

discover torino



Socio-economic profile of the province

11
Camera di commercio



CAMERA DI COMMERCIO
INDUSTRIA ARTIGIANATO E AGRICOLTURA
DI TORINO

Torino Chamber of Commerce, Industries, Crafts and Agriculture

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Torino and its province



As Italy celebrates its 150th year of national unity, the first Italian capital - and its province, located in the strategic Northwest axis of the country - plays a principal role as a competitive region of Europe.

Despite the international financial crisis which continues to affect the country, the province of Torino is facing market difficulties with firm resolve, supported by numbers that attest to its important position in the economic landscape – the area has developed into a wealth creator over the years, with a GDP similar to Morocco and the Slovakian Republic.

Strong in capabilities and productive excellence, the city and province of Torino have diversified their economic base over time, opening up to new manufacturing and service sectors while remaining true to their historical industrial spirit through specialization in automotive, mechanics, aerospace and ICT.

Immigrants add to the area's current social-economic weave, becoming an increasingly significant presence in both the industrial and entrepreneurial sectors.

THE TORINO REPORT CARD*

	Torino	Piedmont	Italy	Torino in Italian ranking
Registered Businesses	237,910	469,340	6,109,217	4th
<i>Woman-owned businesses</i>	55,902	111,922	1,427,056	4th
Export in million of euro	16,408	34,451	337,809	2nd
Import in million of euro	13,933	26,352	367,121	3rd
Unemployment Rate	9.4%	7.6%	8.4%	67th
<i>of whom female</i>	10.0%	8.4%	7.6%	60th
<i>male</i>	9.0%	7.0%	9.7%	72nd
Resident Population	2,297,598	4,446,230	60,340,328	4th
Jobs in million of euro	59,804	111,508	1,735,306	4th
Deposits in million of euro	43,004	72,147	929,987	3rd
Gross Domestic Product (in million of euro)**	62,442	121,563	1,488,861	3rd

* 2010 data

** 2009 data

Territory, population and environment



The province of Torino contains the greatest number of cities in Italy (315) and ranks fourth in geographical size, just behind the province of Cuneo. The territory of Torino has a population density of 337 inhabitants per square kilometer and a diverse topography: 25% hilly, 29% flat, and 45% mountainous.

More than 60% of its population lives outside the city of Torino, and more than a third live in mountain communities. At the end of 2010, the number of inhabitants was calculated at 2.3 million - a 0.2% growth from the preceding year, with women making up 52% of the total and immigrants making up 9%, a 3% growth in the immigrant population from the previous year. The most populous immigrant community in the Torino area is Romanian, making up 46% of the immigrant population, followed by Moroccans, Albanians, and Peruvians.

The province of Torino is also equipped with an excellent infrastructure: economic indicators of infrastructure levels, compiled annually by the G. Tagliacarne Institute, shows an index of 106.0 (with Italy = 100) for the province's infrastructure, on par with the score recorded for the Northwest (108.2) and significantly

greater than Piedmont's (85.0).

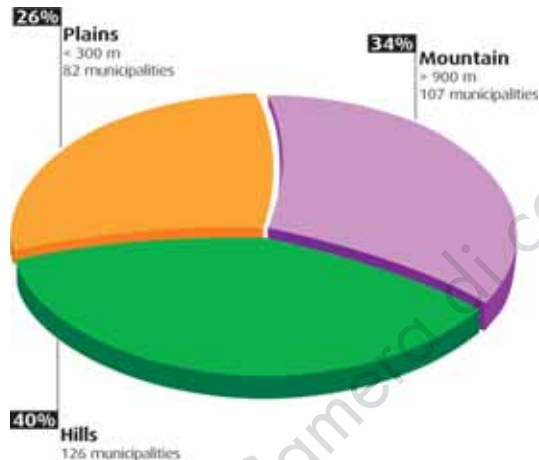
One of the main features of the province's infrastructure is the Torino Caselle Airport, which, after two consecutive years of decreasing passenger numbers, in 2010 showed an increase of 10% over the preceding year. The average weekly number of flights equaled 430, including 230 domestic and 230 international. Freight transportation (8,351 tons) also showed an increase (+27.5% in comparison with 2009).

Growing alongside infrastructure is environmental awareness, both in protection and preservation and in planning for greater livability in the territory. One example of this growth is sorted trash collection, which today represents nearly half of the total urban refuse collected in the province of Torino. Starting in 2002, sorted trash collection per capita in the subalpine area has shown a constant rate of growth, while the opposite is true for unsorted trash collection. The most recent data available (2009) shows that the level of sorted trash collection per capital in the province of Torino is nearly equal to unsorted.



