### CONTENTS

<table>
<thead>
<tr>
<th>Topic</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Why Milano</td>
<td>P. 5</td>
</tr>
<tr>
<td>New challenges</td>
<td>P. 7</td>
</tr>
<tr>
<td>And opportunities</td>
<td>P. 8</td>
</tr>
<tr>
<td>EU agriculture, value added</td>
<td>P. 9</td>
</tr>
<tr>
<td>Italian consumers’ habits</td>
<td>P. 10</td>
</tr>
<tr>
<td>Our numbers</td>
<td>P. 11</td>
</tr>
<tr>
<td>Specialization</td>
<td>P. 12</td>
</tr>
<tr>
<td>An innovative city</td>
<td>P. 17</td>
</tr>
<tr>
<td>Talent base</td>
<td>P. 18</td>
</tr>
<tr>
<td>The tech side of food</td>
<td>P. 19</td>
</tr>
<tr>
<td>Events &amp; Fairs</td>
<td>P. 21</td>
</tr>
<tr>
<td>Covid-19 and the food supply chain</td>
<td>P. 22</td>
</tr>
<tr>
<td>Milano food policy</td>
<td>P. 24</td>
</tr>
<tr>
<td>Food waste</td>
<td>P. 25</td>
</tr>
<tr>
<td>Milanese ecosystem</td>
<td>P. 26</td>
</tr>
<tr>
<td>MIND - Milano Innovation District</td>
<td>P. 27</td>
</tr>
<tr>
<td>Farm houses</td>
<td>P. 28</td>
</tr>
<tr>
<td>Social projects</td>
<td>P. 29</td>
</tr>
<tr>
<td>Industry and start-ups</td>
<td>P. 30</td>
</tr>
<tr>
<td>Economic incentives</td>
<td>P. 32</td>
</tr>
<tr>
<td>Fiscal benefits</td>
<td>P. 33</td>
</tr>
<tr>
<td>Italian quality of life</td>
<td>P. 34</td>
</tr>
</tbody>
</table>
# WHY MILANO

<table>
<thead>
<tr>
<th>International Financial Hub</th>
<th>Thriving start-up ecosystem</th>
<th>World-class talent pool</th>
</tr>
</thead>
<tbody>
<tr>
<td>Balance Sheet Icon</td>
<td>Wave Icon</td>
<td>Light Bulb Icon</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>One of the wealthiest regions in Europe</th>
<th>International Outlook</th>
<th>Gateway to Italy and Europe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trophy Icon</td>
<td>Globe Icon</td>
<td>Airplane Icon</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Excellent Infrastructure</th>
<th>Welcoming And Proactive Government</th>
<th>Competitive Incentives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Train Icon</td>
<td>Parliament Icon</td>
<td>Handshake Icon</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>High quality Of Life</th>
</tr>
</thead>
<tbody>
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<td>Sun Icon</td>
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</tbody>
</table>
MILANO FOR A SUSTAINABLE, CONSCIOUS, QUALITY CONSUMPTION

In the past 50 years the food industry experienced unprecedented innovation in food cultivation, farming, distribution and consumption. In the next decade, experts expect innovation will continue unabated. Since hosting EXPO 2015 “Feeding the Planet, Energy for Life”, the City of Milan has positioned itself as a pioneer in addressing food sustainability issues and providing citizens with forward-looking solutions and experimentations. Within the framework of UN Sustainable Development Goals, the Municipality of Milan is particularly committed to attaining the eleventh Goal: “Sustainable Cities and Communities”. Making cities more inclusive, safe, durable and sustainable means ensuring affordable housing; an accessible, safe and sustainable urban transportation network; inclusive and sustainable urbanization; progress on air quality and waste treatment; safe and inclusive urban green spaces and public areas: this is what Milano has been doing.

Source: The Future of Food, Accenture; Comune di Milano

AGRI-FOOD TECH MAIN APPLIED TECHNOLOGIES
NEW CHALLENGES

Population growth
In 2019 the resident population surpassed 1.4 mln citizens (+50,000 vs. 2018), with 3.2 mln inhabitants in the greater Milano metro area. As Italy’s business capital, the daily inflow of commuters swells the city population to over 2 mln people during business hours. The area collects 60% of total inward investment to Italy and continuously attracts talent from other Italian regions and the rest of Europe.

Climate crisis
The City of Milan is strongly committed to reduce pollution and embrace sustainability, as demonstrated by the Air and Climate Plan signed in 2020. The Municipality has implemented various policies to achieve a green transition, from food waste reduction plans to energy saving and alternative mobility, the latter a trend highly accelerated by the pandemic.

Urbanisation
The Greater Milano Metro Area has 5 mln inhabitants, excellent infrastructures and an integrated transportation system which connects multiple urban and suburban centers and networks. The Covid-19 outbreak hit with unexpected violence Milano, but the city has turned this shock into a new opportunity to boost the city’s commitment to meet sustainable targets and flesh out the idea of a new “normal”. Mayor Sala’s embracing of the concept of the 15-minute-city - where all the services are accessible to citizens in their neighborhoods – intends to curb car traffic and increase social inclusiveness. Positive signals also come from the real estate market, since in the first nine months of 2020 Milano attracted real estate investment for about €3.1 mln, underscoring a position of market strength that is destined to increase ahead of the 2026 Olympic Winter Games.

Accessibility
Since 2016, the Municipality has been implementing a Food Policy Plan aimed at reducing food waste and inequality, as well as educating kids to proper nutrition in order to combat obesity and diabetes, e.g. through participation in the “Cities Changing Diabetes” international network. The percentage of people with obesity in Milano is lower than the rest of Italy (31.48% vs. 36.66%), while the children’s obesity rate is 20.2% (Italy average: 24.9%). Changing habits, a sedentary lifestyle, time scarcity and rising social inequalities exacerbated by the pandemic make the monitoring of this critical issue imperative, and numerous city foundations and research centers, as well as municipal authorities are fully committed to tackle it.
New scientific discoveries and innovation
Advanced solutions to the address the food scarcity challenge and develop new food sources. MIND FoodS Hub is the project entirely dedicated to food sustainability within MIND – the Milano Innovation District, one of the most ambitious hubs for the Life Sciences in Europe. The initiative, in close collaboration with the State University of Milan, aims at promoting R&D projects in the Agri-Food industry as an engine for innovation, development, and social responsibility.

Optimization
Waste reduction systems, smart fridges, tracking codes, AI algorithms, drone mapping, and logistics improvement are some of the technologies adopted to boost yields while consuming less resources. These tools enrich a broader context of pioneering policies which the Municipality has strongly endorsed throughout the years to promote a more sustainable and smart way of living. Italy already ranks 1st in Europe for recycling, and Milano is one of the most environmentally conscious metropolises for waste management and is constantly adapting and improving its model. From Milano Food Waste Policy to national and regional incentives towards energy optimization and Agriculture 4.0 investments, the area boasts a competitive and attractive agribusiness ecosystem.

