

YESMILANO

How to land your business in Milano

MILANO FOR FINTECH

Soft Landing Program

MILANO&PARTNERS

Fintech District

Two Partners for your expansion

At the core of the ecosystem

YESMILANO

Milano&Partners is the investment promotion agency of the city of Milano, founded by Milano's Municipality and Milano's Chamber of Commerce.

We support the soft landing of foreign investments in the metropolitan area and promote Milano's excellence by attracting foreign talents and boosting its competitive environment.

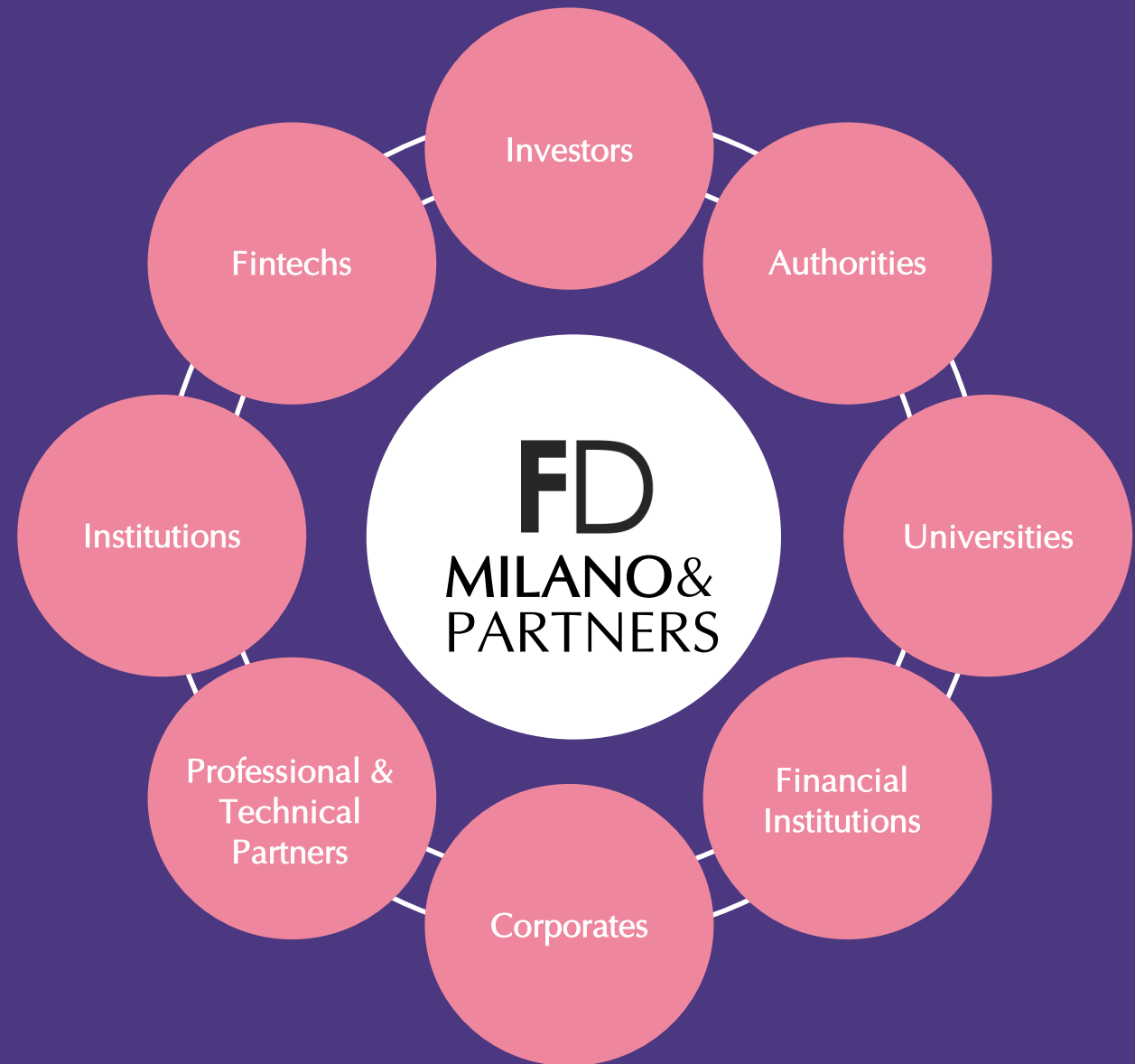
Fintech District

The Fintech District is an international community of fintech companies based in Milano in the S32 building.