Chart 1 Distribution of municipalities in the province of Torino by altitude

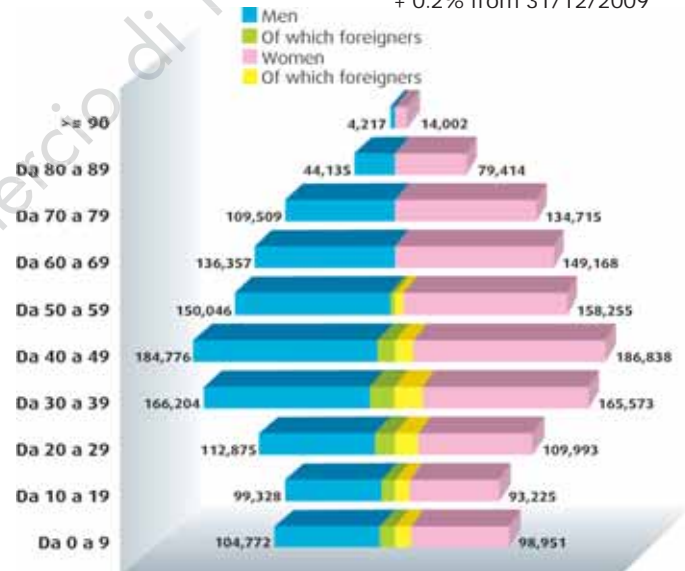
Province of Torino: 315 municipalities over 6,829 sq km of territory including
 mountains: 3,114.1 sq km
 hills: 1,739.4 sq km
 plains: 1,975.3 sq km



Source: Istat, Atlas of Statistical and Administrative Geography - % weight and absolute values

Chart 2 Resident population in the province of Torino by sex, age, and nationality

Total population resident as of 31/12/2010: 2,302,353
 + 0.2% from 31/12/2009

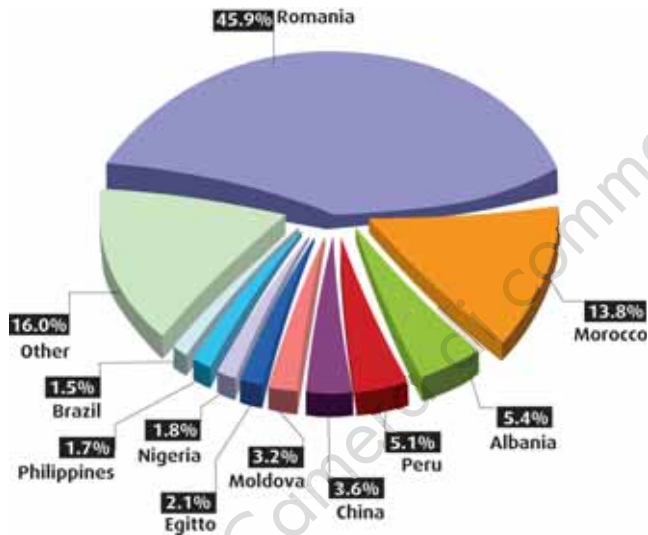


Source: BDDE - Region of Piedmont and ISTAT developmental demographic database - DEMO Database - Data as of 31/12/2010



Chart 3 Resident population in the province of Torino by country of origin

Total foreign population resident as of 31/12/2010: 207,488
 +4.7% from 31/12/2009



Source: ISTAT, DEMO Database - Data as of 31/12/2010

Table 1 Torino-Caselle airport traffic

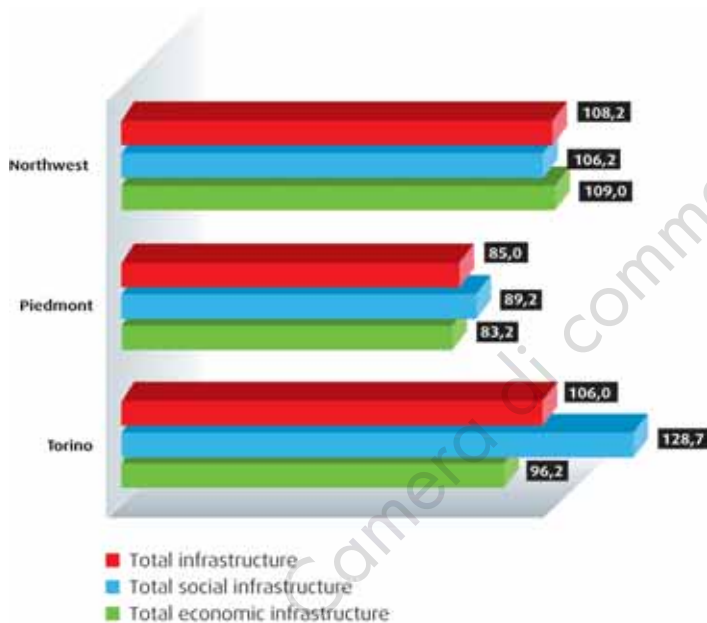
	Passengers	Goods (t)	Mail (t)	Average weekly domestic flights	Average weekly internat. flights
2010	3,560,169	8,351	36	230	200
2009	3,227,258	6,552	389	226	206
2008	3,420,833	10,124	1,674	285	268
2007	3,509,253	11,801	1,866	239	267
2006	3,260,974	11,227	1,771	235	261
2005	3,148,807	12,287	1,507	228	239
2004	3,141,888	14,776	1,218	239	243
2003	2,804,655	17,013	1,331	205	229