Growing middle class population
With a local economy strongly oriented to high added-value sectors, Milano is experiencing an increase in the number of educated individuals with higher spending capacity and quality-oriented consuming habits. Over 60,000 residents are at least college graduates, there is a 69.5% employment rate (vs. 57.6% in Italy), an average gross annual income of €33,948 (vs. Italy €29,278) and a monthly food expenditure per household of about €475/month (+3.9% vs. Italy).

Focus on health
New opportunities to develop and supply genuine and transparent food, enhancing the potential small and local businesses by mixing blockchain and fintech solutions with 100% Italian ingredients.

City farms, vertical farming
Integrated solutions to shorten the supply chain and new retail models. Porta Nuova District, Pirellino, Bosco Verticale as examples of green integration within the urban skyline. Urban horticulture and hydroponic greenhouses powered by the Municipality and local associations.

Green transition
Implementation of sustainable farming methods and transformation processes. The regional Plan 2020-2023 addresses for instance nitrides pollution in vulnerable areas. Several other regional and municipal incentives and funds are available for the adoption of innovative farming tools, supply chain transparency and safeguard biodiversity. 37% of the incoming Next Generation EU funds will be spent on projects consistent with the European Green New Deal objectives.

Source: The Future of Food, Accenture, Geography Index by Osservatorio JobPricing, ISTAT, Istituto Superiore di Sanità
EU AGRICULTURE, VALUE ADDED

€538 bln

Agribusiness accounts for 25% of Italy's GDP*

+2.2% growth in agricultural production over the past decade (vs -6.3% in national terms over the same period)

28%

28% Lombardy alone accounts for 28% of Northern Italy's agricultural production

10.6%

10.6% of the total CAP funds are allocated to Italy (€ 5.7 bln)

*Source: Eurostat, 2021; Istat, 2021; Coldiretti, 2020 (considers the whole food supply chain from production to restaurant)

Gross Added Value (tot. € 177 bln)

48.7%

Italy

17.7%

France

17.1%

Spain

16.6%

Others

Graph data elaboration sources: Eurostat, 2021; Istat, 2021
ITALIAN CONSUMERS’ HABITS

ITALIAN CONSUMERS
HABITS

• 6.7% of the population is vegetarian, 2.2% is vegan
• 16.3% regularly consumes food supplements
• 18.7% follows a dairy-free diet
• € 3 bln turnover in the nutraceutical sector
• 14.6% eat gluten-free foods*
• 70.3% orders food delivery

*the National Health System recognizes allergy to gluten as a chronic disease and allows those affected (>600,000 confirmed cases in Italy) to deduct the expenditure for gluten-free foods from taxable income

“WITHOUT” FOODS IN ITALY

Claims that have most boosted sales in Italy (var. % 2019 on 2018)
• without antibiotics +62%
• without added sugar +9.1%
• not fried +6.1%
• without glutamate +4.9%
• without yeast +1.9%
• rich in proteins +5.7%
• rich in fiber +6.3%

Sources: EURISPES 2020; Osservatorio Immagino GS1 Italy, Nielsen

ORGANIC FOOD

The market for organic food products has experienced a steady growth in Europe, reaching a peak value of € 41 bln in 2019. Within this framework, Italy ranks first for the number of companies operating in the sector. In the first half of 2020, organic food consumption in Italy increased by 4.4%, reaching € 3.3 bln. Lombardy Region alone boasts over 56,500 hectares of biological cultivations (+5.1% vs. 2018), with >3,000 organic farmers and manufacturers.

Source: report “Bio in cifre 2020”, Ismea; Coldiretti, SINAB

VEGETARIANS AND VEGANS

Almost 9% of Italian consumers qualify themselves as vegetarians or vegans (+25% vs. 2019), with “vegan” being the 2nd most popular characteristic in the Fresh Foods category and the 3rd in the Packaged Foods one. Milano is home to all the main EU supermarket chains. The food retail sector experienced a significant growth nationwide in 2020 due to the pandemic, posting a 14% increase (vs. 2019) in the purchase of vegan and vegetarian dishes. In particular, Lombardy ranked first as the most vegan Italian region.

Source: Euromonitor, Everli, Il Sole 24 Ore
**OUR NUMBERS**

- Lombardy population: **10 mln** (3rd most populated EU region)
- GDP: **€ 368 bln** (22% of Italy’s GDP)
- Per capita GDP (PPPs): **€ 38,500**, above the European (€ 30,000) average
- Registered companies: **815,956** registered enterprises (16% of Italy’s total). 74 enterprises per 1,000 inhabitants (2016), one of the highest rates of entrepreneurship in Europe
- Among the 4 most industrialised European regions.

<table>
<thead>
<tr>
<th>1st region in Italy for agricultural production: 16.4% of the national agri-food system</th>
<th>Over 74 foreign agri-food companies are located in Lombardy employing more than 18,900 people</th>
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<tbody>
<tr>
<td><strong>931,000</strong> hectares under cultivation, 69% of the whole territory</td>
<td><strong>80</strong> High-efficiency energy performance: around 80 TOEs (tons of oil equivalent) per mln €</td>
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<tr>
<td><strong>33%</strong> of Italy’s Agri-food startups which received 53% of allocated funding are based in Lombardy</td>
<td><strong>€ 475/month</strong> Average food expenditure per family (+3.9% vs. Italy)</td>
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<tr>
<td><strong>Over € 2 mln</strong> fruit and vegetables exported in the first 5 months of 2020 (+7.8) for a total amount of 1.39 mln tons</td>
<td><strong>3,238</strong> organic farmers and operators (20% of the national total)</td>
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<td><strong>288</strong> beverage companies</td>
<td><strong>98</strong> pet food suppliers</td>
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**Food & Beverage**

**Life sciences trade bodies and regulators**
SPECIALISATION

69% of the region’s land is destined to agriculture and produces 37% and 42% of the Italian milk and rice, respectively. Milano itself is surrounded by an uninterrupted belt of cultivated land. Lombardy is one of the most advanced regions in terms of digitization and R&D expenditure. The region ranks first in Italy for manufacturing and is the third largest in Europe by number of employees. It has specific competitive advantages in agrifood, aerospace, life sciences, living environments, smart communities, mobility, green chemistry, energy, environment, construction and smart factories.

Lombardy currently boasts **34 PDO and PGI** certified food products, **76** including **wines** and **spirits**.

- **Beverages**: over 22,900 cultivated hectares, over 42 certified wine varieties. More than 40 mineral water labels and strong presence of carbonated drinks and juices producers;
- **Fruit and vegetables**: apples, pears, asparagus, maize;
- **Oil production**: 23 oil mills and 1,631 ha cultivated with olive trees. 97.6% of the harvest is destined to oil pressing;
- **Meat and farming**: strong zootechnical vocation and meat processing industry. 10 certified variety of cold cuts;
- **Dairy industry**: 14 PDO certified cheeses (Gorgonzola, Grana Padano, Taleggio, etc). In compliance with the CAP quotas, Lombardy roughly produces 45% of the Italian milk.