We act as the gateway to the Italian fintech ecosystem and we connect multiple stakeholders. We are open to collaborations with all corporates & financial institutions who have the aim to co-create with our Fintech community.

At the core of the ecosystem

We offer top quality connections and services to ensure the landing of your company in Milano.



Why Milano? Your gateway to Europe

Economic Capital

The economic and financial capital of Italy
3rd economy in EU and 8th in the world
a market of 60M people

2° Wealthiest Region in EU

A city that counts 10% of Italian GDP and
3.2M people at the heart of Lombardy,
the 2nd wealthiest region in EU

800M Customers

A strategic gateway to EU with key access to
EMEA markets and to 800M European
consumers



Why Milano?

A global hub of innovation

Financial Hub

An international financial hub, home to over 16K financial companies and 70K financial services employees, home to the Italian Stock Exchange

Top Startups

A thriving startup ecosystem: 2nd city in EU for fastest growing startups and growing VC ecosystem

Global Talents

A young and international city with a world class talent pool: 11 universities with 227K students



Why Milano? the next fintech place to be

The number of **Fintech startups** operating in Italy increased from **299** to **630** between 2018 and 2022

Source: Osservatorio Fintech & Insurtech 2022, Politecnico

+70%

Fintechs operating
In Italy in 2009-2022

VC investments in Italian Fintech increased from **€200 M** to **€934 M** between 2018-2022

Source: Osservatorio Fintech & Insurtech 2022, Politecnico

69%

Investments in
Italian Fintech
located in Milano

More than **half** of all Italian Fintechs are in **Lombardy**, **214** companies on **345** are located in **Milano Area**

Source: The Italian Fintech Wave EY - Fintech District 2020

62%

Fintech companies
located in Milano
Area

Milano's fintech community

The city is home to a thriving community of over 250 Italian and international fintechs, constantly growing.

CRYPTO & DEFI (+20)



CROWDFUNDING (+15)



INSURTECH (+20)



INVOICE & TAX MANAGEMENT (+10)



LENDING (+25)



NEO BANKS (+10)



Check out the entire list

[HERE](#)

PFM (+5)



REGTECH (+10)



PAYMENTS (+35)



WEALTHTECH (+25)



TECHFIN (+50)



REAL ESTATE FINTECH (+10)



Our Soft Landing Program

As **Milano&Partners** and **Fintech District**, we act as a **business integrator and facilitator** for foreign fintech companies willing to set up and expand in Italy, choosing **Milano** as landing destination.

With our Soft Landing Program we support you in all the steps of your landing with all the services that you may need. If you think something is missing, just let us know!

A menu of *on demand* services tailored to your needs

From explorative information on the local business landscape and regulatory framework, to introductions to key stakeholders or potential partners, access to capital, marketing services and technical assistance, just tell us what you need!

PRELIMINARY INFO

- Milano&Partners and Fintech District guides on Milano and Italy fintech landscape
- Calendar of relevant national and international events for the Fintech market
- Specific Guides/Vademecum draft with our partners
- Fintech District knowledge Reports

INTRODUCTIONS TO LOCAL STAKEHOLDERS

- Institutions, authorities and regulators
- Sella
- Fabrick
- Fintastico

ACCESS TO MARKET

- Competitor analysis
- Ad hoc reports, researches, surveys, product tests, etc.
- Brand awareness
- Matchmaking with potential clients in our current network
- Access to a customized version of the Fintech Masterclass
- Being in a Soft Landing Distribution list to receive all useful information on events, calls for projects, etc.
- Fintech Shower event