Source: Sagat



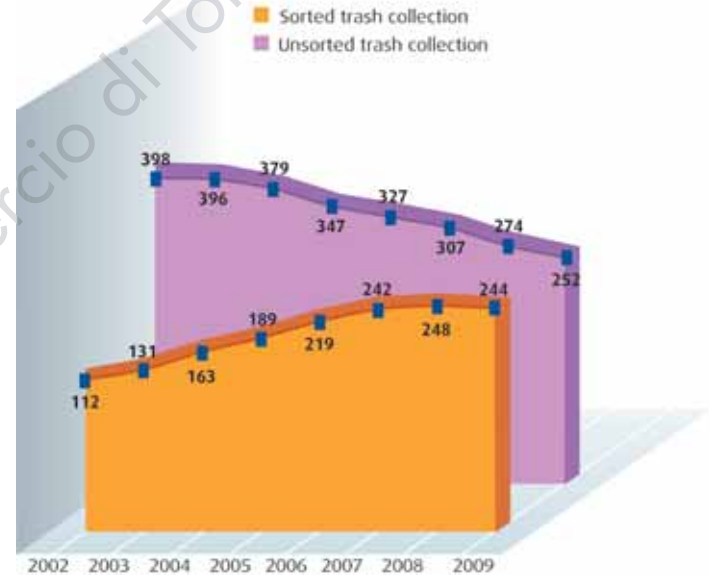
Chart 4 Indicators of infrastructure development by category

Italy = 100



Source: G. Tagliacarne Institute - 2009 data

Chart 5 Production of refuse per capita in the province of Torino: comparison between sorted and unsorted trash collection



Source: Province of Torino - Data in kg/per resident



Economy and business



The total number of entrepreneurial positions in the province of Torino reached nearly 400,000 by the end of 2010, 7.5% of these were of foreign origin, while 5 years previously that number was less than 6%. Though not abandoning its historical manufacturing tradition, in the past few decades the entrepreneurial texture of Torino has undergone a partial transformation due to development in the services sector (trade, tourism, business and personal services), which today represent around 62% of the provincial total. Trade is the most populated sector (nearly 26% of the total registered businesses), followed by services to businesses (24%). In confirmation of these trends, we can see that in 2009 over 74% of the province's added value was generated by the services sector. In contrast, the proportion of manufacturing has decreased over time, currently providing 20% of the territory's added value, while in 2008 it accounted for 24%.

The stock of registered businesses in the province numbered 237,910 by the end of 2010, its stability being shown by a small increase (+0.4%) at the end of 2009.

After the decrease recorded in 2009 post-financial crisis, in 2010 the flow of foreign trade increased for both imports (+17%) and

exports (+14%), despite the fact that the trade balance remained nearly invariant (2.5 billion euro in 2010).

Transportation is Torino's main export product (41.9% of the total), followed by general machinery and equipment (mechanics, 20.4%) and metals and metal products (7.0%). In 2010 Germany slightly overtook France as the area's primary trading partner, while Poland maintained its position as number three.

Many of the available indicators, including the number of patent applications submitted per million inhabitants, bear out the province's traditional focus on innovation. From 2005-2009, 8% of European patents published by EPO in Piedmont were submitted in the province of Torino, and Torino's value per-capita per million inhabitants is about twice the national.

According to data published by the Bank of Italy in 2010, employment continued to increase in the province, (+5.4% compared to 2009 and 59.830 billion euro), as well as a growth in deposits (+3.2% and 43.004 billion euro). In the same year, GDP per capita in the province of Torino surpassed 27,404 euro, a growth of 1.1% compared to 2009, moving it into 46th position in the ranking.



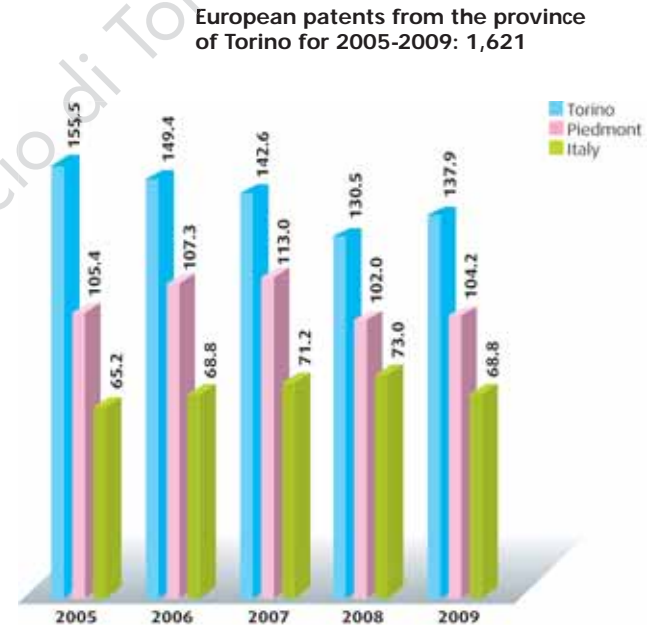
Table 2 Business activity data for the province of Torino by activity type