**Source**: *Rapporto Agroalimentare Lombardia, 2020*

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Born in Milano in 2015 and rapidly expanded all over Italy and abroad, **Flower Burger** is a successful concept which has revolutionized the idea of vegan food for Italian consumers, making it glamourous and tasty. Inspired by the flower power of the hippie culture, Flower Burger is the first vegan concept serving colourful burgers and offering a funky culinary experience with fresh and additive-free ingredients. The Barbie Burger, created in partnership with Mattel, is one of the bestsellers: everything is pink, from the bun to the mayo, and served in 100% compostable packaging. In 2020 the company received an equity increase from Buono Venture, advisory and investment firms specialised in the food service compartment.
Boasting 50% of swines and 25% of bovine animals breed, Lombardy is the leading area for animal husbandry. In 2018, the industry was granted over € 250 mln funds.

With more than 540,000 cows bred in its 5,000 farms (27,000 at the national level), Milano province ranks 6th at the regional level for tons of milk produced. Regional milk demand increased by 5% in the first semester of 2020, while cow meat slaughtery increased by only 0.3%, after negative records in 2019. To preserve the quality of the sector and ensure consumers the best products and fair pay for farmers, traceability is one of the main priorities and is implemented also through the experimentation and use of blockchain technology, which experienced a 111% international growth in 2019. According to the latest report of Osservatorio Smart Agrifood, among the 82 registered projects launched between 2016 and 2019 worldwide, 11% are Italians, displaying the relevance that the country has in the sector and its ability to innovate.

From a broader perspective, with its 5 mln tonnes produced, the region hosts one of the three main cows’ milk suppliers among EU-27 regions. Together with Southern (Ireland, 5.7 million tonnes) and Bretagne (France, 5.6 million tonnes) in 2018 it provided 38% of the total milk production.

NUMBER OF DAIRY COWS FARMING
(per province): tot. 4,933
- Bergamo 697
- Brescia 1,403
- Como 130
- Cremona 703
- Lecco 85
- Lodi 264
- Mantova 893
- Milano 263
- Monza e Brianza 32
- Pavia 94
- Sondrio 291
- Varese 78

Source: Il Sistema agro-alimentare della Lombardia, 2020; Istat 2018; Eurostat, 2019; Regione Lombardia
SPECIALISATION
AGRICULTURE 4.0

The Italian Agriculture 4.0 industry is worth €540 mln, with a 20% increase compared to 2019, making 4% of the global market. 4% of the total arable land is cultivated with A4.0 solutions, underlining the great growth potential that the implementation of these tools still have.

On a sample of around 1,000 farms interviewed, 60% declared to use at least one A4.0 solution (+5% vs 2018), 37% rely on management softwares, 33% on smart systems to monitor agricultural machineries, 27% field mapping solutions and precision irrigation. With around 70% of the interviewed companies having already adopted at least one solution, Lombardy Region ranks first in Italy for A4.0 penetration. A4.0 are implemented in particular in the cereal, horticulture and zootechnical sectors.

Over the past few years more than 160 Italian traditional companies and startups have developed 415 Agriculture 4.0 solutions, the majority of which related to blockchain (43%), followed by QRcodes (41%), mobile apps (36%), data analytics (34%) and Internet of Things (30%). Specifically, the main investments have occurred in monitoring and control systems (39%), operational software (20%) and connected machineries (14%), followed by remote soil monitoring (14%), mapping (9%) and decision support systems (5%).

Sources: Osservatorio Smart Agrifood PoliMi and Laboratorio RISE Research & Innovation for Smart Enterprises of the University of Brescia

YOUNG ENTREPRENEURSHIP

With over 57,600 under-35 entrepreneurs running agricultural companies, Italy is experiencing an agribusiness revival among younger generations, a trend which experienced a +12% increase in the past 5 years. Half of them hold a university degree. Lombardy alone has 3,200 companies led by under-35, ¼ of which run by women. Data show that young people’s farms have a surface area >54% larger than the average, with a turnover 75% higher than the average and 50% more employees per farm compared to traditional agri businesses.

With the Legislative Decree “Semplificazioni”, the Italian government has allocated specific funds to support young entrepreneurship in the sector after Covid-19 pandemic with zero interest rate loans covering 60% of the eligible expenses and non-repayable grants up to 35%. Finally, within the Rural Development Program 2014-2020 (FEASR) framework, the Regional Government has recently approved a budget of €1.5 mln to support young generations developing their activities with single contribution up to €40,000 each.

Source: Istat, 2019; Coldiretti, 2020; Regione Lombardia

xFarm

xFarm was born out of the founder’s need to use a tool to digitally manage the agricultural company that he runs with his brothers in a simple and efficient manner. The company aims to create a unique platform to help farmers in their work in a simple and visual manner saving time and boosting efficiency through an integrated platform gathering all the control tools each farmer, agronomist and agrifood entrepreneur needs (sensors, satellites, analytics, traceability, precision farming, DDS).
Lombardy is a leading manufacturing region in Europe: it ranks 1st in machinery and packaging related to pharmaceuticals production and second overall. The region is home to over 2,500 companies supplying and processing plastic materials.

The pandemic outbreak in 2020, and the subsequent partial interruption of catering activities, resulted in an export decrease. However, the simultaneous growth of the food industry, to which around 70% of packaging is destined, through large-scale retailing and food delivery (+230% in March and April 2020), contributed to mitigate losses. Additionally, e-commerce and cleaning products sales were positively affected the demand of corrugated cardboard and hard and flexible plastic; higher demand for canned vegetables and pet food also boosted the production of metallic packaging.

In the past years Italy has strongly committed to plastic reduction. Since 2018, plastic bags for fruit, vegetables and groceries in general have been banned from supermarkets and shops in favor of more sustainable alternatives such as compostable and reusable bags. In compliance with 2019 EU Single Use Plastic (SUP) Directive, disposable plastic flatware will be banned by 2021. Water bottles will be required to be composed of at least 25% of recycled plastic by 2025.

Source: Istat; Just Eat, Council of the European Union

Xnext® is a deep tech SME that produces and markets X-ray inspection solutions. Its main solution, XSpectra® is a new generation of X-ray inspection systems designed for the customer’s needs capable of analyzing the composition of a product directly on the production line to determine compliance with quality requirements. Hardware and software are completely designed and developed internally and patented and use IoT real time feedback to promptly alert the factory control booth on detected foreign matter. The tool can be used in many industries, from food to waste & recycling and pharma safety.
White mulberries cultivation started extensively in the XIV Century under the Sforza to boost the breeding of silkworms. During the XX Century, Milano, Monza, Lecco, Como and Varese provinces experienced an impressive growth of factories and businesses for the production and commercialization of silk. In the XIX Century the “Larian Silkroad”, located around the Lake of Como employed over 45,000 people, with 93% of the fields in the Como area under mulberries. The industry was so prosperous and strategic for the territory that the first world’s highway was built in 1924 to connect these provinces and favor the commercialisation of the precious fabric. Nowadays, silkworm breeding has almost disappeared from Lombardy but the territory maintains its position as a leading silk producer: 80% of the European silk is processed in Como, with 70% of the production exported worldwide as luxury goods.

