This is why more people should invest in Italy

Food, wine, fashion, tourism and design are strongly associated with Italy. But the southern European country is also at the forefront of sectors such as cyber security, renewable energy and space technology.
Italy's ambassador to Sweden, Vinicio Mati, sees many reasons why Swedish entrepreneurs and investors should turn to his home country.

Products from Italy are associated with quality, elegance and attention to detail. Often, luxury cars, fashion and designer furniture are what the world thinks of first. Italy's ambassador, Vinicio Mati, agrees with the image.

– But Made in Italy is more than that. For example, much attention is now being paid to sustainable infrastructure and the energy sector. This is also the focus of Expo 2030. Rome is looking to be a candidate to transform the eternal city into the smart city of the future.

Since Vinicio Mati moved to Sweden in the spring of 2021, he has had time to meet many people from the Swedish business community. He quickly noticed that Swedes are well aware that the beating heart of the Italian economy is the small and medium-sized family-owned companies, which contribute more than 50% of national exports.

– Italy is the second largest export-driven manufacturing country in Europe. What I think is more unknown to the Swedes is that the economic network is very developed and suitable for innovation. There are several innovative incubators and science and technology parks. Many spin-offs and start-ups transfer knowledge and technology to the market, says Vinicio Mati.

Italy is the fifth largest exporter of machinery globally. 5,000 Italian companies specialize in cutting-edge technology to create mechanical instruments and components. When it comes to the production of superyachts and cruise ships, the country is number one in the world.

The health and wellness sectors are also growing rapidly thanks to research and innovation. Itlay is the EU leader in pharmaceutical production. Sports and fitness products, which are sold throughout Europe, also play an important role in the Italian economy.

– Perhaps most surprisingly, Italian companies are also leaders in the space economy, particularly in the fields of Earth observation, satellite development and space rockets. Cybersecurity is also a growing sector, says Vinicio Mati.

The combination of the pursuit of excellence and creativity, great industrial capacity and skilled human capital, makes Italy an ideal country to invest in, says Vinicio Mati. In addition, he highlights the reforms and regulatory simplifications implemented by the authorities to make Italy more attractive to foreign investors.

– Public spending on research is to be increased and investments over 400 million facilitated in strategic sectors such as microelectronics and batteries.