	Registered	Enrolled	Sold	% change in stock
Agriculture and fisheries	13,897	465	632	-0.79
Industry	24,331	907	1,544	-1.21
Construction	38,281	2,988	3,073	0.84
Trade	61,262	3,844	4,857	0.30
Tourism	14,420	776	1,058	-3.70
Services to business	57,166	2,747	3,556	0.75
Public, social, and personal services	14,026	873	889	2.69
Total*	237,910	17,544	16,635	0.41

* The total also includes unclassified businesses

Source: InfoCamere. Movimprese - 2010 data (ATECO 2007)

Chart 6 Number of European patents (*)
Per capita value per million inhabitants



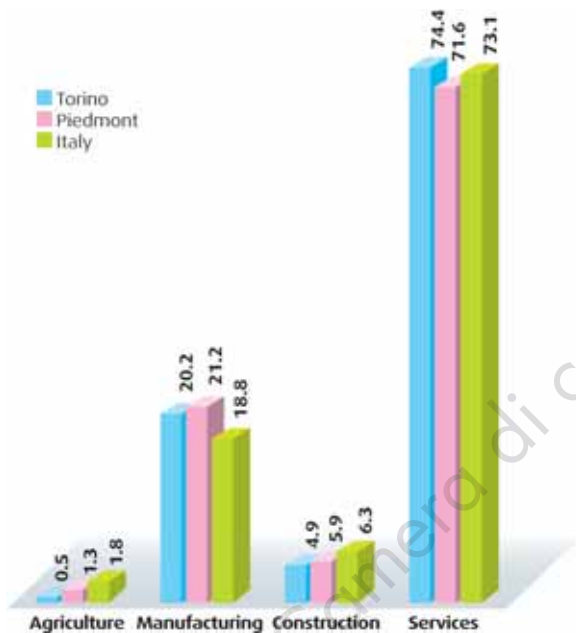
*Published by EPO (European Patent Office)

Source: Unioncamere Patent Observatory on EPO data



Chart 7 Value Added Composition by percentage

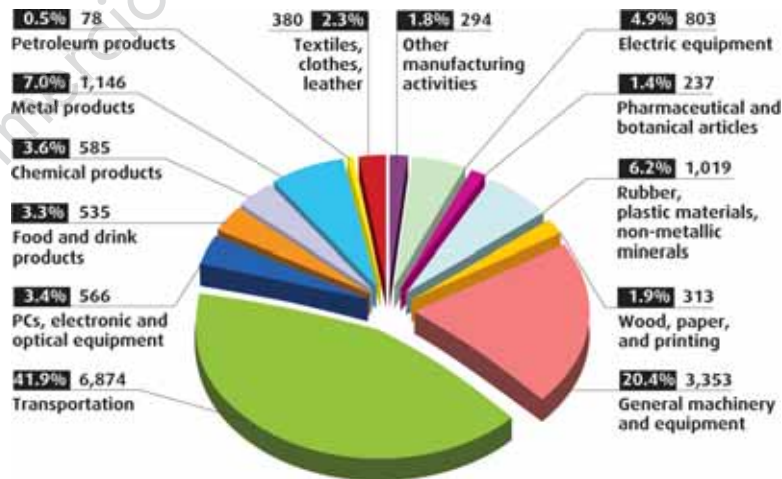
V.A. 2009 for the province of Torino: 56,125 million euro



Source: Istituto Tagliacarne calculations - Unioncamere Nazionale on ISTAT 2009 data