Sources: InLombardia; Il Sole 24 Ore
# MILANO: AN INNOVATIVE CITY

## KEY DATA

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<th>3M</th>
<th>10%</th>
<th>2,319</th>
<th>30%</th>
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<td>inhabitants in the Greater Milano area</td>
<td>of the national GDP is generated in the city</td>
<td>innovative startups</td>
<td>Home to 30% of Italy’s inward investments</td>
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| 5,856 | 33% |
| restaurants (17 Michelin-starred), 4,878 bars | of Italy’s patents |

## INFRASTRUCTURES

| 2 international airports with daily direct flights to the world’s major cities, 1-2 h to the main EU capitals | Excellent urban and sub-urban public transport network |
| High speed train from the main railways stations | Advanced logistic hubs |
TALENT BASE
Milano has highly ranked universities that offer diverse and challenging approaches to education

A Pioneer City

EXPO 2015 “Feeding the Planet”

Pilot city for the launch of new products and technologies (i.e. 5G)

Highly digitized and educated population with consistent purchase power

Local policies addressing school-age children obesity and anti waste food programs

Human Capital

11 Universities

200,000 students per year

10% of which are international

SPECIALIZED MASTERS:

- **Food Engineering**
  Polytechnic of Milano
- **BS and MS in Food Sciences and Technologies**
  University of Milano
- **MS in Food Science and Human Nutrition**
  University of Milano
- **MS in Agro-Environmental Sciences**
  University of Milano
- **MS in Biotechnology for the Bioeconomy**
  University of Milano
- **MS in Bioeconomy in the Circular Economy**
  Bicocca University
- **MS in Agri-food Business**
  Univerità Cattolica
- **Master of Management in Food & Beverage**
  SDA Bocconi
- **Digital Transformation & Food Tech**
  Talent Garden

The latest QS World University Rankings by Subject has crowned the Polytechnic of Milano as the first Italian university, with seven of its curricula (Computer Science & Information Systems; Chemical Engineering; Civil & Structural Engineering; Electrical & Electronic Engineering; Mechanical, Aeronautical & Manufacturing Engineering; Design&Architecture) numbered among the best 50 worldwide.

Similarly, Bocconi University ranks 7th in the world for Business&Management, with a 6th position for its MSc in Finance according to the Financial Times.

Sources: QS World University Rankings; EURISPES 2020; Osservatorio Immagino GS1 Italy, Nielsen; Global Masters in Finance 2021
THE TECH SIDE OF FOOD

SPACE ECONOMY AND AGRICULTURE
As emerged from a study conducted by the Space Economy Observatory of the Polytechnic of Milano, over 50% of the new companies operating in the Space Innovation sector pivots around the agriculture sector, providing solutions aimed at boosting the optimization of resources and productivity.

FOODTECH
Being home to some of the best STEM universities worldwide and a lively Fintech hub, Milano is able to apply the latest innovations and discoveries to its traditional food and manufacturing sectors. Within this framework, it is not surprising that multinationals such as Deloitte, Plug and Play and Talent Garden have decided to launch their FoodTech accelerator programs in the city.

PLUG and PLAY
Plug and Play is a corporate Open Innovation platform and early-stage Venture Capital. With a no-fee and no-equity model for its 60+ open innovation programs globally, Plug and Play supports corporates in deploying their innovation strategy through collaborations with stage-agnostic startups. The programs envision networking events, mentorship sessions and introductions to international VCs. It has 36,000 startups in its network, 1,000 in its portfolio and partners-up with 500+ corporations worldwide (+120 during the pandemic 2020!).

Plug and Play has chosen Milano to set up its European Food Accelerator program from Silicon Valley in order to connect big corporations to the most disruptive startups on the market and favor their innovation transition. Key partners of the program are Esselunga, Lavazza and Tetra Pak, as well as UniCredit, Nexi, Poste Italiane, A2A and Buzzi Unicem.

Plug and Play offers a 3 months stage-agnostic equity and fee-free pilot-driven program. The program runs twice per year and counts up to 15 impressive tech providers.

Its headquarters in Milano focus on the Food and Beverage, Sustainability and Fintech industries. The current Food batch includes tech providers servicing the following areas: retail and analytics, supply chain and manufacturing, packaging and product innovation. 151 startups and corporates have attended the past Selection Days, with 88 startups which have been admitted to the batches.

Most recently, Plug and Play has launched an e-commerce accelerator with Facebook and has accessed the mobility space, by launching the Motor Valley Accelerator together with the Italian state-owned CDP Venture Capital and CRIT, a research firm.

NEORURALE HUB
Located in Giussago (PV), 40 minutes by Milano city center, NeoruraleHub is an incubator of competences and the first biodiversity laboratory in Italy dedicated to Nobel prize Giulio Natta. Formally founded in 2018, after 12 years of re-naturalization experiments performed since 1996 which drastically increased biodiversity levels (>1 mln trees planted to date), it is now a 1,000 hectares space where innovative and sustainable solutions for the food supply chain are developed. Main pillars are regenerative agriculture, resources and energy saving, and circular economy, specifically addressed in relation to the needs of metropolitan areas and their residents. NeoruraleHub provides solutions to create a living, thriving and biodiverse ecosystem to improve quality of life and value of agricultural suburbs, turning their mission from food producers to ecosystem and environment service providers for the surrounding cities, making it the first “Environment Producer”. It develops, designs and manages patented solutions and products for their customers also through its incubated start-ups portfolio and innovative companies of their Innovation Center’s network.
THE TECH SIDE OF FOOD

FOODTECH ACCELERATOR - OFFICINE INNOVAZIONE

FoodTech Accelerator is the international scale up program powered by Deloitte that links top Made in Italy corporations with the best innovators to disrupt agrifood and retail sectors. Partnered with some of the main Food companies (Amadori, Cereal Docks, Cirfood, Epta), the program selects up to 10 talented global startups every year and support concrete joint innovation projects with an intense mix of technological/industrial validation and MVP development, also connecting startups to up to 1 M€ in follow-on already committed investments.

In three editions, Foodtech Accelerator received more than 1500 applications from 80+ countries. During the pilot phase, the program has supported 8 corporates and 24 startups in the joint development of 21 industrial pilots, 7 business and tech validation projects and 3 MVPs in-store. FTA’s alumni have raised in total more than €90 million so far.

Midstream tech, circular economy, disruptive food and alternative beverages, agritech and sustainable agriculture, food as medicine, automated commerce, data driven insights, innovative packaging, “do it yourself” and in-store&restaurant tech are among the target areas in the current edition, ending with a demo day in June 2021. The program is free of charge and equity is optional.

