

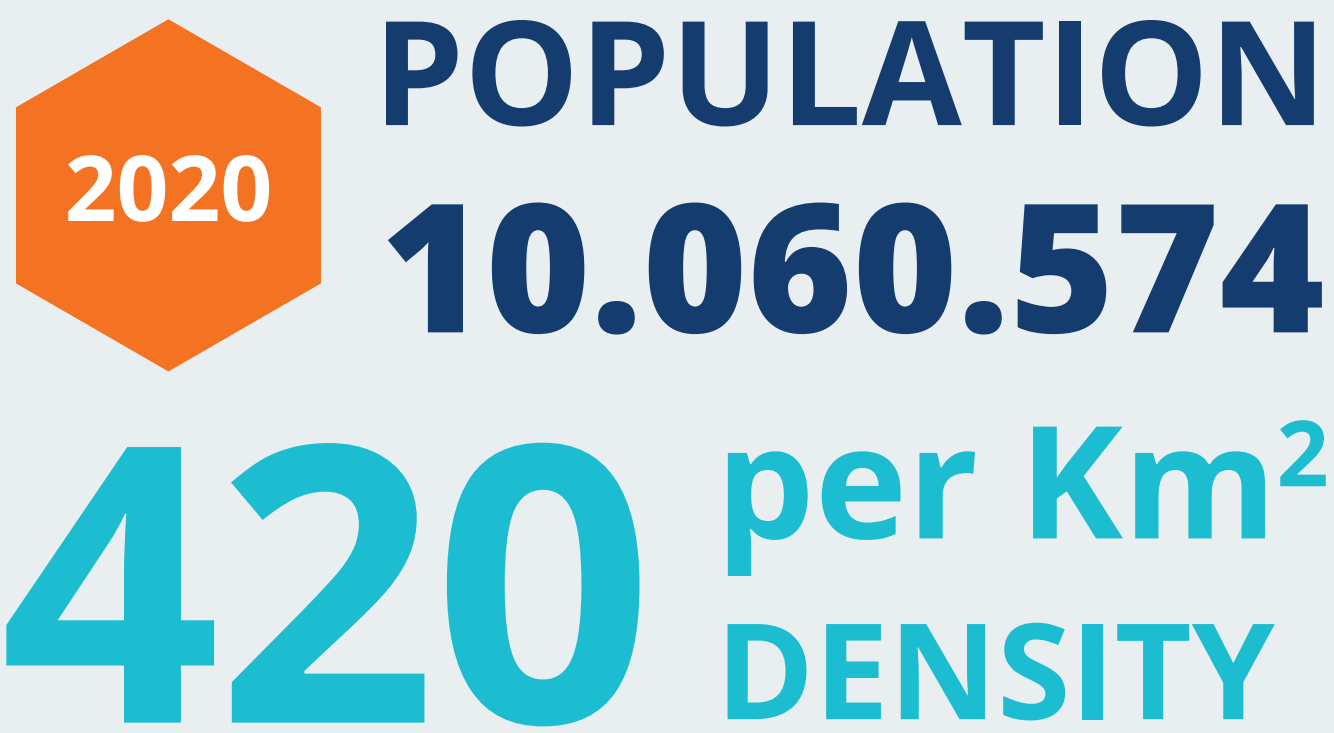


# LOMBARDY REGION ITALY

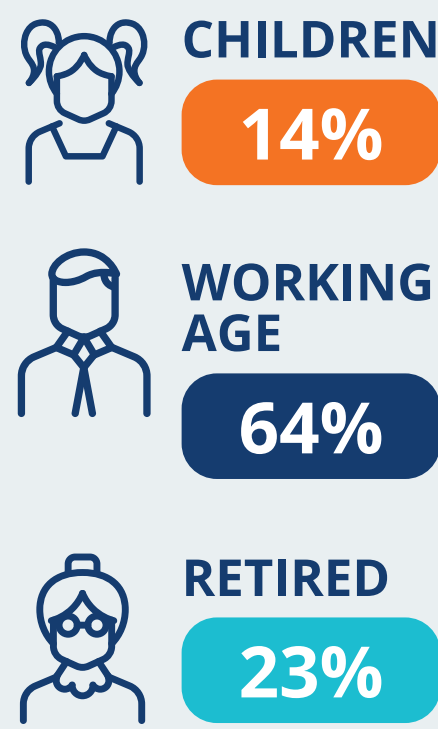


## ABOUT REGION

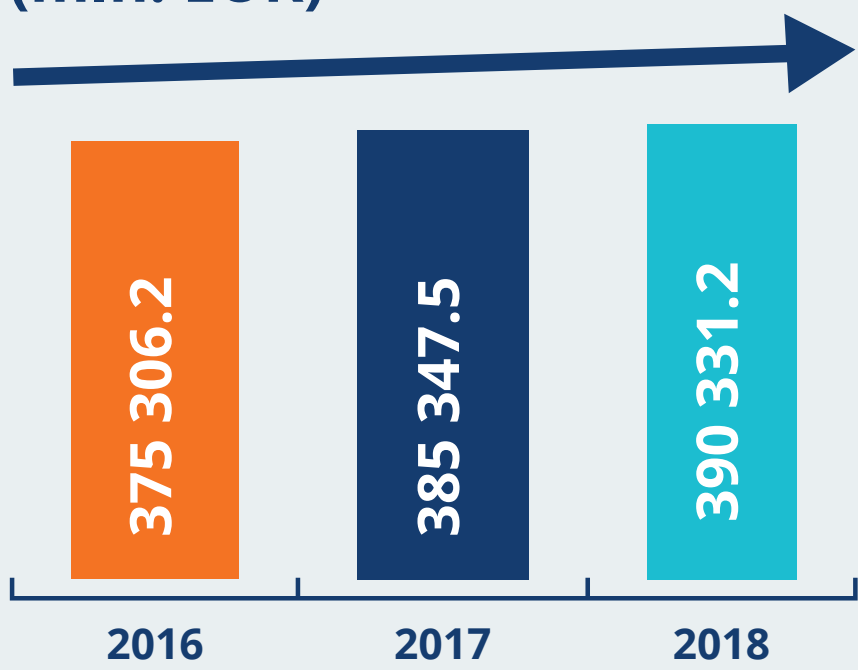
Situated in the northwest part of the peninsula, in the heart of the most prosperous part of Europe, Lombardy is one of the twenty regions of