Chart 8 Export by activity type in the province of Torino

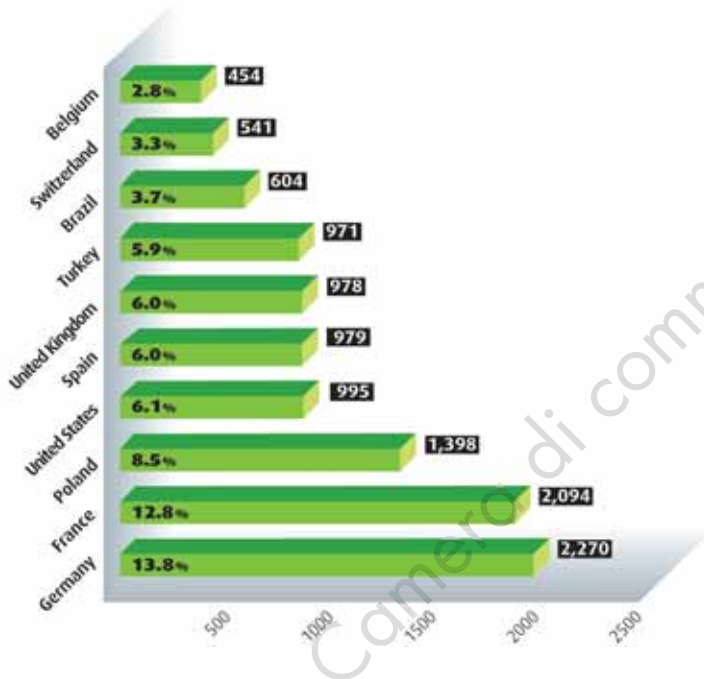
Total imports = 13,934 million euro
 Total exports = 16,408 million euro
 Trade balance = +2,475 million euro



Source: ISTAT - 2010 data in million of euro and percentage of total



Chart 9 Top ten destination countries for Torino exports



Source: ISTAT - 2010 data in million of euro and percentage of total

Chart 10 Foreign entrepreneurial positions in the province of Torino by macro-area of origin



Source: Info Camere, StockView data Bank - 2010 data



Employment and education



Work and education are two fundamental components in the sustained dynamism and competitiveness of the largest socio-economic system in the province of Torino.

In 2010, the area's workforce surpassed 1 million people and made up more than half the workforce in Piedmont and 4% of the nation as a whole. Nevertheless, in 2010 the territory of Torino was impacted by the economic and productive crisis, affecting employment and unemployment rates. There are 929,000 employed persons, with an employment rate of 61.7%, 1.4% less than in 2009. Regular employees represent more than 77% of the total, dominating all sectors. Two-thirds of employees work in the service sector (-3.9%), followed by manufacturing (25.5%, +3.9%) and construction (6.6%, -9%). There are 97,000 people seeking work - the unemployment rate of 9.4% is greater than that of Piedmont (7.6%) and the national Italian rate (8.4%).

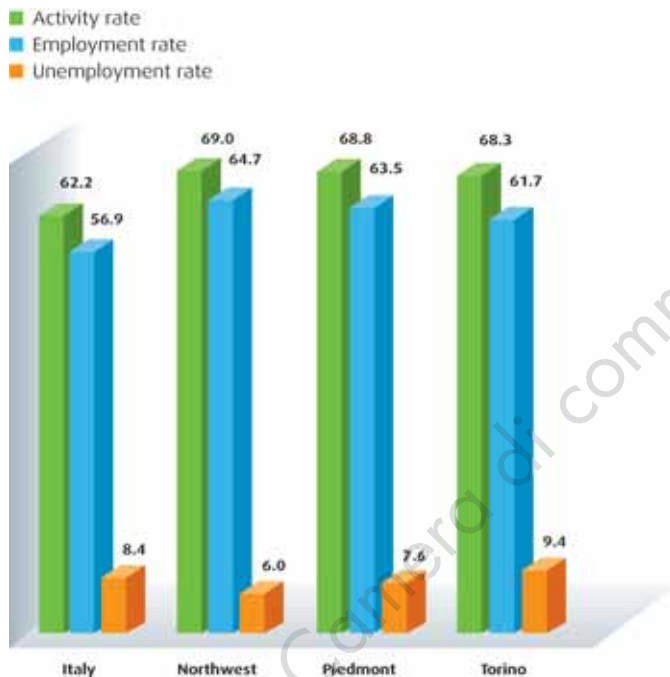
New jobs in the province of Torino are making a slight recovery: in 2010 there were 357,010, 3% more than in 2009, particularly in manufacturing (15%), tourism and business (13%) and education (10%); temporary employment (31%, +2%) and staff leasing (22%, +29%).

The educational system of the city and province of Torino makes use of both a wide variety of professional training activities and a system of instruction and academic training intended to develop the fundamental knowledge required to enter the working world. In the province of Torino there are more than 2,900 professional training courses financed by the Region, with more than 43,900 students participating.

The provincial school system counts nearly 304,000 students enrolled in more than 1,900 kindergartens, primary, and secondary schools during the 2009/2010 scholastic year. Over 10% were foreigners, a 5.5% increase compared to the previous year, largely coming from Europe and Africa. In the area of academic training, in the same year 88,773 students were enrolled in two Torino universities, 7.2% of them already holders of a bachelor's degree. Here the proportion of females remained stable, but the proportion of foreign students rose from 1.3% in 2000/2001 to its current 6.3%. In 2010, 15,199 students - 5.2% of the national total - graduated from the University of Torino (70%) and Torino Polytechnic (the remaining 30%); 53.2% of these were women and 4.3% were foreigners.



