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Ravenna
on tour

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Emilia-Romagna, Driver of Growth



STEFANO BONACCINI

President of
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Region

Emilia-Romagna has been the leading region for growth and employment for four consecutive years. In 2017 the GDP of Emilia-Romagna increased by +1.8%, with a delta of +4.5% compared to 2014. The unemployment rate fell from 9% to 6.4%, and the employment rate rose above 70%, which also represents an absolute record in Italy. Fixed investments experienced an increase of +4% (+11.2% over the three-year period) and exports +4.8% (+12.7% between 2014 and 2017). Last year exports reached almost 60 billion euros (13.4% of all Italian exports), with a trade balance of 24.6 billion euros, the highest at the national level.

This data makes it immediately clear how important exports – and therefore also the movement of goods and logistics – are for our area and for the regional socioeconomic environment. China and the Port of Ravenna, therefore, comprise two key elements.

In the first six months of 2018, regional exports reached 31,544 billion euros, an increase of 5.9% compared to the same period of 2017 (+1,765 billion euros). Regional exports represent 13.6% of the national total. In the same period exports to China amounted to 937.2 million euros, which is equivalent to 3% of regional exports, but in comparison to the first half of 2017, sales to China have grown by 8.1%. Moreover, with a population of 1.4 billion, today China is the world's second largest market for agri-food consumption. Of the approximately 391 million euros of Italian agri-food products exported to China in 2016, 16% is from the Emilia-Romagna region, with growth of 64% over five years, an increase of more than +15% at the end of 2017. Likewise, the Chinese tourism market is now the largest in the world in terms of spending and the second largest in terms of travel arrangement. Also in this case a couple of data points should be noted: the metropolitan area of Bologna alone, the gateway to Emilia-Romagna through the Marconi Airport, saw a 27% increase in visitors in 2017, with an increase of +16.2% in the first five months of this year.

Without a doubt, China represents an opportunity for growth for companies in Emilia-Romagna and the regional research system, also exporting knowledge and innovation, and opportunities to attract investment and tourists to our region. A few days ago in Bologna, together with Governor Gong Zheng, we strengthened the Emilia-Romagna Region's collaboration with the Province of Shandong, the second most populated province in China with 100 million inhabitants and, with a growth rate in 2017 of 7.4%, one of the most industrialized provinces in China, with wide availability of resources and a significant presence of private companies, which put it in fourth place among the most attractive provinces for Italian investments. Without neglecting the historical cooperative relationship with Guangdong Province, which is equally important.

The Port of Ravenna is central and strategic; we wanted to include it in the regional intermodal cluster with the aim of developing transport with low environmental impact, increasing the movement of goods by rail, instead of by road, increasing new services to enhance the complex of intermodal points in the region and thus increase the competitiveness of the economy of Emilia-Romagna and of the entire country. And the Region is at the forefront in supporting the 235 million project for expanding the port hub: we are aiming to start the works by the end of 2019.

Emilia-Romagna is an open region that makes internationalization, research, and innovation the pillars of a model of sustainable development, bringing growth and equity together. We consider international markets, and we want to continue to attract investments here, especially in high value-added sectors, knowing that we can compete with the most advanced areas in Europe and worldwide.





MICHELE DE PASCALE
Mayor of Ravenna

A thousand-year history and the nearby sea propel Ravenna into the future



The history of Ravenna dates back to 27 BC, when Emperor Augustus made it into a port city due to its strategic location. In the 5th and 6th century AD, as capital of the Roman Empire, the city became a crossroads of Byzantine and Roman cultures, leaving an extraordinary artistic wealth, with eight monuments declared UNESCO world heritage sites: The Mausoleum of Galla Placidia, The Neonian Baptistery, the Basilica of Sant'Apollinare Nuovo, the Arian Baptistery, the Archbishop's Chapel, The Mausoleum of Theodoric, the Basilica of San Vitale and the Basilica of Sant'Apollinare in Classe.