TALENT GARDEN

In 2019, Talent Garden opened a new campus entirely dedicated to Foodtech and Sustainability in Milan, with the goal of becoming a home for Food Innovators, bridging corporates and startups while favoring investments. The 2,000 m2 co-working space hosts more than 180 professionals, over 30 of the most innovative Italian Foodtech startups incubated, a Food Lab and the Talent Garden Innovation School, one of the most innovative educational institutes in Europe, with courses focusing on five key areas: coding, data, marketing, design and business. Founded in 2011, Talent Garden is the biggest European physical platform for networking and training on digital innovation. Present in 8 different countries with 18 campuses, Talent Garden aims at empowering the local startups through its European network and corporate partners: Accenture, Electrolux, Future Food Institute, Lavazza and VarGroup are just a few examples.

Talent Garden’s
Digital Transformation & Food Tech Master

120 hours part-time Master’s Program addressing Food Industry professionals with both learning live sessions and on-demand contents to boost competences and provide up-to-date training. The final module includes a 2-days hackathon with a final presentation to a panel of corporates and experts.

Founded in 2014 as Supermercato24, Everli is now the main European e-grocery marketplace, with a team of 220 people, over 100 partnerships signed with retailers and CPG companies and more than 80 provinces around Europe served. Besides the headquarters in Verona and Milano, Everli has offices in Czech Republic (Prague), France (Lyon) and Poland (Warsaw). The startup, which reached 110 mln revenues in 2020, has recently closed a $100 mln series C round.
EVENTS & FAIRS

Milano is internally renowned for its lively and rich offer of events throughout the year. The city has its own convention bureau, YesMilano Convention Bureau and hosts Fiera Milano, one of Europe’s largest trade fair systems, which annually organizes over 75 major events. While the most famous Fashion Weeks and the Design Week with their hundreds of side events also offer numerous convivial opportunities and become the occasion for the launch of new products, food finds its own space during several dedicated events, from Seeds&Chips - The Global Food Innovation Summit, which hosted Obama in 2018, to other dedicated events like Milano Wine Week, and Milano Food City.

HOST
Already at its 42nd edition, HostMilano is the international exhibition dedicated to the world of food service and hospitality. Taking place every two years, it offers everything needed to build a successful business, from raw materials to intermediate products, from machinery to equipment, from furnishings to tableware, with one eye firmly focused on trends, technologies and innovation.

VINITALY
Vinitaly is one of the most renown international wine and spirits exhibitions and competitions that takes place every year in Verona, only 2 hours from Milano. The event is exclusively for wine professionals featuring an average of 3,000 wines from several dozen countries. Four days of major events, technical, prestigious vertical and walkaround tastings, specific theme areas, as well as focus meetings analyzing the main markets.

CIBUS
Cibus is the reference event of the Italian agrifood sector, a large showcase with international visibility with conferences and round tables on current topics for the Food and Retail industry. Exclusively dedicated to the main players and professionals of the agri-food sector, Cibus features an offering of Made-in-Italy food products that is unique and complete with a 4-day exhibition that is effective and dynamic, and enriched by activities and events organised to analyse innovations and latest market trends. It takes place every year in Parma, 1 hour far from Milano.
COVID-19 AND THE FOOD SUPPLY CHAIN

Italy was the first EU country severely hit by the SARS-CoV-2 pandemic, and especially Lombardy. This new scenario profoundly changed consumer habits and is impacting both on the way food is consumed and served.

PUSH TO DIGITALIZATION
Before the pandemic, Italy experienced a 54% year-on-year growth in the adoption of fintech services. This push to digitalisation, particularly in regard to payments and access to services, was significantly boosted by the emergency. The concept of food supply has never been more linked to online platforms, apps, codes, scanners, and tracking. In the city of Milano, internet penetration across the city population is close to 99%.

As the economic and innovation capital of Italy, Milano has always been a pioneer in the adoption of new technologies and used by companies as the perfect testbed for new trends before their launch at the national level and foodtech is not exception.

FOCUS ON HEALTH AND ACCESS
- Focus on food supplements to boost the immune system
- Concerns over phytosanitary standards in the global supply chain. Preference for local products and support to small businesses
- Emerging necessities to provide food to risk categories and avoid long queues and crowded gatherings
COVID-19 AND THE FOOD SUPPLY CHAIN

FOOD DELIVERY

Due to the lockdown, household food consumption in Italy rose by €10 bln. Food delivery platforms experienced an unprecedented expansion with 1.3 mln new users reaching an overall number of about 29 mln, with an estimated industry value of about €700/800 mln. Within this framework, Milano ranks first in Italy for number of users.

With its plain surface of 181.8 sq km and an excellent network of streets and infrastructures, mixed with a very high digital penetration (99%), the Municipality of Milan is the preferred destination in Italy for food delivery services. Latest examples are the choice of Milano as the testbed for Amazon Fresh and Gorillas.

Consistently with the plan of increasing the liveability of the city and embracing green mobility, 35 km of cycle lanes have been realized between April and October 2020, with a total of 50km expected to be completed by Summer 2021. The main players currently are: Amazon, Just Eat, Deliveroo, Glovo, Uber Eats, Esselunga, Carrefour, Cortilia, Tannico, Cosaporto and MyMenu, among others. AssoDelivery estimates the presence of >1,400 riders in the city. Among the most ordered categories there are sushi, hamburgers, Chinese, bio, and vegan food.

Source: PwC Trade Lab, Il sole 24 ore; Deliveroo, AssoDelivery

GHOST KITCHENS

While the first ghost kitchens were inaugurated in Milano in 2019, the skyrocketing growth of food delivery during the pandemic contributed to highlight benefits and potential of this unusual way of dining. Some of the pioneers were Delivery Valley, Ktchn Lab, with several locations around the city and expansion plans abroad, the foody “Gastronomia di Quartiere”, offering chef-cooked dishes at popular prices, and Kuiri, a 400 sqm co-working space for experimental brands catering with 15 sqm kitchens equipped with all the necessary tools, smart devices for delivery, storage spaces and surveillance. The startup is worth € 3 mln and has the ambitious plan of opening up to 60 smart kitchens around Italy by 2022. Last but not least, in early 2020, Glovo chose Milano to inaugurate its first Italian cook room.

Measy is a technology enabler for a new proximity trade with a “premium” delivery system. It consists of a professional vehicle designed for last mile food delivery, based on the following assets: a patented technology actively controls load oscillations and its stability, ensuring product preservation and rider safety during the transport; an intelligent box monitors and regulates the internal temperature and is geolocated through an integrated tracking system; a digital platform providing additional services to augment the delivery experience for stores and end users. Measy’s vehicles are driven by professional riders and prepared by your neighbourhood butcher or green grocer with care.
MILANO FOOD POLICY
Five priorities for a sustainable development

Milano has been the EU food capital since Expo Milano 2015, based around the theme “Feeding the Planet, Energy for Life”. The world fair revived and further boosted the city’s international vocation and role as leading European stakeholder for ambitious socioeconomic policies. In this context, “The Milan Charter (“Carta di Milano”) and the Milano Urban Food Policy Pact were signed by millions of citizens and over 200 cities worldwide.

