IBC SOSTENIBILITA' 2030 Industria dei beni di consumo e strategie per la transizione

Milano, 20 maggio 2019

UN'AGENDA PER IL SISTEMA ITALIA

Intervento di Marco Fortis

(Università Cattolica; Direttore Fondazione Edison)



G20 and the Italian Economy

LO STUDIO DELLA FONDAZIONE EDISON

ITALIA: QUINTO SURPLUS COMMERCIALE MONDIALE CON L'ESTERO **ESCLUSA L'ENERGIA**

726.2

325.6

126.6

124.2

102.2

40.5

2

Total merchandise true

G20

1

2

3

4

5

6

7

8

economies

ranking

Countries

China

Germany

Japan

ITALY

Brazil

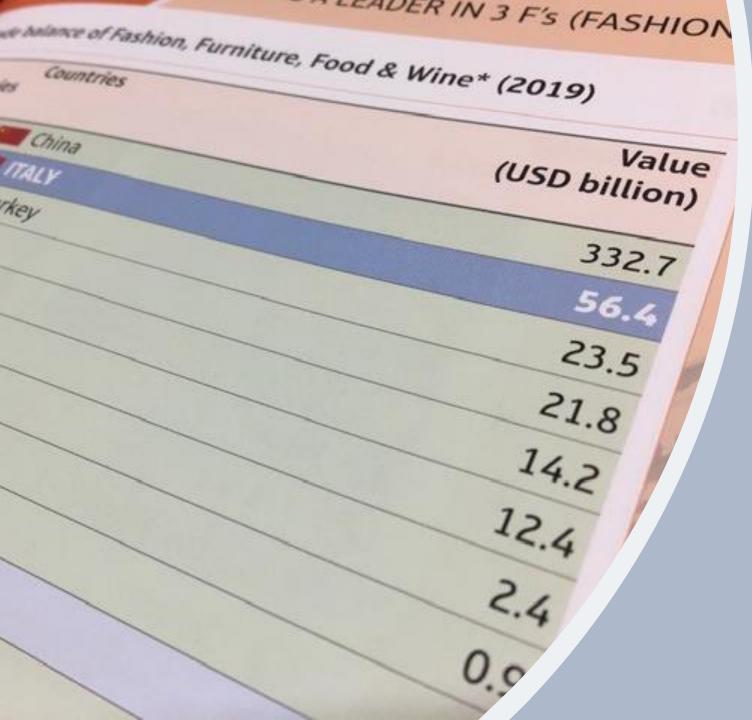
Mexico

- Argentina

South Africa

Turkey

: Republic of Korea



IL MADE IN ITALY LEADER NELLE "3 EFFE":

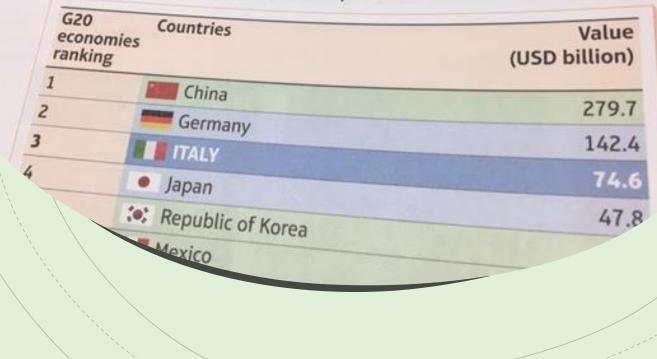
FASHION, FURNITURE, FOOD&WINE

ors to be kept in mind

ITALY IS A LEADER IN 3 M'S (MACHINERY,

Table 3.2

Trade balance of Machinery, Metal products and Medicaments (2019)



IL MADE IN ITALY LEADER NELLE "3 EMME":

MACHINERY, METAL PRODUCTS, MEDICAMENTS

FOOD AND WINE

THE MAIN PRODUCTS IN WHICH ITALY IS AT THE TOP OF THE WORLD IN TERMS OF TRADE BALANCE: YEAR 2019

INDEX OF COMPETITIVE EXCELLENCE OF ITALY IN THE WORLD EXPORT MARKET; FORTIS-CORRADINI INDEX © (CASE STUDY ON A TOTAL SAMPLE OF 5,388 PRODUCTS INTERNATIONALLY TRADED)

