



Unioncamere
Campania



UNIONCAMERE CAMPANIA





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A Strategic Geographic Position



The Campania region has a central and very strategic geographical position in Mediterranean area.



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The territory



**Territory total area: 13.592,62
km²**

Towns: 551

Total Population: 5.800.000



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Campania Transport Network



...for every 100 km² there are 73,8 km of roads and highways



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Campania Transport Network

Two International Ports:

Naples

and

Salerno





Campania Transport Network

Two road-rail distribution centres:

- Nola
- Maddaloni-Marcianise





Campania Transport Network

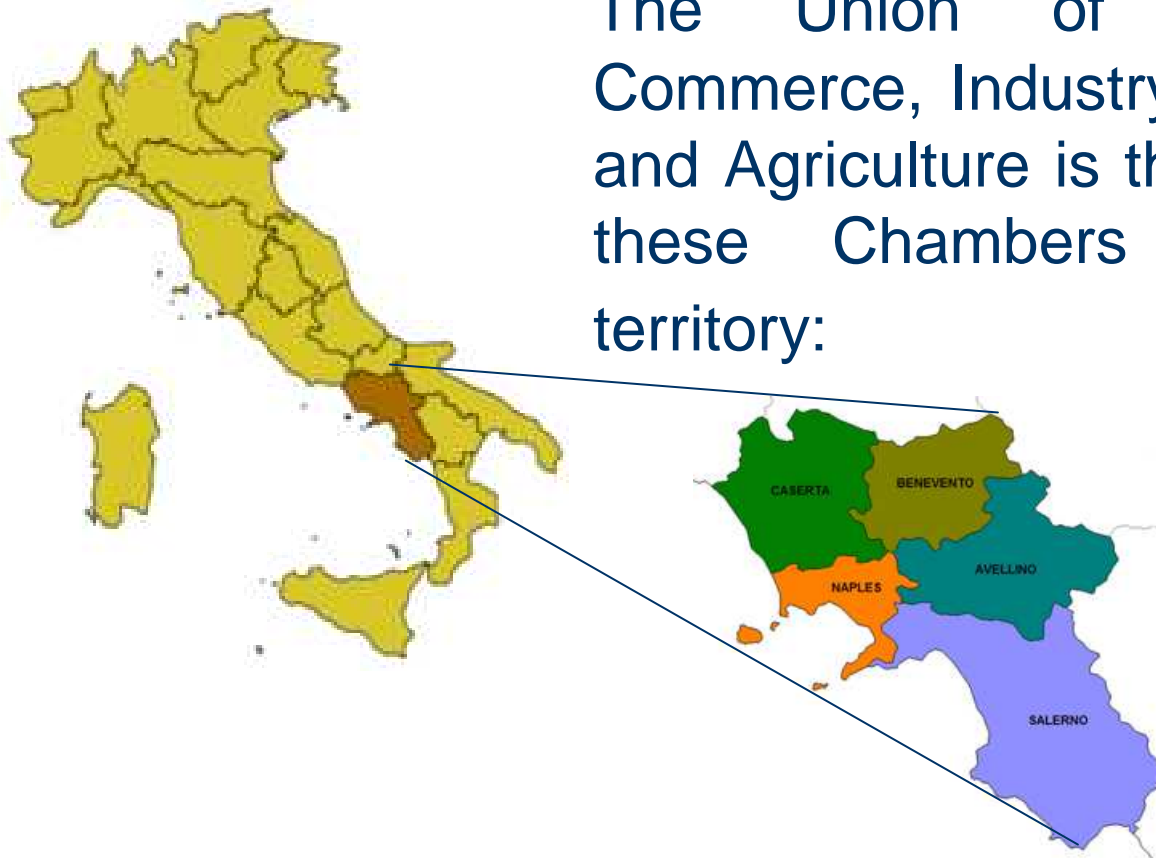
- Capodichino International Airport (Naples)
- Salerno International Airport (Salerno)





WHO IS UNIONCAMERE CAMPANIA?