ACCESS TO CAPITAL

- Guidance and access to national and regional fiscal incentives
- Intro to Fin+Tech accelerator
- Intro to incubator/accelerator programs in our network
- Intro to CDP and VCs

ACCESS TO TALENT

- Intro to Italian universities in our network
- Intro to HR firms in our network

LOCATION SCOUTING

- Introduction to Copernico Isola for S32, the “fintech building”
- Introduction to real estate partners
- Introduction to other co-working spaces in our network

BUREAUCRATIC AND LEGAL SUPPORT

- Intro to our professional partners for first assessment
- Bureaucratic support and facilitation to public administration

MILAN FINTECH SUMMIT

- Tickets & Sponsorship packages
- Matchmaking and/or supporting in organizing b2b meetings during the event

Free of charge

Preliminary information

A first view of the local ecosystem

To give you a first view of the Italian fintech ecosystem and support you in the evaluation of business opportunities in Milano, we can provide you with:

- Milano for Fintech Guide
- The Italian Fintech Guide
- Updated calendar of the main fintech events
- Fintech District knowledge reports
- Other useful Guides/Vademecum draft with our partners*

** How to set up a company in Italy, Immigration & Relocation procedures, Innovative startups regulatory framework, Fiscal incentives, The Italian labour and payroll landscape, etc...*



Free of charge

Introduction to local stakeholders

To guide you on the **Italian regulatory framework and business procedures**, and to engage with the **local fintech ecosystem**, we can introduce you to our network:

Introduction and first assessment are free of charge. Each stakeholder could decide to offer its service for free or upon a fee. Intro is not binding.

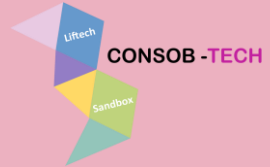
- Direct intro to **Institutions, Authorities and Regulators**
- Direct intro to **Sella Investment Banking for CVC and Private Banking**
- Direct intro to **Fabrick for CVC, API services and BaaS**
- Direct intro to **Fintastico for job posting and company review**

ABI Associazione Bancaria Italiana



IIA Italian Insurtech Association

ITALIAFINTECH



Sella
Investment Banking

fabrick
SHAPING FINANCE, TOGETHER

fintastico

Access to Market

To help you positioning on the market and grow your client base, choose our *Access to Market* services:

COMPETITOR ANALYSIS

Customized list and analysis of the main competitors in the market

Upon fee by the Fintech District after a first assessment

CUSTOMIZED MATERIALS

Ad hoc reports, researches, surveys, products tests, etc. based on your needs

Upon fee by the Fintech District after a first assessment

FINTECH MASTERCLASS

Free access to a customized version of the Fintech Masterclass + 20% discount on all other masterclasses and courses on academy.fintechdistrict.com

SOFT LANDING DISTRIBUTION LIST

Free registration to the Soft Landing Distribution list, to be informed and stay up to date on all the events, calls for projects, networking initiatives, etc.

Access to Market

To help you positioning on the market and grow your client base, choose our *Access to Market* services:

FREE BRAND AWARENESS

Position your logo on the Fintech District community website, in a specific area dedicated to the Soft Landing companies

PREMIUM BRAND AWARENESS

1 dedicated article + 1 video pitch published on fintechdistrict.com and shared on the FD social channels + 1 LinkedIn Post

Upon €2,000 fee by the Fintech District

CLIENT SCOUTING

Matchmaking with potential clients in the Fintech District network. Assessment + clients scouting + shortlisting + matchmaking organization

Upon fee by the Fintech District (€8,000 per 10 intros)

FINTECH SHOWER

A customized event to present you in front of the Italian Fintech Community

Upon €12,000 + VAT fee by the Fintech District. Organization, promotion and follow up included

Free of charge

Access to Capital

To finance your expansion

INCENTIVES

Overview, access and guidance to national and regional incentives to set up your operations in Italy