Chart 11 Employment indicators.
Territorial comparison (in percentage)



Source: ISTAT, Work force - Averages 2010

Table 3 Employment indicators
in the province of Torino

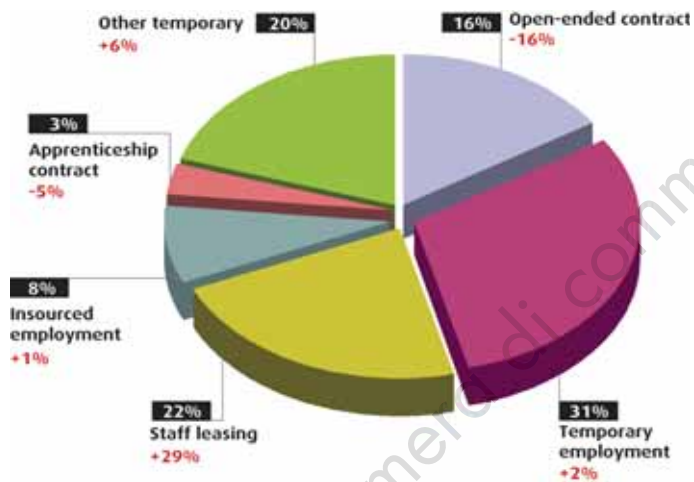
	Workers in thousands	% Employment rate ages 15-64	Workers in thousands	
			Agriculture	19
			Industry	237
			Construction	61
			Services	613
Total	930	61.7	Total	930
	Unemployed in thousands	% Unemployment level	Work force in thousands	% Activity rate ages 15-64
Male	51	9.0	571	76.1
Female	45	10.0	455	60.5
Total	97	9.4	1,026	68.3

Source: ISTAT, Work force - Averages 2010



Chart 12 Total job starts in the province of Torino by contract type

Total job starts at end-of-year 2010:
357,010; +3% from 2009



Source: Province of Torino Job Market Observatory.
Data 2010 and 2010/2009 stock variations

Table 4 Training activities financed by the Regional Office of Professional Training

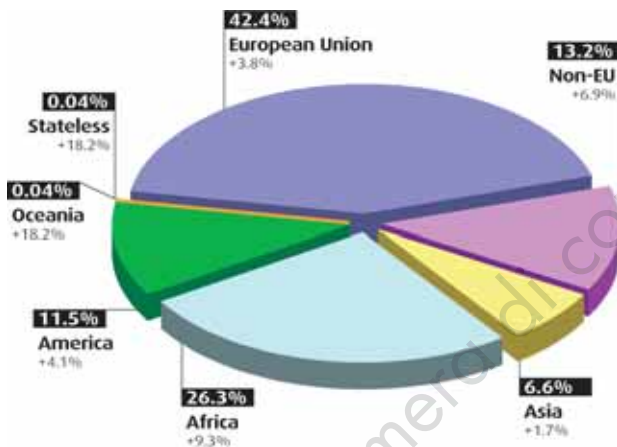
TRAINING CATEGORIES AND TYPES	TORINO		PIEDMONT	
	Courses	Students	Courses	Students
Beginning training	493	9,214	995	19,060
Intermediate training	182	3,480	317	5,833
Advanced training	11	181	13	201
Training for the disadvantaged	156	2,024	259	3,376
Job training	842	14,899	1,584	28,470
Business training	766	7,574	2,148	19,081
Apprenticeship training	552	10,580	938	19,966
On the job training	1,318	18,154	3,086	39,047
Individual training	525	5,302	1,005	9,633
Adult training	280	5,261	530	9,528
Socio-welfare training	18	356	98	2,028
Permanent training	823	10,919	1,633	21,189
TOTAL	2,983	43,972	6,303	88,706

Source: Piedmont Training System Observatory - Data 2009



Chart 13 Foreign students* in the province of Torino

32,220 foreign students, +5.5% from S.Y. 2008/2009
 49.8% of foreign students in Piedmont
 10.6% of total students in the province of Torino



* Kindergarten, primary school, level I and level II secondary school

Source: Sisform Piedmont - Percent Change S.Y. 2009/2010 from S.Y. 2008/2009 and % distribution

Chart 14 Enrolled and graduated in the province of Torino



Source: Ministry for University Education and Scientific Research



Tourism and quality of life



For the 150th anniversary of Italian unification, the city and province of Torino participated in numerous socio-cultural events to strengthen the region's identity, which has for many years now expanded beyond its traditional associations with manufacturing.

With the Italian unity celebrations came an expansion of the subalpine province's range of cultural events, allowing citizens and tourists to visit new museums created especially for this important national event. The Museum of the Automobile, the Officine Grandi Riparazioni (OGR) and the Venaria Reale are just a few examples of the many cultural offerings available in our area. According to data from the "Esperienza Italia 150" Promotional Committee, during the first few days of the Italian unity celebrations, the subalpine capital's new museum exhibits reported a record-breaking number of visitors- over 140,000 - to the Esperienza Italia exhibits and major cultural attractions of Torino. The exhibitions hosted by OGR attracted more than 34,000 visitors, the Reggia di Venaria over 24,000, and the new Museum of the Automobile welcomed 9,200 visitors in one

week. The numerical data gleaned from these events confirm the area's ability to attract national and international tourist flows. Evidencing the area's new-found importance as a tourist destination, the province of Torino counted more than 1.9 million visitors (12.4% of which were visitors from abroad) at the end of 2010, registering an increase of 2.9% from the end of 2009.