The city also offers an extraordinary array of Museums, including the Mar – Museum of Art of the City of Ravenna and Classis – Museum of the city and of the territory, the Classense Library, enriched by one of the world's most important book collections and archaeological sites of great importance like the Ancient Port of Classe, the Domus of Stone Carpets, and the excavation site of San Severo. There are many internationally acclaimed cultural initiatives, including the famous Ravenna Festival, one of the most well-established and prestigious European musical events, the Autumn Trilogy opera festival and the Biennial contemporary mosaic event. Ravenna is a historically open city with a vocation for hospitality; it was home to the exiled poet Dante Alighieri from 1318 until his death in 1321. The presence of the Supreme Poet is still very much alive in today's city, which is preparing to meet the challenge of celebrating the 7th centenary of his death in 2021, making his figure a symbol of openness to the world.





The city has a maritime tradition and a deep-rooted relationship with the port. Even in its recent history, Ravenna has created a significant part of its identity and of its economy around the sea.

Ravenna port is one of the most important industrial ports of the Adriatic, and is the leading port in Italy for handling cereals, flours, fertilisers, various goods and containers. Within the scope of the Trans-European Transport Network (TEN-T network), the port is touched by two of the nine Mediterranean and Baltic – Adriatic corridors and falls within the restricted list of the 83 European “core ports”.

As administrators, we are in the front line so that our port can play an increasingly significant role in the global context.

In this respect, we have recently achieved a historical turning point for our port presenting, together with the Port Authority of the Central and Northern Adriatic Sea, the Ravenna Port Hub project. It will offer certainty to the companies and the many investors that are looking with interest to the port of Ravenna, which will deepen the seabed to 12.50 metres.

The second step, which will see the immediate construction of the docks already set up for 14.50 metres and subsequently further development of the canal, will guarantee several important investments such as the new container terminal.

In relations with China, Asia and the Middle East and along the new “Silk Route”, the port of Ravenna, thanks also to

the deepening of the seabed, is ready to take on strategic importance.

Recently, the China Merchants Industries Technology, a company of Hong Kong, leader in the construction and repair of ships and offshore platforms has chosen to open its European headquarters in Ravenna, attracted by the know-how of the young engineers from our area who are experts

in offshore activities and design of cruise ships.

Ravenna is the international reference point for the extraction of natural gas, offshore and maritime activities, fields in which it is set to become a European research centre.

The energy district of Ravenna is one of the key industrial vocations of the region. Thanks to internationally acclaimed companies (such as Eni) and thousands of workers, it is a worldwide benchmark for

technology and environmental quality.

Ravenna also hosts the Offshore Mediterranean Conference (OMC) every two years, the event that brings together the countries producers of resources, the world energy giants and the industrial plant engineering companies.

The past, present and future of Ravenna is also intertwined with the chemical sector, which has always been part of this city's DNA.

The chemical-related industry, the workers, the know-how and the many dedicated training projects make Ravenna a city that possesses a very important industrial vocation, above all in the field of elastomers and the circular economy.







**Expanding the
Mediterranean
Energy Sector:**
Fuelling Regional
Growth

OMC 2019 **27-29**
March 2019
RAVENNA **ITALY**

**OFFSHORE MEDITERRANEAN
CONFERENCE & EXHIBITION**

Deeper water depths and logistics



DANIELE ROSSI
President of the
Port Authority of
the North-Central
Adriatic Sea



*The Port Hub
project
will make
the Port of
Ravenna
a leader in the
Mediterranean*

A port recounts the stories of men and the sea, of ships and goods. As the global port industry is faced with the challenge of rolling out huge innovation plans, the port of Ravenna is well-placed in the market with a project to further deepen its seabed and create large logistics areas unique in Italy. The goal is to see the dredgers at work towards the end of 2019.