INCUBATORS AND ACCELERATORS

Intro to FIN+TECH accelerator (*new batch from May 2023*) + intro to other incubators or accelerators in our network

FUNDINGS

Intro to CDP Venture Capital, the fund that directly invests and supports startups at all stages of their growth cycle





Free of charge

Access to Talent

Find the best talents and grow your team

INTRO TO ITALIAN UNIVERSITIES IN OUR NETWORK



UNIVERSITÀ
DEGLI STUDI
DI MILANO



POLITECNICO
MILANO 1863



UNIVERSITÀ DEGLI STUDI
DI MILANO
BICOCCA



Università Commerciale
Luigi Bocconi



UNIVERSITÀ
CATTOLICA
del Sacro Cuore

INTRO TO HR FIRMS IN OUR NETWORK



Group
YOUR JOB, OUR WORK



Introduction and first assessment are free of charge. Each stakeholder could decide to offer its service for free or upon a fee. Intro is not binding.

Free of charge

Location Scouting

Find the best home for your business

- Introduction to Copernico Isola for S32, *where Fintech District is based*
- Introduction to other real estate partners (Cushman & Wakefield, Savills, GVA Redilco)
- Introduction to **other co-working spaces**, if Copernico Isola for S32 is not the right choice to the company.

Introduction and first assessment are free of charge. Each stakeholder could decide to offer its service for free or upon a fee. Intro is not binding.



Free of charge

Bureaucratic and technical support

An expert for any need

Are you looking for support on **technical matters**? Ask our **experts** for a **free assessment and tailored services**.

Just tell us what you need and we'll introduce you to the right professional

Introduction and first assessment are free of charge. Each stakeholder could decide to offer its service for free or upon a fee. Intro is not binding.

TAX & LEGAL

PR & EVENTS

GROWTH &
VENTURE BUILDER

IMMIGRATION &
RELOCATION

MARKETING

IT CONSULTING

Milan Fintech Summit

The future of financial technology is in Milano

TICKETS

1 free ticket + 15% discount on additional tickets

SPONSORSHIP

15% discount on sponsorship packages and customization

MATCH MAKING

Matchmaking activity and/or support in organizing b2b meetings during the event

Upon fee by the Fintech District after a first assessment



Our team, ready to support you!



Claudia Lodetti
FDI Project Manager
Milano&Partners



Chiara Padua
Deputy Head
Fintech District



Francesco Gavanna
Relationship Manager
Fintech District



Your gateway to Milano Fintech Ecosystem

MILANO&PARTNERS



Fintech District



YESMILANO



Our Technical & Professional Partners

ANNEX

Accounting

Argento Bollini Ravera & Partners

ARGENTO BOLLINI RAVERA
PARTNERS

DOTTORI COMMERCIALISTI - REVISORI LEGALI

CONTACTS:

bollini@abrpartners.eu

 [Adelio Bollini](#)

Web Site: <http://www.abrpartners.eu/>

Corporate, Tax and Judicial consultancy firm
with a broad experience in:

- Set up of a company and branch
- Assistance to entrepreneurs, Private Equity Funds and Family offices in M&A operations and international business development, including partners research for Italian companies
- Professional Services in Turnaround operations, composition with creditors, pre-insolvency plan in and out of court restructuring
- Tax Litigation and Tax Planning
- Accounting, Fiscal and Legal Due Diligence, Business Plan, Reporting to Mother Company, Business Intelligence.

Blockchain Consultancy & Development

KNOBS

KNOBS
turn up innovation

CONTACTS:

info@knobs.it



[KNOBS](#)

Web Site: <https://knobs.it/en/knobs-eng>

Italian tech company with a leading role in blockchain and cutting-edge technologies, operating as a technological partner in national and international projects. It provides:

- Consulting in blockchain capabilities exploration
- Adoption and integration in customers' core business
- The development of one of the first Italian platforms for the distribution of NFTs
- Pioneering projects to support and facilitate the entry of start-ups, SMEs and corporates in any field of business into the domain of blockchain and Web3.