Italy. With more than 10 million people living in its territory and more than a fifth of the Italian GDP produced, it is the most populous, richest and productive region in Italy, as well as one of the tops in the European Union.



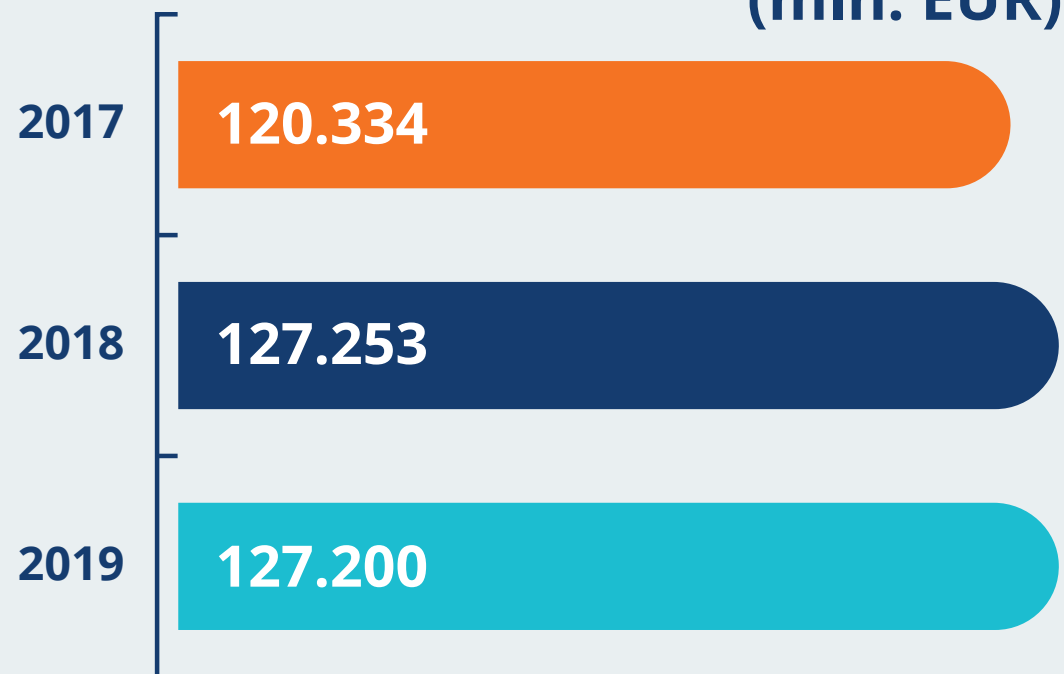
**DEMOGRAPHIC DATA** (% of population)



