

OECD LEED Trento Centre for Local Development

Seminar on business support and territorial marketing

# Fostering business attractiveness of Trentino

5 December 2017

Trento, Italy

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## AGENDA



Provincia autonoma di Trento

## ■ The OECD LEED Trento Centre for Local Development

The OECD LEED Trento Centre for Local Development is an integral part of the OECD. The OECD is a unique forum where governments work together to address the economic, social and environmental challenges of globalisation. The Organisation provides a setting where governments can compare policy experiences, seek answers to common problems, identify good practice and work to co-ordinate domestic and international policies. The LEED (Local Economic and Employment Development) Programme's mission is to contribute to the creation of more and better quality jobs through more effective policy implementation, innovative practices, stronger capacities and integrated strategies at the local level. The Trento Centre's objectives are: to improve the quality of public policies implemented at the local level through continuous monitoring and assessment of current practices; to develop capacity in the design, implementation and evaluation of local economic and employment development strategies to help grow local economies in OECD member and non-member countries; to promote innovation in local economic and employment development across the globe; and to strengthen the relationship between policy makers, local development practitioners and the scientific community and to facilitate the transfer of expertise and exchange of experiences between OECD member and non-member countries. [www.trento.oecd.org](http://www.trento.oecd.org)

## ■ Event rationale

The business attractiveness of a territory is an open challenge. Territories, both in Europe and internationally, struggle to establish framework conditions enabling the local companies to flourish and attracting international companies and investors.

The overall attractiveness is the resulting mix of a number of factors ranging from specific subsidy measures and favourable legislative framework - overcoming the normative and bureaucratic burdens - to wider context conditions, as social security, international and competitive scholar system, availability of skilled human resources and dynamic labour market, friendly institutions and good living standards for people.

Trentino undertook a comprehensive action in order to structurally improve the general conditions for enhancing its attractiveness and its business climate. More specifically the Province government adopted a specific Act to deal with the matter (l.p. 10/2012) and in 2016 established the interdepartmental working group for business controls simplification under the coordination of the Department of Institutional and Legislative Affairs. This working group delivered a plan to simplify business controls which also comprises a relevant set of actions to support the competitiveness of the Trentino territory.

This seminar will therefore focus on the main challenges concerning the necessary actions to overcome existing burdens – administrative firstly but also financial and concerning business service available at local level - and to ease the start-up of new and innovative business as well as attract FDI and international business.

The objective is to offer a sound blend of collective remarks on the current trend and measures on territorial business

## ■ The Autonomous Province of Trento

A frontier land, the Autonomous Province of Trento lies in the heart of the Alps, mid-way between two of the most highly developed areas in Europe: the Po valley and Bavaria. With its 530 thousand inhabitants and solid economic base, today Trentino offers levels of wellbeing and quality of life which are among the highest in Italy and Europe. Trentino's special Statute of Autonomy, in force since 1948, grants the Autonomous Province direct legislative, administrative and financial jurisdiction in fundamental areas, including education, health, industrial policy, transport, the university and tourism and allows it to administrate 90% of direct and indirect income collected within the Province. [www.provincia.tn.it](http://www.provincia.tn.it)

attractiveness at national and international level, facilitating policy reflections on the state of the art in Trentino and presenting stimulating case studies to trigger the discussion among participants.

The OECD LEED Trento Centre for Local Development is supporting the Autonomous Province of Trento by co-organising this event and bringing its international vision and expertise.

## ■ Participation

The participants are representatives of institutional stakeholders and organisations involved in the theme of attractiveness and territorial competitiveness policies. The event also addresses the Trentino Province civil servants participating to the working tables on governance set up as part of the capacity building programme for the simplification of business control measures.

**Working language:** Italian/German (simultaneous interpretation will be provided).

## ■ Venue

**Autonomous Province of Trento | Sala Belli**  
Piazza Dante, 15 | Trento, Italy

## ■ Contacts

**Autonomous Province of Trento**  
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[Paolo.ROSSO@oecd.org](mailto:Paolo.ROSSO@oecd.org)

## Tuesday, 5<sup>th</sup> December 2017

8.30-9.00 *Registration*

**9.00-9.15 Welcoming remarks**

Paolo ROSSO, OECD LEED Trento Centre for Local Development

**9.15-10.00 Trentino Province activity on simplification and business attractiveness. The standing point**

Paolo NICOLETTI, Autonomous Province of Trento, Italy

**10.00-11.00 Business climate, territorial marketing and business support services**

Alberto BRAMANTI, Bocconi University, Milan, Italy

*Discussion*

11.00-11.20 *Coffee break*

**11.20-13.00 Case studies: exchanging experiences with peers from Austria and Italy**

**The case of Upper Austria**

Christoph Matthias REISS-SCHMIDT, Business Upper Austria, Linz, Austria

**The case of Lombardy**

Roberto VALENTE, UnionCamere Lombardia, Milan, Italy

**The case of Trentino**

Mauro CASOTTO, Trentino Sviluppo, Rovereto, Italy

*Discussion*

**13.00-13.30 Closing remarks**

Mariangela BENEDETTI, Department of Public Service - Presidency of the Council of Ministers, Italy

Fabio SCALET, Autonomous Province of Trento, Italy

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#### EVENT VENUE

Autonomous Province of Trento | Sala Belli  
Piazza Dante, 15 | Trento, Italy

#### INFORMATION

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