In 2010 the influx of visitors to the Metropolitan Museum System totaled 3.4 million and the Egyptian Museum and the Museum of Cinema were the two most-visited museums in the area.

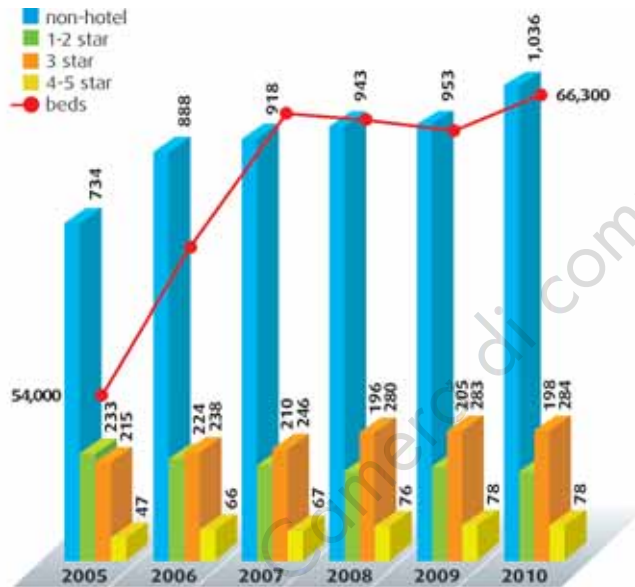
Torino also boasts a very livable urban environment for its residents, with more than 175 km. of bike trails in the capital, 50 km. of which are located in parks and green areas, our province is among the top in the nation for bike trails.

The economic crisis which struck the economic system three years ago continues to affect the quality of life for families in Torino. The average monthly spending for nuclear families has fallen, a decline due to both food and non-food spending.



Chart 15 Lodging available in the province of Torino by type and capacity

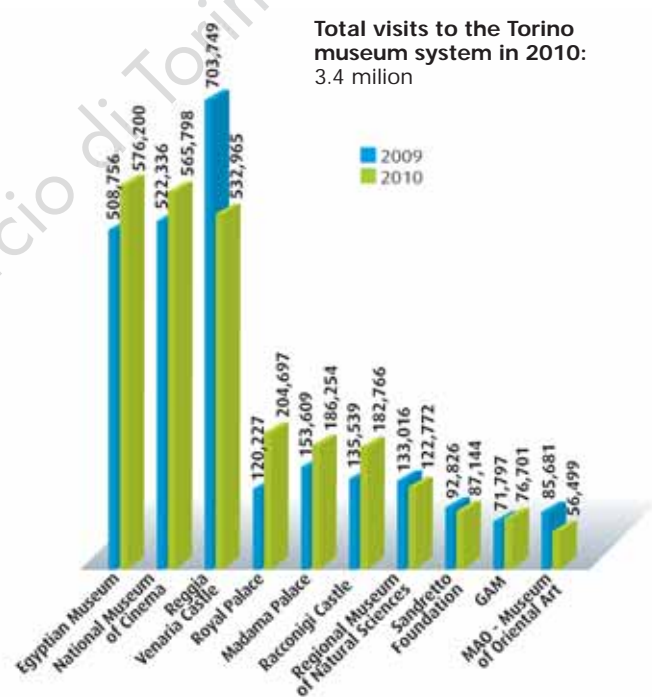
563 hotel facilities
+17% from 2001
943 non-hotel facilities
+105% from 2001



