA EASTERN" in blue.The Cargoitalia logo, featuring a stylized red bird-like graphic above the word "Cargoitalia" in a green, sans-serif font.

Grazie !

谢谢！



意大利驻上海总领事馆
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