Milano Food Policy was founded on five priorities:
1. ENSURE HEALTHY FOOD AND WATER FOR ALL CITIZENS
2. PROMOTE THE SUSTAINABILITY OF THE FOOD SYSTEM
3. PROMOTE FOOD EDUCATION
4. FIGHTING AGAINST FOOD WASTE
5. SUPPORT SCIENTIFIC RESEARCH IN AGRI FOOD SECTORS

Since its launch, the project, powered by the Municipality and Cariplo Foundation, have developed these five pillars into a permanent set of concrete initiatives, coordinated by a new ad hoc institutional body, the Food Policy Office. Through its Scientific Research Department, Cariplo Foundation is involved in several innovation programs linked to food, diet and nutrition, and promotes research linked to bio economics and circular economy. Milano chairs the permanent working group “Food” of “Eurocities” network: together with 50 municipalities, the City promotes periodical dialogue between policy makers, food scientists and experts aimed at advocating projects to be submitted to the European Commission, manages EU-funded projects and mentors other cities worldwide.

At the European level, the city is also part of the Covenant of Mayors, launched by the EU Commission in 2008, urging cities to act against climate change and pollution while increasing energy efficiency. The Pact, renewed in 2015 (“Covenant of Mayors for Climate and Energy”), raised the goals in terms of CO2 reduction to 40% by 2030, soliciting a commitment also in defining concrete action plans against climate change effects.

Finally, Milano is leading with the Food Trails EU project, founded within Horizon 2020 program with the aim of bridging researchers, entrepreneurs, policymakers and the civil society in order to develop urban food policy pilot actions in 11 European cities on topics related to the FOOD 2030 research strategy, launched by the European Commission during Expo 2015 to address the food system sustainability.

Contrarily to what one could expect from a modern and expanding metropolis, the city’s strength on food is not limited to policies, innovation, business and research. Instead, the territory hosts Parco Agricolo Sud Milano, one of the largest agricultural parks in Europe, covering 37,000 hectares and comprising 61 municipalities of the Metropolitan Area and more than 900 local farmers. 30 farms located inside the agricultural park have been working to establish new local supply chains for food canteen procurement.

RICE
Italy is the leading European rice supplier (220,000 ha cultivated, mostly in the Northern regions), before Spain (117,000 ha) where the two main producer regions, Andalusia and Estremadura, are often subjected to water scarcity, and Greece (25,000 ha). 90,000 ha in Lombardy are cultivated under rice. The cereal holds great economic and cultural importance in Milano, where 15,000 ha (14% of Lombardy’s total) rice fields are located.

Click here to see a full map of the agribusiness system within the greater Milano Metro Area.
In 2016, Milano undersigned the “ZeroSprechi” (ZeroWaste) MoU, with the goal of reducing waste and collecting leftovers from supermarkets and canteens to redistribute them among people in need through neighborhood food banks around the city. As a result, over 1,300 households have already received support. Although the set targets have been reached, there is still room for improvement and new innovative solutions.

Currently, supermarkets are estimated to generate a 2.3% food surplus: 31% of it is donated to the neighborhood hubs while 69% still goes wasted. Similarly, company canteens produce a 0.8% surplus of food, 75% of which is donated, 25% goes wasted.

**WASTE COLLECTION AND RECYCLING**

Italy is the first European country in terms of per-capita recycled waste collection (79% vs. EU average 39%, France 56%, Germany 43%), with northern regions leading the ranking. Within this framework, Milano is one of the most virtuous metropolises for the integrated waste management. Thanks to a capillary system of door-to-door collection implemented by AMSA, part of A2A group, in 2020 62.5% of its >700,000 tons of waste were differentiated. This also allows to implement participative and initiatives to “give back” to citizens the outcomes of their efforts, such as yearly free distribution of bags with 10l of natural fertilizer for home gardening use (up to 2.8 tons).

Sources: AMSA

**Babaco Market** is a Milan-based startup delivering boxes of “deformed” fruit and vegetables that could be discarded by customers on supermarket shelves. The products are collected directly from farms and mixes the comfort of home delivery to the reduction of food waste. Additionally, it creates value for small local producers and organic farmers. Two sizes of boxes are available and subscribers can choose with which frequency to receive them, saving up to 30% of their regular market price. Every month additional tips and tasty recipes are uploaded to the app.
MILANESE ECOSYSTEM

RESEARCH AND COMPETENCE CENTERS

Osservatorio Smart Agrifood
Powered by the Polytechnic of Milano. Focus on digital innovations (processes, infrastructures, HW and SW) which are currently transforming the supply chain supporting a favorable ecosystem of interconnected competences.

Fondazione Cariplo
One of the world's main philanthropic organizations, the Foundation manages the assets gathered over 180 years by Cassa di Risparmio delle Province Lombarde to carry on its long-standing philanthropic tradition. In addition to supporting initiatives carried out by other nonprofit organizations, Fondazione Cariplo devises and implements its own projects, convening partners and catalyzing resources. Reaching beyond grant-making, the Foundation proactively pioneers projects that promote innovation as well as solutions to problems not adequately addressed by other private or public players.

CO-WORKING SPACES

Milano hosts over 100 co-working facilities (among the others: Copernico, WeWork, Talent Garden, Le Village, etc). More info here.

ACCESS TO CAPITALS

Social Venture Foundation GDA
Implementation of direct and indirect activities of impact investing aimed at supporting the growth of the sector and promoting social innovation. The Foundation carries out social venture capital investment through minority shareholding with medium-long terms goals. In collaboration with Cariplo Factory, GDA has launched the initiative Get it!, offering incubation, acceleration and mentoring programs to social startups.

Oltre Venture
First Italian Impact Investment Fund investing in companies which create innovative solutions with strong social impact.

Semina
Semina is a project entirely dedicated to support agritech and foodtech startups in their fundraising activity. The project was born from the union of two different entities, the Milano-based equity crowdfunding platform 200Crowd and the Food b2b e-commerce Emerge.
MIND Milano Innovation District

MIND FOODS HUB

THE PROJECT
The initiative is mainly funded by Lombardy Region through the call “Research & Innovation Hub” to promote R&D projects in the agrifood industry as an engine for innovation, development, and social responsibility at the international level.

GOAL
The aim is to build infrastructures and skills for the development of an innovative concept aimed at the identification, production and sustainable transformation of plant products and derivatives with excellent nutritional profile, as well as their functional validation, to boost Lombardy’s know-how for the benefit of its businesses, consumers and stakeholders.

MAIN PARTNERS
Arexpo, Università degli Studi di Milano, Agricola Moderna, Indena, Istituto Auxologico Italiano, Molino Filippini, Tecnoalimenti, TIM.

MIND FoodS Hub is the competence center entirely dedicated to boost food knowledge and create infrastructures for the study of the Food System as a strategic asset for the city. Through multidisciplinary skills it promotes agri-food research as an engine for innovation, development and social responsibility. Located inside MIND “Milano Innovation District”, the hub brings together synergic excellences of research bodies and private world top-players in the agri-food and related sectors. The hub credo is that promoting food quality within balanced and sustainable diets truly represents an effective tool to prevent chronic diseases as well as a start point to further improve the supply chain, create new opportunities, reduce environmental impact and preserve biodiversity.