The Union of Chambers of Commerce, Industry, Craftsmanship and Agriculture is the association of these Chambers in Campania territory:



Avellino



Benevento



Caserta



Napoli



Salerno





Entreprises and economy

This organization represents a production system which is active in all the economic sectors.

553.313: the number of the companies regularly registered in Campania

9.3 billion Euros: total value of exports.

10.7%: the level of foreign business relations

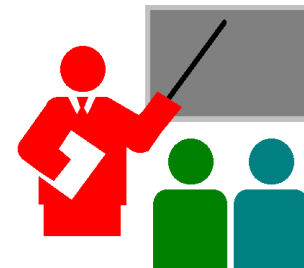
1.654.000 the number of operators



Unioncamere has experience of assistance and advice in many sectors

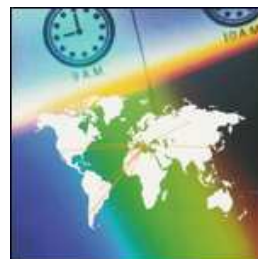
The main activity of Unioncamere Campania focuses on Political and Institutional Coordination, both with the public administration of the region and Campania Chambers of Commerce.

 **Research activity**



 **Training job**

 **Fairs**



 **Internationalization**



Research activity

Territorial marketing projects

Unioncamere Campania represents the general interests of the Chambers of Commerce, providing services and activities with an orderly approach.



- Textile District in San Giuseppe Vesuviano (Napoli)
- Textile District in Sant'Agata dei Goti-Casapulla (Caserta – Benevento)
- Textile District in Calitri (Avellino)
- Leather manufacturing in Solofra (Avellino)
- Food Industries in Nocera inferiore (Salerno)
- Textile District in San Marco dei Cavoti (Benevento)



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Industrial Clusters

Food Industries in in Nocera Inferiore





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Industrial Clusters

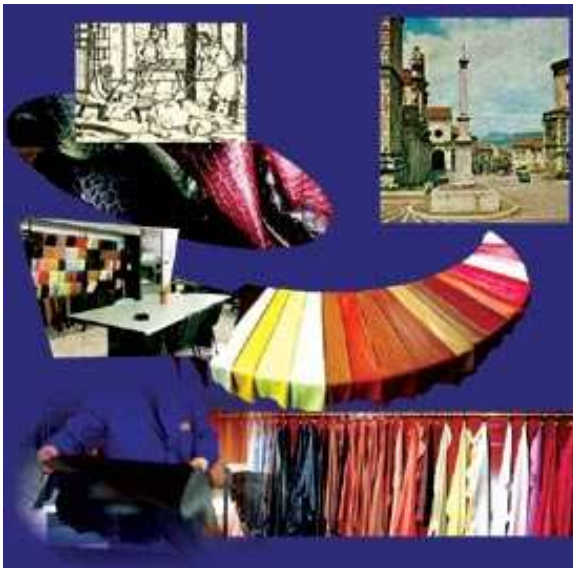
Shoes factories in Aversa and Grumo Nevano





Industrial Clusters

Leather manufacturing in Solofra



Solofra is one of the major districts in Italy for leather and tanning manufactures, with 500 factories and more than 100 laboratories. It offers an income of about 700 enterprises and almost 5000 operators.





Industrial Clusters

Textile and fashion production

- ❑ **Calitri** (the textile district involves 9 towns and 70 firms)
- ❑ **S.Agata dei Goti- Casapulla**
- ❑ **San Giuseppe Vesuviano**

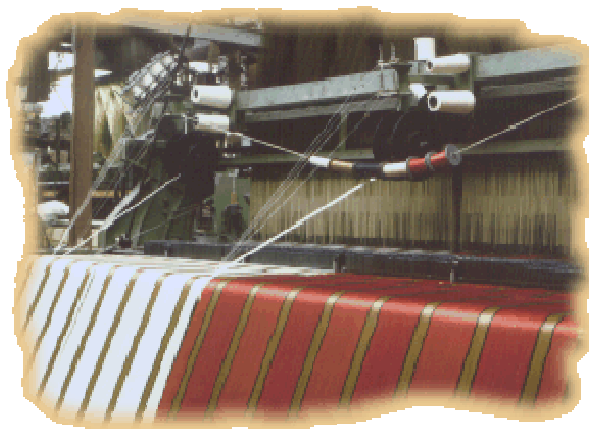




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Industrial Clusters

San Leucio silk industries





Industrial Clusters

Gold, coral and cameos manufactures

The Gold jewellery is a very old artistic tradition of Marcianise while the coral and cameos creations and engravings are typical of Torre del Greco.