Consulting

Leyton



CONTACTS:

mdipilla@leyton.com; aromeo@leyton.com



[LEYTON](#)

Web Site: <https://www.leyton.com/uk/>

International consulting firm that helps businesses leverage financial incentives to boost their growth and achieve long-lasting performance. The Start-Up unit is focused on:

- Supporting startups in the research, identification and access to public grants
- Optimizing investments & increasing cashflow
- Developed Orbiter, their first digital matching platform between startups & public grants.

Customer Communication Management

Eglue



CONTACTS:

alessandro.poma@eglue.it



[EGLUE](#)

Web Site: <https://www.eglue.it/en/>

Customer Communication Management firm,
Eglue provides a wide range of services
focused on:

- Engagement and Customer Experience connecting companies and their customers at best, through **interactive and multidevice interfaces**
- Design and manage **personalized customer communication**, offering **digital products** (personalized videos and dynamic web landing pages) based on **best-in-class technologies** and a long-term experience.

Cyber security

HWG



CONTACTS:

info@hwg.it



[HWG S.r.l](#)

Web Site: www.hwg.it/en

**HWG is an international company
specialized in:**

- Providing cyber security solutions and consulting services
- Monitoring clients' digital environments 24/7, always ready to detect and counter cyber attacks
- Protecting the digital infrastructures of organizations operating in various sectors, including **finance**, fashion, automotive, manufacturing, industrial, telco and **central banks**.

Human Resources

Adecco

Adecco

CONTACTS:



[Adecco](#)

Web Site: <https://www.adecco.it/>

Adecco is the leading workforce solutions company of The Adecco Group. Present in over 60 countries around the world, the company is specialized in:

- Connecting people with the right job opportunities and companies with the best candidates
- Offering flexible placement, permanent placement and outsourcing across all sectors
- As a career partner, they support the employability of their associates and are committed to their success.

Human Resources

Gi Group

Gi Group is one of the world's leading companies providing services for the development of the labour market. The Group has developed a strong expertise in:

- Temporary and Permanent Staffing
- Search and Selection
- Executive Search
- Outsourcing Training
- Outplacement
- HR Consulting.



CONTACTS:

antonio.bonardo@gigroup.com



Web Site: www.gigroup.com

IT Services

Add Value

Add Value is a software house that have always implemented reliable architectures and application solutions for the finance and big business market. Add Value's solutions include:

- Personalized Information Technologies, microservices architecture, cloud and SaaS
- Blockchain, NFTs and everything about Machine Learning and Data Monetization



CONTACTS:

tommaso.avanzo@addvalue.it



Web Site: www.addvalue.it

Legal

Refink by Annunziata&Conso

Refink
annunziata&conso^{by}

CONTACTS:

info@refink.io

 [Annunziata & Conso](#)

Web Site: <https://annunziataconso.eu/it/home>

Refink is Regtech audit firm that provides both in- and out-of-court legal advice, support for monitoring system management and corporate governance.

Refink services are focused on:

- Permanent regulatory services as FinTech;
- Control functions;
- ESG;
- Training;
- Business Organization;
- Corporate Secretariat.

Legal

Carotenuto Studio Legale



CAROTENUTO
STUDIO LEGALE

CONTACTS:

gcarotenuto@carotenutolex.com



[Carotenuto Studio Legale](#)

Web Site: <https://carotenutolex.com/en/>

Carotenuto is an independent law firm with an international vocation that has broad experience in:

- Assists and represents foreign companies willing to do business in Italy in the areas of corporate, banking and financial services
- Judicial proceedings and corporate/M&A transactions
- Licensing procedures and product reviews
- Liaising with NCAs and Inspections
- Structuring and negotiating of contracts with relevant counterparts.