Food production is analyzed and targeted towards nutritional improvement to cover consumer needs and evaluated for its lasting impacts on civil society. The presence of living labs gives citizens, researchers and experts the possibility to experiment the advantages of smart technologies first hand.

MIND FoodS Hub mainly focuses on the following pillars:
- Implementation of vegetable pilots and advanced agronomic practices for on field and vertical farming;
- Development of a pilot infrastructure including intelligent devices/sensors, edge processors, 5G communication network and cloud computing architectures;
- Creation of an interconnected platforms for advanced products multi-omics characterization but also sensory and functional validation in-vitro and in-vivo;
- Demonstration of nutritional and health impact of enhanced foods, nutraceuticals and dietary patterns in target groups of consumers;
- Validation of the food system concept through applications in business cases;
- Project dissemination at scientific and industry level, promotion of awareness and empowerment of citizens.

HEALLO
Heallo is a Lodi-based startup which developed an enzymatic process able to extract a soluble fiber of natural origin (pilot project on beer and sugar: JAXplus) which significantly reduces glycemic peak and carbs impacts.
FARM HOUSES

The Milano area is home to over 100 farmhouses (64 of which are owned by the Municipality), testifying the strong rural heritage of the territory. Besides their scenic interest, they play a relevant role in the promotion of organic and sustainable agriculture and some reinvented themselves as agri-tourism and educational players, as well as alternative retailers. The municipal farmhouses are represented by Associazione Cascine Milano. Every year during the event “Cascine Aperte” (Open Farmhouse”, open initiatives to favor citizen participation to the discovery of the sites and slow-living, reflecting on urban development and the integration between the country and the city.

Sources: Milano Municipality; Cascine Aperte Milano; Associazione Cascine Milano

BLU MARTESANA

Blu Martesana is a >680 cultivated hectares AgriFood Park located 20 km east of Milano, a project launched by 6 entrepreneurs with the shared goal of enhancing the rural territory and its biodiversity through innovation, sustainability and sharing. The involved companies are engaged in the production of cereals and legumes, dairy farming and production of alternative and renewable energy.

Consistently with 2030 Agenda, Blu Martesana project aims at eliminating chemical fertilizers in agriculture, engaging a carbon-free strategy through the use of renewable fuel for their farm equipment to reduce soil pollution, and directly generating energy from natural sources and waste.

With a broad offer of innovative solutions and specialized farmers, Blu Martesana network proposes itself as a strategic partner to large distribution companies, with district farms sharing their territorial know-how and industry expertise to produce food in which consumers can fully appreciate the short chain. Additionally, rural properties for the on-site vending of products are available. Partnerships with large distribution is also aimed at waste recovery and transformation to produce green fuel for farm equipment with the goal of becoming the first carbon footprint free territory. The Park hosts also a wellness and open-air sport activities district.

CA’ GRANDA FOUNDATION

Ca’ Granda Foundation is a non-profit organization powered by the Policlinico Hospital, from which has received a 30-year usufruct of a € 600 mln-worth agricultural heritage (85 mln m2 with around 100 farmhouses). The Foundation aims at supporting Policlinico in health and biomedical research, reinvesting the resources generated from the domains. It seeks to promote the natural and historical heritage and develop projects on food quality and safety through a short supply chain, the preservation of biodiversity, the implementation of innovative farming technologies, irrigation network maintenance and agritourism initiatives. Finally, the Foundation is responsible for several management matters (i.e. land-registry update, renewal of the expiring agrarian contracts, restoration of hundreds of villas and farm houses, technical and administrative surveillance).

SELS PROJECT, in collaboration with Forum Cooperazione e Tecnologia, involves Ca’ Granda farmers for the development and implementation of more sustainable forms of farming for the production of biological rice and fodder. Farmers work closely with experts to on two “training fields” to come up with innovative solutions. Another project has seen the collaboration between a farmhouse, students and CNR (Italy’s main research council) experts to experiment the impact of new technologies on agriculture. Drones, robots and sensors have been tested and used to improve fruit and vegetable production and their commercialization.
SOCIAL PROJECTS

CASCINA TRIULZA
Cascina Triulza (Triulza Farmhouse) and Triulza Foundation, historically located inside the site on which MIND Milano Innovation District Development is now expanding are committed in putting social innovation at the center of MIND objectives with a strong engagement of the civil society.
Project “A Farmhouse inside the city of the future” to narrate Cascina Triulza historical heritage, the role of farmhouses in Lombardy agricultural development and sustainability to new generations and companies that will relocate in MIND.
Promocoop Lombardia (part of Confcooperative Lombardia, a network of 2,500 co-operative societies with 99,000 people employed and 8.6 bln turnover) is part of the Federated Innovation, gathering the 32 public and private entities which will lead the development of MIND as an engine for the Country economic revival. Together with Esselunga and Cereal Docks, Promocoop Lombardia will be in charge of the thematic area “Agrifood tech and Wellbeing”. The project aims at developing a reference point for Food innovation and green and digital transition through the engagement of corporates, startups, universities and professionals.

OPENAGRI
The project will create an “Open Innovation Hub on Peri-Urban Agriculture” in Municipal Farm Nosedo, an ancient farmhouse located in the southern part of the city which will be re-structured and will serve as an innovative living lab for social inclusion, jobs and skills creation, open innovation along the food system while increasing the level of resilience and sustainability of the city. The Municipality established a dedicated office to OpenAgri implementation inside the department of Urban Economy and launched a call for ideas. 18 projects were selected to test their innovative solutions in urban/peri urban agriculture.

RECUP
Covering 10 municipal markets, including the wholesale market My Foody, the Association Recup aims at fighting food waste and social exclusion. Recup volunteers collect fruit and vegetables from market stalls which would otherwise get wasted, select the units that are still edible and put them on their stall for the benefit of everyone who collaborates in the activity and people in need. In this way, Recup saves and donates 6.5 tonnes of food on average each week.
INDUSTRY AND START-UPS

Milano is a global hub for financial and business services, fashion and design, architecture, engineering, life sciences, food and culture.

7 of the world’s top 10 multinational companies operating in the country have their offices in Milano, including Google, Facebook, Microsoft and Cisco. Being Italy’s economic capital, Milano is home to 4,700 multinational companies, employing more than 501,000 residents.

The Venture Capital sector has experienced a strong growth. In 2018, VC investments in Fintech Firms were 13 times higher than those in 2017. Milano alone gathers 61.6% of the total VC investments in Italy.

COWORKING SPACES

In Milano there are over 90 coworking facilities. Copernico, Talent Garden and Impact Hub are among the most popular ones in terms of size and international appeal. The average monthly fares start from 45€ to 350€ for the most exclusive packages.