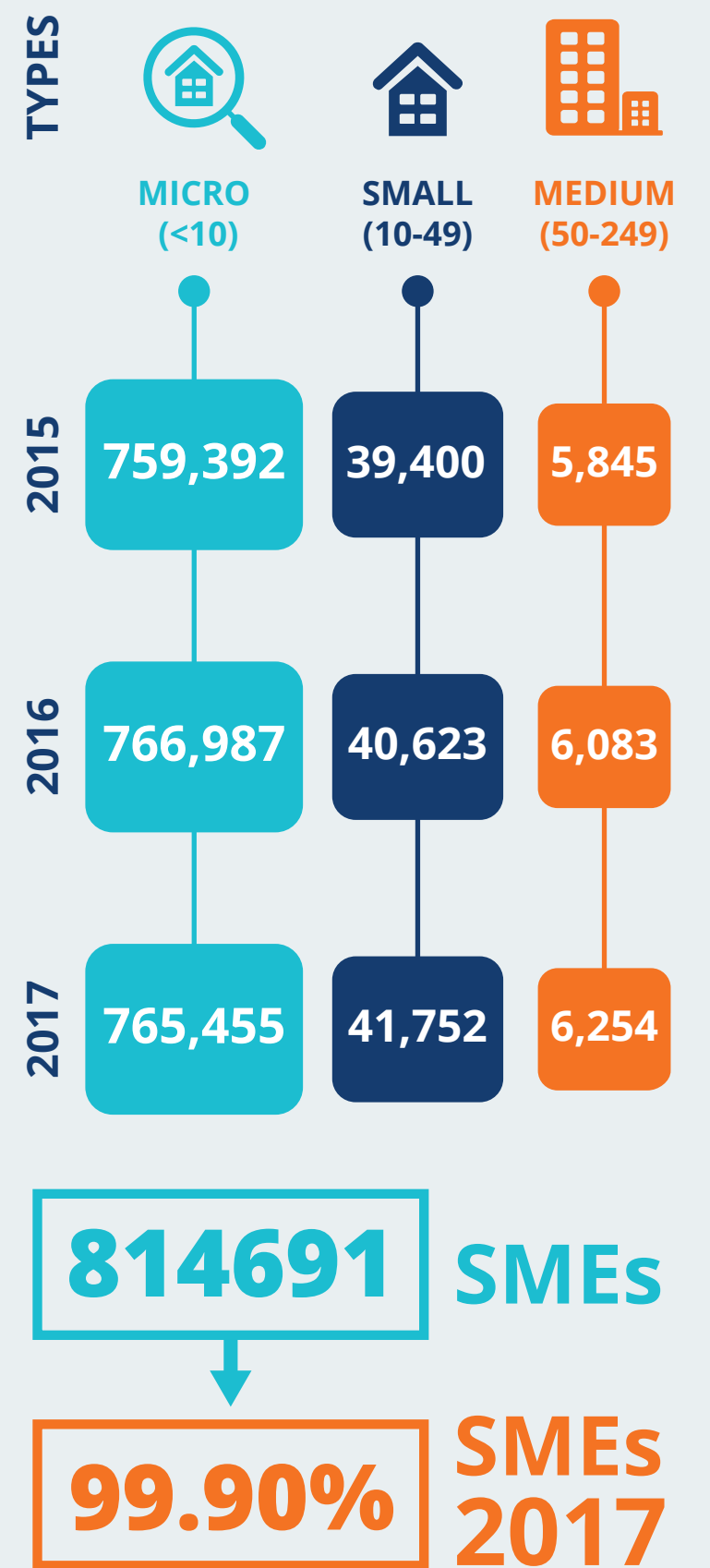
## GDP IN THE REGION (mln. EUR)



## EXPORT IN THE REGION (mln. EUR)



## ENTERPRISES



## PROBLEMS

- Cultural barriers:** lack of knowledge of the customs and characteristics of the market on which the internationalization process is to be started.
- Lack of specific skills:** insufficient professional skills for managing activities in foreign markets.
- Information barriers:** information gaps concerning markets, institutions and business opportunities.
- Relational barriers:** poor articulation of networks of personal and interorganizational relationships to reach and effectively serve the foreign customer.
- Necessity to find reliable partners:** in approaching new export markets, the relational aspect constitutes a fundamental asset for building a stable presence.
- Technical barriers:** assistance to SMEs is needed in the field of contractual assistance, legal environment, job placement, import/export support schemes.

## GOOD PRACTISES

**POR FESR 2014 - 2020:** Call for Internationalization Promoting the internationalization of Lombard SMEs, supporting the realization of complex projects designed to develop and consolidate their presence and action capacity in foreign markets.

**AttrACT - Invest in Lombardy:** the project aims at promoting the region and the local investment opportunities abroad, assisting foreign companies and public administrations on the field, and enhancing the territorial financial offering generated by the Municipalities of Lombardy.

**Promos - Special Agency for the promotion of international activities** has two main goals: supporting the competitiveness and development of companies on the foreign markets; strengthening the ability of the Lombard business system to attract investments and resources from abroad.

## PROJECT PARTNERS

Union of the Chambers of Commerce, Industry, Agriculture and Crafts of Lombardy (Unioncamere Lombardia) | Rzeszow Regional Development Agency | Association of the Carpathian Euroregion Poland | European Business and Innovation Centre of Burgos (CEEI-Burgos) | Klaipeda ID | Association of European Border Regions (AEBR) | Klaipeda City Municipality Administration | Society for the Development of the Province of Burgos. (SODEBUR) | Pannon European Grouping of Territorial Cooperation



European Union  
European Regional  
Development Fund