Legal

Masotti Cassella



masotti
cassella

CONTACTS:

masotti@masotticassella.com

 [Masotti Cassella](#)

Web Site: <http://www.masotticassella.com/eng/>

The firm is a multi disciplinary practice of lawyers and tax accountants, assisting clients both in day-to-day business and extraordinary matters on a wide range of topics:

- Corporate Compliance
- Banking and Finance
- Restructuring, Employment and Real Estate
- Project Finance and Energy
- Administrative Law
- Real Estate Litigation
- Arbitration Tax

Legal & Tax

Lexia Avvocati



CONTACTS:

info@lexia.it



Web Site: www.lexia.it

Lexia is a leading independent law and tax firm with a remarkable experience in the field of financial services regulation, Tech and Fintech. Their main areas of practice include:

- M&A & Venture Capital
- Financial Services Regulatory
- FinTech, Crypto-Assets & Capital Markets
- Data & Technology Innovation
- Tax, Foreign Direct Investments & Corporate Services
- Global Mobility & Immigration
- Administrative Law, Employment & Labour
- Litigation.

Legal & Tax

Fantozzi & Associati – Studio Legale Tributario

FANTOZZI & ASSOCIATI
STUDIO LEGALE TRIBUTARIO

CONTACTS:

studiomi@fantozzieassociati.it

 [Fantozzi & Associati](#)

Web Site: www.fantozzieassociati.it/en/

Fantozzi & Associati is an Italian Law firm with a strong specialisation in tax law. The firm provides its clients with:

- Services for international clients, with a specific focus on the Fintech industry
- Tax advisory connected to the set-up of the Italian operations (branch or subsidiary)
- Definition of transfer pricing policies
- Consulting on M&A deals
- Support on international and domestic, direct and indirect tax matters
- Litigation before Italian courts and the European Court of Justice.

Marketing Services

H&A Motivation

H&A Motivation is the “go to agency” for all the marketing needs that may arise when starting a business in Italy.

They agency offers:

- Logistic management of roadshows throughout the Italian territory to meet with **potential partners** and buyers
- Management of the **launch event**
- **Incentive programs** aimed at the **acquisition, retention and loyalty of clients** both in the B2B and B2C environments
- **Communication consultancy.**



CONTACTS:

p.paolo@hamotivation.com



Web Site: www.hamotivation.com

Notary Services

Eteria

Eteria is the international division of the biggest Italian notary firm Busani, Quaggia & Partners. It is dedicated to:

- Supporting foreign clients, from start-ups to multinational companies, from private individuals to professional firms
- Incorporating companies
- Opening of branches and representative offices
- Wealth Management Assistance in acquisitions and M&A Certification and notarisation services
- Incorporation and post-incorporation services to startups.



ETERIA
YOUR ITALIAN CERTAINTY

CONTACTS:

eteria@notaio-busani.it



[Eteria](#)

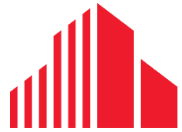
Web Site: <http://www.eteria.notaio-busani.it/>

Real Estate

Cushman & Wakefield

Cushman & Wakefield is a leading global real estate services firm that delivers exceptional value for real estate occupiers and owners. It offers:

- Agency Office, Industrial & Logistics, Retail
- Asset Services
- Hospitality
- Capital Markets (office, retail, I&L, living)
- Project & development services
- Property management (office, retail, I&L, alternative)
- Valuation and Advisory.



**CUSHMAN &
WAKEFIELD**

CONTACTS:

raffaella.pinto@cushwake.com

 [Cushman&Wakefield](https://www.linkedin.com/company/cushmanwakefield)

Web Site: <https://www.cushmanwakefield.com>

Relocation & Immigration

Eres Relocation



CONTACTS:

s.passerini@eresrelocation.com

 [Eres Relocation Italy](#)

Web Site: <https://www.eresrelocation.com>

Eres Relocation helps companies to achieve their Global Mobility goals. Their services fully cover the personal requirements of single individuals like:

- Relocation
- Immigration and Government Compliance
- Consulting and Tax Advice
- Expatriation Policy
- Language Trainings.