



Regione Toscana



Ministero dell'Istruzione, dell'Università e della Ricerca
Ufficio Scolastico Regionale per la Toscana

Liceo
Machiavelli

SPRING Bag&Clutch Value Proposition

Invest in Tuscany - Regione Toscana
Carlotta Cabras





The project

- The “Spring” firm needs to open a new production centre where locate the production of fabric bags with leather marquetry
- The company prefers to set up in Prato or in Scandicci (Florence) where, thanks to the location of the city, it can find an easy connection to the rest of the country





The project

- By setting up a new branch, the company is well-intentioned in hiring 22 people, of which 5 are engineers and 17 are workers
- In order to have a well formed staff, the company would like to have a connection or the possibility of a collaboration with universities and/or manufacturing schools
- Eventually the company would like to have a network with the fashion event Pitti Immagine





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The project





Strategic position in Italy, Europe and the Mediterranean

- **2 integrated international airports** (Florence and Pisa), serving over 50 international destinations
- **1:30h** from Florence to Rome by high-speed train
- **1:40h** from Florence to Milan by high-speed train
- Tuscany is crossed by:
 - The **major Italian highway (A1)** connecting Milan with Rome and Naples
 - The **EU “Scandinavian-Mediterranean Core Network Corridor”** linking the Baltic Sea with Southern Italy and Malta
- **1 main commercial port** (Livorno) with direct links to the 10 major Mediterranean ports
- **2 main logistic parks** (Livorno and Prato)





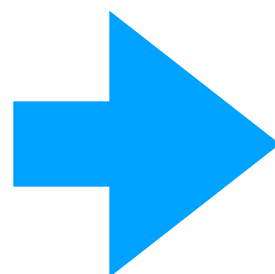
Why invest in fashion in Tuscany?

Tuscany is an ideal location for fashion Firms mainly in the following activities:

- Design
- Supplying of high level items through the TOP “made in Italy” fashion sub-supply network
- Style office
- Logistic
- Customer Relationship Management

Especially in the following sub-sectors:

- Bags
- Accessories
- Leather
- Shoes
- Clothing

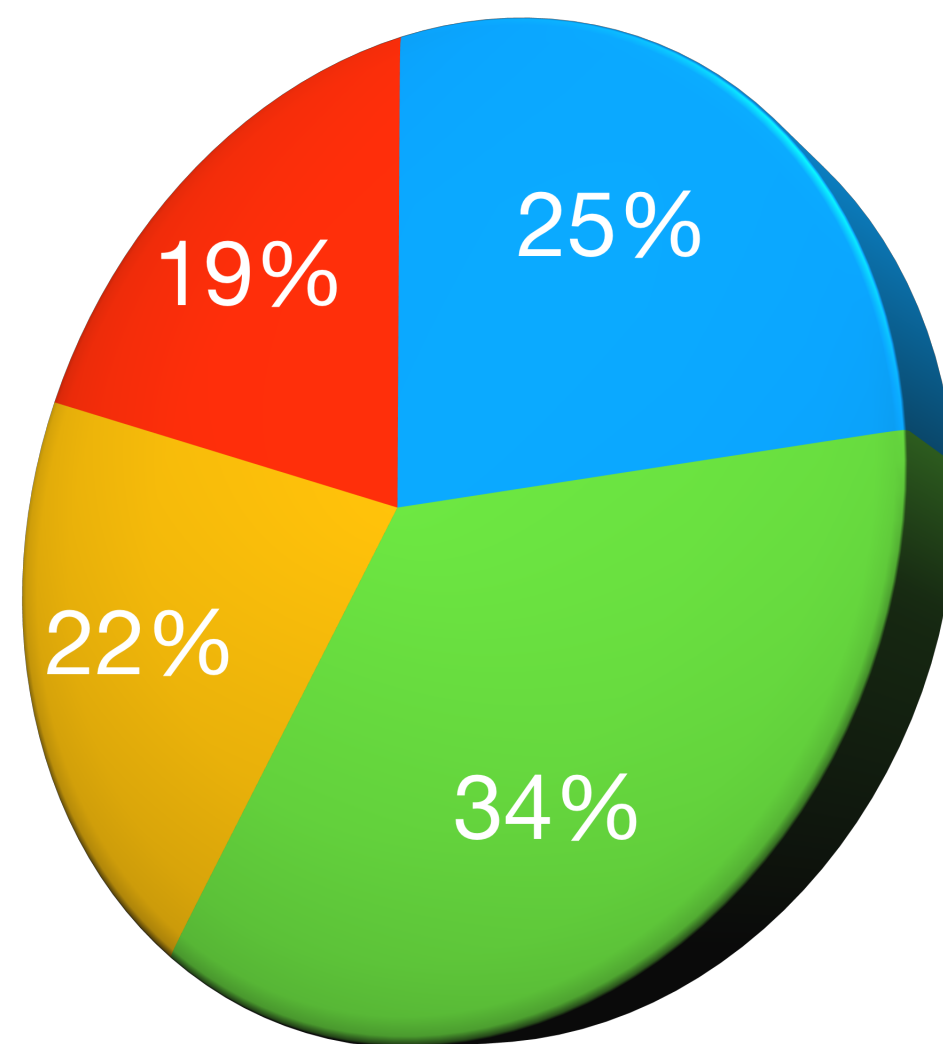


**High-end
Segments**



Some numbers...

- Clothing: 34%
- Textile: 25%
- Leather&Tanning: 22%
- Shoes: 19%





Facts and Figures

- 18.500 firms in FASHION, so detailed:

	Turnover (€/Bln)	Export (€/Bln)	Employees	N° companies
Textile	5	1,6	30.000	3.833
Clothing	4,5	2	41.000	8.025
Leather&Tanning	6,5	2,8	27.000	4.382
Shoes	6,5	1,6	23.000	2.355
Total	22,5	8	121.000	18.595
	20% regional GDP	25% Tuscan export	8% of total regional employees	5% of total



Skills - general information

- Besides a rich and diversified entrepreneurial network with a strong specialized vocation, Tuscany offers to potential investors high educational level thanks to: the presence of 2 **major Universities** (Florence and Pisa) with high level of specialization in the sector
- Fashion firms may find in our region a wide range of skills and professionals specialized in the different phases of the value chain of the main field of specialization (clothing, leather, shoes, bags, jewellery) thanks to the presence of an intensive network of specialized High Education Schools internationally renowned (**Polimoda, IED - European Institute for Design, Scuola di Alta Pelletteria di Scandicci, Marangoni Institute...**)



Polimoda:

PRESIDENT: Ferruccio Ferragamo

1.300 students

70% International students

200 students in internships

88% of students employed within 6 months of completion of studies

Over 29 years of experience

150 professors

POLIMODA

Alta Scuola di Pelletteria Italiana:

Specialized in leather production

450 students per year

100% of its graduated are employed in local industry

Local business offers scholarship to the school's students.



Fashion events - Pitti

- Tuscany is a great international stage for fashion: in Florence, every six months, sector fairs attract companies from all over the world. Twice a year, Florence welcomes sellers and buyers from all around the world visiting 5 of the world's most important platforms for fabrics, clothing and accessory collections.
- A special event dedicated to bags collection takes place during Pitti uomo





Why set up in Scandicci

- Scandicci in a small town connected to Florence by cable car (20 min)
- It's located on the major Italian highway (A1)
- In Scandicci are located some of the biggest firms in the world, such as Prada, Gucci, Balenciaga, Montblanc etc.
- In Scandicci, companies can find the best suppliers for the leather value chain
- High specialized leather workforce
- Schools for training in technical-professional figures such as Alta Scuola di Pelletteria



Why set up in Prato

- European Capital of Fast Fashion with its important fashion district
- Connection with the major Italian highway (A1)
- Free industrial buildings in the metropolitan area of Firenze-Prato-Pistoia (Macrolotto)
- Specialized suppliers in every phase of the value chain



About us

If you want to go fast, go alone. If you want to go far, go together

HOW

Invest in Tuscany **assists**
Investors in the setting-up
And the expansion of their
Operations in the region

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*Invest in Tuscany guarantees **maximum confidentiality***
On inquiring companies, projects and specific requests for information.