PRODUCTS	WORLD RANKING	TRADE BALANCE USD MLN \$
Wine of fresh grapes, in containers of <= 2 I	2	4,872
Uncooked pasta, not stuffed or otherwise prepared, not containing eggs	1	1,959
Sparkling wine of fresh grapes	2	1,549
Cheese and curd (all types)	3	1,470
Roasted coffee (excluding decaffeinated)	2	1,414
Chocolate and other preparations containing cocoa, in containers or immediate packings of <= 2 kg (excluding in blocks, slabs or bars and cocoa powder)	1	1,309
Tomatoes, whole or in pieces, prepared or preserved	1	1,136
Bread, pastry, cakes, biscuits and other bakers' wares, whether or not containing cocoa	1	1,131
Meat of swine, salted, in brine, dried or smoked	1	770
Tomatoes, prepared or preserved (excluding those in pieces or whole)	2	648
Pasta, stuffed with meat or other substances	1	569
Liqueurs and cordials	1	416
Vermouth and other wine of fresh grapes, flavoured with plants or aromatic substances, in containers holding 2 litres or less	1	214

Source: compiled by Fondazione Edison on data from UN Comtrade Database –Query of March 5th 2021



ITALIA TERZA NEL G20 PER ROBOT INSTALLATI NELL'INDUSTRIA ALIMENTARE I primati del made in Italy nel largo consumo non alimentare



OTHER CONSUMERS PRODUCTS SELECTED PRODUCTS IN WHICH ITALY IS AT THE TOP OF THE WORLD IN TERMS OF TRADE BALANCE: YEAR 2019

INDEX OF COMPETITIVE EXCELLENCE OF ITALY IN THE WORLD EXPORT MARKET; FORTIS-CORRADINI INDEX © (CASE STUDY ON A TOTAL SAMPLE OF 5,388 PRODUCTS INTERNATIONALLY TRADED)

PRODUCTS	WORLD RANKING	TRADE BALANCE USD MLN \$
Toilet paper and similar paper for household or sanitary purposes	2	791
Perfumes and toilet waters (excluding aftershave lotions, personal deodorants and hair lotions)	3	759
Preparations for use on the hair (excluding shampoos, preparations for permanent waving or straightening and hair lacquers)	1	625
Surface-active preparations, washing preparations, auxiliary washing preparations and cleaning preparations put up for retail	2	543
Eye make-up preparations	1	374
Toilet or facial tissue stock	3	297
Make-up or skin care powders	2	190
Scent sprays and similar toilet sprays, and mounts and heads therefor; powder puffs and pads for the application of cosmetics or toilet preparations	2	178
Perfumed bath salts and other bath and shower preparations	1	70
Essential oils of citrus fruit	1	68

Source: compiled by Fondazione Edison on data from UN Comtrade Database –Query of March 5th 2021

enter e rua

110

108

106

104

102

100

98

2014

OF MANUFACTURING PRODUCTIVITY

Manufacturing productivity: G7 countries and Spain (2014-2019) (gross value added per person employed, constant prices, 2014=100)

2015

France

2016

Germany

2017

United

Japan

ITALIA PRIMA PER CRESCITA DELLA PRODUTTIVITA' NELLA MANIFATTURA NEL G7

L'ITALIA AI **PRIMI POSTI NELL'INDICE DI SVILUPPO UMANO DELL'ONU «CORRETTO** PER LE PRESSIONI **PLANETARIE**»



L'ITALIA SOLO TERZULTIMA NEL G20 PER EMISSIONI DI CO2

USSIL

Table 5.4 THE GROWIN Share of wind and solar energy in electric	G ROLE OF WIND AND
Share of wind and solar energy in electron 520 Countries economies ranking	% share
Germany	28.9
United Kingdom	23.9
Turkey	17.3
Australia	13.8
	12.1
	10.6
	10.1

L'ITALIA TERZA NEL G20 PER QUOTA DI SOLARE ED **EOLICO NELLA** PRODUZIONE **DI ENERGIA ELETTRICA**

R

A LEADER IN ORGANIC AGRICULTURE Share of area under organic agriculture in total agricultural area (2018 Organic area Countries (% share in total) 15.8 Australia 9.9 Germany

7.3

Table 9

France

United King

ITALY

G20

ranking

economies

ITALIA LEADER NEL G20 PER AGRICOLTURA BIOLOGICA

ITALIA LEADER NEL G20 PER CERTIFICATI ISO14001 IN RAPPORTO AL PIL



Table 22.1

A LEADER IN ISO 14001: CERTIFICATES/GDP

ISO 14001 (environment) quality certificates/bn PPP\$ GDP (Global Innovation

G2 eco rank	nomies	Score value (0-100)
1	I ITALY	50.3
2 3	China	43.1
	Japan	33.4
	: Republic of Korea	32.8
	France	20.5
		16 -