Source: Region of Piedmont, Regional Tourism Observatory

Chart 16 Torino metropolitan museum system
Top ten in visitor flows

Total visits to the Torino museum system in 2010:
3.4 million

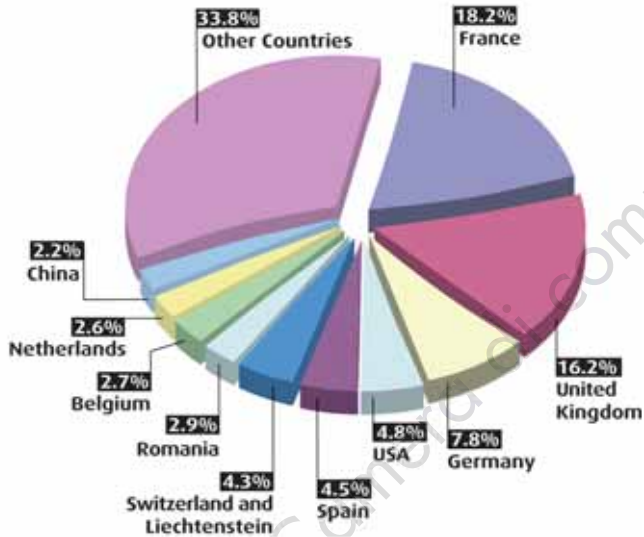


Source: Region of Piedmont, Piedmont Cultural Observatory, data updated May 2011



Chart 17 Provenance of foreign tourists arrived in the province of Torino

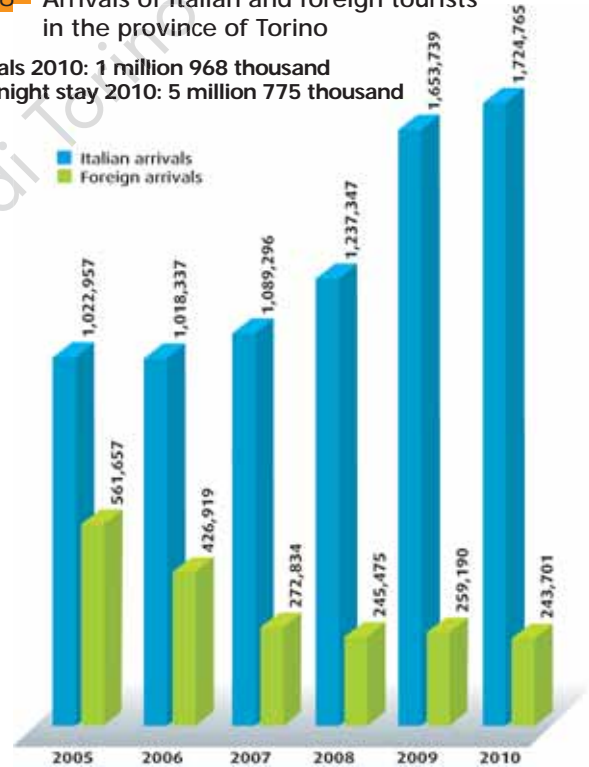
Foreign arrivals: 243 thousand,
12.4% of total arrivals.
Total arrivals: 1 million 968



Source: Region of Piedmont, Regional Tourism Observatory - 2010 Data

Chart 18 Arrivals of Italian and foreign tourists in the province of Torino

Total arrivals 2010: 1 million 968 thousand
Total overnight stay 2010: 5 million 775 thousand

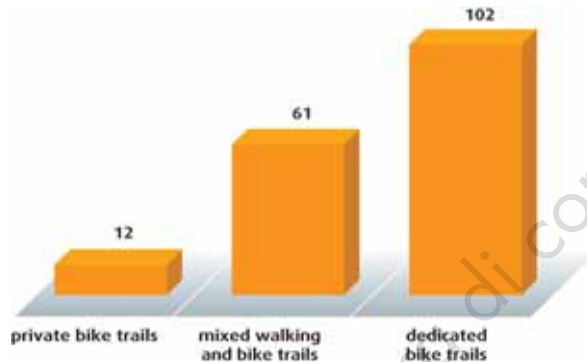


Source: Region of Piedmont, Regional Tourism Observatory



Chart 19 Bike trails in the city of Torino, in kilometers

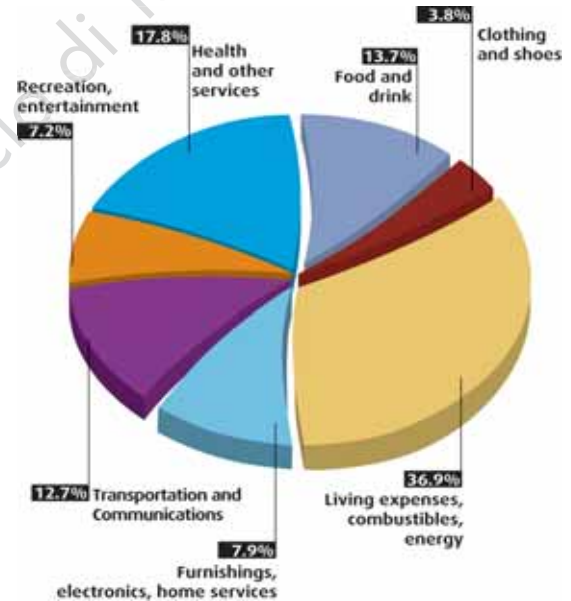
175 km of bike trails in the municipality of Torino,
50 km in parks and green areas



Source: Municipality of Torino - Mobility Sector - 2010 Data

Chart 20 Division of family expenses in Torino

Average monthly expenditure in 2010: 2,226 euro
13.7% for food items and
86.3% for non-food items



Source: Observatory XIII on Torino family expenses,
Torino Chamber of Commerce, Ascom, Confesercenti - 2010 Data

Torino Chamber of Commerce Industry Crafts and Agriculture

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