For more information about the coworking space in Milano please visit: https://www.yesmilano.it/en/startups-ecosystem

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Founded in 2018 after 4 years of research and development, Planet Farms has recently completed construction of the largest vertical farm plant in Europe in Cavenago di Brianza (Northern Milano Area) of about 9,000 m². It began the production of salads & aromatic herbs which at full capacity will supply 40,000 fresh salad & aromatic herbs bags daily, 800 tons of annual production, with a water-saving of over 95%. Five additional facilities are expected in its internationalisation plan which will touch 3 EU locations, as well as Switzerland and UK.
In recent years, the Italian government has introduced reforms to make the country more competitive and attractive for foreign investments. As a result, Italy has now a very generous fiscal regime and incentives package that includes the reduction of the main corporate tax from 27.5% to 24%, a flat-tax rate for income or capital gains on investments earned abroad realized by individual taxpayer and special visas for entrepreneurs that want to start a company in Italy.

The 2020 Budget Law introduced new tax incentives with the aim of facilitating the transition to a more digitalized economy and promoting industry in Italy. Incentives are available in the form of capital grants, easy-term loans and tax credits and includes tax credits for new investments in tangible and intangible assets, R&D, employees’ training. Furthermore, 2019 Growth Decree introduced a new 18-months regulatory sandbox to promote technological innovation and facilitate the development of fintech in Italy, allowing companies to test new services and products in the financial, credit and insurance sectors. Thanks to these reforms and to the strength of its industry, Italy ranks 8th in the Global FDI Confidence Index (2021).
ECONOMIC INCENTIVES

Startups

Smart&Start Italia
To support innovative startups, established for no more than 60 months with a strong technological dimension. Interest-free loan up to 80% of the total investment (10y repayment). Up to 90% if the startup is composed exclusively by women or people aged <35, or if it includes at least one Italian PhD working abroad and willing to return in Italy.

Innovation

Development Contract
For large and innovative investments in manufacturing, tourism and environmental protection for greenfield and expansion projects of more than € 20m (€ 7.5m for food processing) presented by one or more small and medium companies also in joint form. Projects presented by foreign companies providing an investment of at least € 50m gain access to the Fast-Track procedure. Additional funds for Fast-Track will be accessible to companies investing in the Green Economy, Biomedical and Telemedicine sectors.

New Enterprises “Zero Interest Rate”
Investment programs with eligible expenses up to € 1.5m to be implemented by micro and small companies established by no more than 12 months and composed, for more than half of members and shares, of people aged between 18 and 35 years old or by women. Program duration not less than 3 years from project completion. Benefits are granted in the form of a subsidized loan (max. 8y) with a zero-interest rate covering up to 75% of the eligible expenses.

Human Capital

Patents+
The incentive supports micro, small and medium-sized enterprises (SMEs) for the purchase of specialized services related to patents. Eligible expenses related to: industrialization and engineering, organization and development, and technological transfer. Grant of max 140K up to 80% of the eligible costs.

R&D Circular Economy
For the transition of economic activities towards a circular economy model: eligible expenses between € 500k and € 2mLn, with a duration ≥ 12 months and ≤ 36 months. Soft loan up to the 50% of the eligible expenses and direct contribution to expenditure (micro and small companies: 20%, medium companies 15%, large companies 10%).

Energy Efficiency National Fund
A total budget of € 310m supports energy efficiency investments on buildings, plants and production processes. The aid consists in a soft loan up to the 70% of the total eligible investment (between € 250k and € 4m), a guarantee on individual financing operation, up to the 80% of the investment, for a total amount between € 150k and € 2.5m.
FISCAL BENEFITS

**Innovative Startups**
Italian startups under 5 years old with revenues of less than €5m receive an exemption from certain taxes and access to flexible employee contracts. 30% tax relief for investors in innovative startups (cap at €1m for individuals, €1.8 for companies).

**Patent Box**
50% tax reduction for incomes arising from direct use or licensing of qualified intangible assets: property rights, industrial patents, trademarks, designs and models, etc.

**Tax Credit on Assets**
Companies investing in tangible and intangible capital goods accordingly to the Industry 4.0 national strategy can benefit of a wide range of tax credits from 15% (intangible assets) to 20-40% (tangible assets). Companies investing in ordinary tangible assets can benefit of a 6% tax credit.

**Industry 4.0 training**
40% tax credit on the cost of personnel employed in training courses for the acquisition and consolidation of skills in “4.0” fields.

**ACE – Allowance for corporate equity**
To encouraging the capitalization of companies by cutting net income and mitigating different tax treatments applied to companies funded with debt/equity. The benefit entails a notional deduction from corporate income taxable base on company revenue (IRES) equal to the net increase in the “new equity” employed in the company, multiplied by a yearly determined rate (1.3% for FY 2020).

**Employment**
Firms that employ workers under the age of 35 are granted a reduction in the labor taxes for the first three years of their employment, up to a maximum of 3,000 euros per year. The age limit will be reduced to 30 years starting from 2021.

**New Residents**
Employees, self-employed, researchers and professors who move to Italy and have not been resident in Italy in the prior 2 years can benefit of a special tax regime with a tax exemption equal to 70% of their incomes for 5 years (extendible under certain circumstances).
ITALIAN QUALITY OF LIFE

Milano and its attractive surroundings offer a modern, sophisticated way of living, in a safe, open and tolerant social and cultural environment. It is a city that makes everyone feel at home right away and has its doors open to foreign investors and employees.

English is widely spoken. Its quality of life is among the best in the world, with high-quality housing, a comprehensive network of international schools, a state-of-the-art healthcare system, a thriving artistic and cultural environment, a unique food scene, and an efficient public transportation system.
Milano stands at the heart of Europe, connected to all the continent’s great cities.

Milano has efficient and rapid connections with Italy, Europe and the world. The city can be reached under two hours by plane from most EU capital cities, and with a two-hour drive you can reach the Alps to the North and the Riviera to the South.

Milano has three major airports: Malpensa-MXP for intercontinental destinations, Linate-LIN with convenient connections to European and Italian cities, and Orio al Serio-BGY, which is an operating base for European low-cost airlines.

Milano Central railway station is a major hub for international railway travel, with daily high-speed trains to Paris, Munich, Barcelona, Vienna, Bern, Lugano, Nice, and Marseille. The city is also at the junction of major highway networks, which connect the city to France, Switzerland, Germany, Austria and Slovenia, as well as to the ports of Genoa and Venice-Mestre.

**Intercontinental Direct Flights to:**
San Francisco, New York, Shanghai, Hong Kong, Tokyo, Istanbul, Tel Aviv, Riyadh, Abu Dabhi, Cyprus
We support foreign companies and startups expanding their business in Milan with several free of charge services throughout the entire process:

- Facilitating the dialogue with the Public Administration and providing bureaucratic support with visas, permits, and documentation.
- Specialised support accessing national and local fiscal incentives.
- Location scouting.
- Networking with local stakeholders and universities aimed at recruiting specialized human capital and connecting with potential partners.
- Information on the local supply chain (fees may apply).
- Introduction to a selected network of legal, fiscal, labour, and real estate consultants.

In collaboration with:

**MILANO&PARTNERS**

* Information concerning Companies that are part of the Agrifood Tech community are updated periodically. We apologize in advance for potential omissions. If you notice any missing or wrong information please feel reach out.