A direct investment of 250 million euros has already been budgeted for, and another 250 million euros will derive from private entrepreneurship. A total of 500 million will be spent to transform the port into a complex logistics system and therefore represents a very important project for the entire country. We are seizing the opportunity to bring the seabed depth to -12.50 metres and to build quays capable of withstanding a further seabed deepening to -14.50 metres in four years time, following the completion of the first phase of the Port Hub project. The numbers speak for themselves but also demonstrate the scope of the project, its underlying philosophy and its high value project forecasts. We are the only Italian port to have vast available port areas for future development: these will be dedicated to logistics investments which will be carried out along with the development of the railway network. Thanks



to the agreements signed between the Port Authority, Municipality, Region and Italian Railways, the port of Ravenna will be connected with the main national hubs.

All this will go hand in hand with the constant investments of the port's private operators. I'm thinking of new markets, new technologies: a constantly evolving reality. For the success of this huge operation, we will begin the construction of the new container terminal capable of handling up to 500,000 TEUs.

Ravenna is a commercial and industrial port. Several internationally diversified groups operate therein such as Bunge, Versalis, Eni, Marcegaglia, Pir Group and Edison who are involved in the construction of the first Italian LNG deposit, the main sustainable fuel which from 2021 shall become mandatory for all ships to be used.

Our port is one which is continuously being renewed, which draws experience from a glorious past and looks to the future. If we have become leaders in the Mediterranean for the handling of cereals, we owe this to an extraordinary person, Serafino Ferruzzi, who also led the Chicago Stock Exchange. And then Steno Marcegaglia and the traffic of steel coils: today the port of Ravenna is a point of reference for this product which is processed and transformed right in the heart of the port of Ravenna. Our memory of Enrico Mattei is also still very much alive, the man who turned Ravenna into the cornerstone of the chemical industry and of Eni's oil and gas off-shore activities. Today, Eni's main national district is located here in Ravenna as are some of the most prestigious international companies operating in the offshore sector. It is here in Ravenna that every two years, we host the Offshore Mediterranean Conference and Exhibition (OMC), one of the largest and most important energy events in the world. Ravenna is all about this and much more.



Sea, road, railway for a global port





Black Sea, Middle East, oceanic routes offered through the Port of Ravenna

The Port of Ravenna represents the only port in the Emilia-Romagna Region. By virtue of its strategic geographic position, the Port of Ravenna is a leading port in Italy for its trade with the Eastern Mediterranean markets and the Black Sea (almost 40% of the national total and excluding coal

and oil products) and plays an important role as regards trade with the markets of the Middle and Far East. The inclusion of Ravenna in the main road network system and its connections with the main transport networks, render the port easily accessible from most important Italian





and European centers. Its connections with the motorway network ensure fast transfers towards the Northern Italian Regions, the Alpine Regions and bordering countries and with the Central and Northern European countries. The connection with Rome and the South is assured by the E45 freeway and the A14 motorway respectively.

Its inclusion in the main road network system and its connections with the main transport networks, render the Port of Ravenna an accessible hub for most important Italian and European markets, which is the reason why it was added by the European Community in the proposed review of the TEN-T network regulations, becoming the southern terminal of Corridor n.1 Baltic-Adriatic (which will link Helsinki to Ravenna, and on the basis of which the railway connections Vienna-Udine-Venice-Ravenna and Trieste-Venice-Ravenna are expected to take place) and forming part of the 83 shortlisted European “core ports”.

In addition to the road network, the rail network has also grown considerably and is connected to the main terminals. In fact the port of Ravenna is capable of handling by rail about 12% of the goods in transit. This is also possible thanks to the activities carried out by specialized companies and over 50 forwarding agencies guaranteeing efficient and professional services across all aspects of transport: road and rail distribution, door to door maritime services and warehousing solutions for FCL and LCL containers, consolidated air shipments. In addition, they assure constant updates on customs procedures. Furthermore, the container and general cargo handling terminals constitute real and actual intermodal hubs.

The closest airports to Ravenna are: Forlì (30 km - 30 min. drive away), Rimini (60 km - 50 min. drive away) and Bologna (80 km - 50 min. drive away).

