

Value-added service industry

Sector characteristics

- specialisation in the fields of **IT services, global service, economic and social research, insurance and advertising**
- **high growth levels**
- cutting-edge companies that are market leaders in their respective fields
- Bologna continues to be the region's **main hub** (28% of total companies and 31% of total employees)
- Increasing openness to foreign markets

Figures

→ €7.5 billion total added value

- 30% of provincial total
- 28% of regional total and 2.3% of national total

→ 24,000 businesses

- +83% increase in number of companies in the value-added services sector (1991-2001)
- consistent growth in number of **real estate agencies**, in line with substantial growth of the Bolognese real estate market, and **enterprise services**

→ 79,000 employees

- +60% of total employees (1991-2001)
- sector with the **highest employment growth rate** in the Bolognese economic system

Main companies

Manutencoop, Day Ristoservice, BolognaFiere, NCH, Gruppo Unipol, Crif Decision Solutions, Atiesse group, CUP 2000, Di.Tech, Think3, Atiesse group, Prometeia, Nomisma, Società Pubblicità editoriale, OSB, Sysdata Italia