



Background

PromoBologna, the **local development agency for the Bologna metropolitan area**, was established as a Limited Consortium in November 2003. The Consortium includes the Chamber of Commerce, the Province of Bologna, the Municipality of Bologna and the smaller municipalities of the metropolitan area.

PromoBologna was purposely designed as a **streamlined structure operating nationally and internationally in close concert with local institutions and economic players**. The Agency does not have commercial purposes and all its services are confidential, customized and free of charge.

Objectives

Using a method known throughout Europe, **PromoBologna's mission aims to promote Bologna's economy and attract new investments**. This makes it one of the first examples in Italy of local marketing focusing on economic issues and metropolitan development.

In terms of attracting new investments, PromoBologna is a **one-stop-shop agency** providing full assistance to companies investing in or relocating to the Bologna metropolitan area. The Agency supplies free assistance in locating a business or in selecting a site, information on the economic and taxation system, finance, incentives and tax concessions, real estate and the local welfare system. PromoBologna is an integral part of a wider network of services and institutional projects focusing on local development and involved in providing links to enterprises, such as, for example, the SUAP network or Corporate Projects.

In order to promote the local economy, PromoBologna participates in and organizes international economic meetings and missions. It also organizes workshops and road shows, carries out feasibility studies, and participates in tables for development and promotion. It acts as a technical partner for special projects and inter-institutional local development projects, as well as promotional campaigns aimed at Bologna's economy.

PromoBologna organizes and takes part in high-profile promotional events in close collaboration with local economic players and institutions. In so doing, PromoBologna provides the means for Bologna to compete at an international level in some of the world's most important promotional events. At the same time, it works on such issues as the economic recovery of traditional production sectors, research into new prospects for Bologna, and location advantages for potential investors.

Results

In its first few years of activity, PromoBologna has organized and participated in promotional events worldwide in close collaboration with the local network of institutions and key economic

players. The Agency's role at such events has been to introduce speakers and potential investors to the peculiarities of the social-economic system in the metropolitan area and the location opportunities on offer.

PromoBologna has put together market research studies on some productive clusters, both consolidated (motor industry, automated machines, electronics, agro-food industry, fashion) and emerging (logistics, health and medical technology, multimedia, value-added service industry), which would benefit from integrated development projects.

Furthermore, it has organized an Educational Tour with experts on foreign direct investment. The aim is to illustrate the level of attractiveness of the Bologna metropolitan area, current critical points and possible actions to be taken to improve its competitive position internationally. In recent months, the Agency has coordinated Bologna System's participation in the MIPIM, the world's premier real estate expo, displaying the city's key infrastructure and urban projects, and has succeeded, in partnership with Red Hot Locations and Sviluppo Italia, in bringing the 5th World Forum for Direct Investment to Bologna (7-8 June 2007).

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