Research activity

Tourism



☐ **Naples**

Unioncamere Campania aims at the development of the economic system of the region.



☐ **Paestum-Velia**



☐ **Caserta**



☐ **Flegrean Area**



Tourism in Campania

1.536 hotels
about 100.000 sleeping accomodation
20 million tourists a year

What offers:

- food and wine specialities
- art and historical sites
- coastal areas



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Tourism in Campania

High quality agricultural production



Mozzarella (white buffalo cheese)

Mela Annurca (a special variety of apple)

Montella chestnuts

Giffoni Hazelnuts

Olive oil (from Cilento Sorrento and Salerno hills)

Caciocavallo Silano (a kind of cow cheese)

San Marzano tomatoes

Amalfi and Sorrento lemons

Wine





Tourism in Campania

Art and historical sites



- Pompeii
- Herculaneum
- Oplonti
- Cuma
- Paestum
- Velia
- The Royal Palace of Caserta



Tourism in Campania

Coastal areas



- Amalfi
- Positano
- Ravello
- Sorrento
- The gulf islands of Ischia, Capri and Procida)
- Cilento territory



Tourism in Campania

Natural environment



There are two National Parks:

- Vesuvius volcano
- Cilento- Vallo di Diano territory



Training job

Unioncamere Campania has coordinated the activities of the 5 Chambers of Commerce in order to test a new development local plan to increase competitiveness in different sectors, based on service integration and private and institutional cooperation.

- “Infovalorizzazione delle eccellenze produttive” Project (“Productive Excellence Development Information” Project)
- “Formazione e Addestramento per operatori vitivinicoli” (“Training for wine Operators” Project)
- The application of the project “Infovalorizzazione delle eccellenze produttive” to the wine sector website www.vinocampania.it that was created in order to provide high level information, consulting, business services and a modern and easy to use promotional tool for Campania wine sector businessmen and entrepreneurs.
- Job counselling
- Courses on environmental conservation
- A.P.E. - net Project (access to European Programmes).
- Courses for tour operators.



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INTERNATIONALIZATION

Unioncamere Campania assures all the necessary support services for the promotion of a series of projects for the enterprises throughout the region, by enhancing Campania territory and its productivity.

- Partner of Bridg€conomies consortium (Business Relays for Innovation and Development of Growing Economies) that represents South Italy in the Enterprise Europe Network.
- In 2009 and 2011, promotion of high quality regional agro food products in the main Spanish shopping centres - El Corte Inglés S.A.- located in more than 70 Spanish and Portuguese cities.





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INTERNATIONALIZATION

- Echo Italia - Italian regions in the spotlight- Montreal 2010. Business meetings to promote commercial trading and investments between Quebec and Campania Region.



www.echoitalia.ca



FAIRS

- ❑ **Vinitaly 2006 - 2007- 2008 - 2009 - 2010 - 2011: Vinitaly Fair is a point of reference for the Italian and international wine world.**
- ❑ **L'Artigiano in Fiera (Craftmanship Fair) 2007- 2008 - 2009 - 2010**
- ❑ **Mi - wine 2006: a business - to - business fair.**
- ❑ **Summer Fancy Food New York 2006**
- ❑ **Cibo e...dintorni International agro food exhibition 2006 - 2007- 2008 - 2009 - 2010**



FAIRS

- ❑ **Madrid International Fashion Fair – SIMM - 2010**
- ❑ **Marsiglia International Fair - 2010**
- ❑ **International Hotel, Catering and Food Trade Exhibition – Sirha - Lione 2011**