Ravenna, Capital of Italian Offshore

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Still talking about Ravenna, it's important to mention offshore, a sector in which the Byzantine city has been operating for decades, thanks also to the presence of huge methane deposits a few kilometers from the coast (hence the long theory of "steel islands" that characterizes the skyline of the Ravenna sea, from any point of the beach you look at it). But offshore also means promotion and "network" activities: it is not by chance that Ravenna has hosted for years one of the most important world trade fairs, the OMC, with players coming from all over the world (first of all the rich oil companies of the Middle East). The new edition is scheduled for March 2019.



Emilia-Romagna is a rich region. Not only economically: it's rich of proposals, industrial sectors, products that characterize it in the world. It is an extended and diversified region, whose identity is the sum of the many identities of the various territories, of the districts that compose it and which have always worked together to promote it (and promote itself) globally. And Ravenna, which represents its most important merchant port (as well as, historically, the gateway to the East), is involved in many of these identity characteristics: some of them are Ravenna's own, others arrive to its port through the products intended for foreign markets.

TOURISM

Last but not least, tourism. Emilia-Romagna is the second region in Italy for tourist presences, the first being Veneto, thanks to Venice and Cortina.

But in Romagna, a great tourist coastal industry was born in the post-war period, which over time has become the most important in Europe; and from which today the tourist is directed to dozens and dozens of other destinations, which integrate art cities and hilltop villages, evocative natural environments and handcrafted references everywhere present. To mention a few, let's quote then: Ravenna and its Byzantine monuments, Unesco World Heritage; the medieval and renaissance suggestions of San Marino and Rimini; the wonderful historical centers of Bologna and other cities on the Via Emilia; Ferrara and the Este heritage, Unesco World Heritage; Parma and the Verdian places; The Po Delta Regional Park.

To these priority destinations, others are added relating to the cultural events of greatest appeal and prestige, widespread throughout the region.

FOOD, WELLNESS, MOTOR VALLEYS

With a recent "invention", some of the most historic (and well-known) districts of the region have also been codified at a tourist attraction level, which also have a great influence on the level of the Emilia-Romagna identity in the world.

So, then, the "Food Valley" between Parma and Reggio Emilia is home to some of the most famous food and wine products in the world, Parma Ham and Parmigiano-Reggiano. But these famous delicacies are just the first of a series of other food and wine products that are gaining more and more fame and markets, both thanks to the constant growth of quality, and following a good policy of definition and promotion. Upstream, it should be emphasized that several dozen products now enjoy regional labeling of typicality: from culatello to

Emilia Romagna's economy: the best in Europe





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Sangiovese, from Lambrusco to mortadella, from Brisighella oil to Voghiera garlic, to give just some examples.

Equally famous in the world are the main automotive and motorcycle brands, which make the territory between Modena and Bologna a real paradise for sports car and motorcycle lovers. Ferrari, Maserati, Ducati, Lamborghini, are now references of great importance: in addition to vehicles, the area

offer tracks on which to test them, museums full of details, an endless supply chain of accessories, spare parts, gadgets. Last by definition, but now assumed to the same reputation as the others, is the Wellness Valley: the territory bounded by Cesena, home of the brilliant company that responds to the name of Technogym and that has brought with it the fortune of an entire territory.

Thanks to a beautiful synergy between the industry on the one hand, and the various spas developed in the area, today it represents another great regional attraction.

THE CERAMICS: FROM FAENZA TO SASSUOLO

To make a first, strongly identifying example, just think of ceramics. Historically and artistically, the fact that Faenza has been for centuries the undisputed Italian capital of this noble product translates, simply, into its English name: "Faience"! Today the town remains a strategic centre for ceramic art, home to the most important Ceramics museum in the world; but the Emilian ceramic district - the one that produces industrial majolica - has moved a little further to the west, in the Sassuolo area.

And it is equally identity, as well as in constant commercial relationship with the Ravenna port.



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2017 Sustainability Report

