

# discover torino



Socio-economic profile of the province

# 10



CAMERA DI COMMERCIO  
INDUSTRIA, ARTIGIANATO E AGRICOLTURA  
DI TORINO

**Torino Chamber of Commerce, Industries, Crafts and Agriculture**

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# Torino and its province



The province of Torino is in fourth place in Italy for the number of enterprises, and in second place for exports, behind Milan, but ahead of Vicenza.

Last year, the crisis that has hit the world economy caused Gross Domestic Product in the province to contract (from Euro 66.8 billion to 62.4 billion). In spite of this, the province of Torino is still in third place among the Italian provinces for its contribution to the wealth produced on a national scale, and if it were considered in the world standings for GDP generation by country, it would be in 58th place, behind Morocco and in front of the Slovak Republic.

Torino has a good chance of making up the ground lost because of the 2009 crisis and restarting its future, both by focusing on highly innovative sectors such as aerospace, biotechnologies and renewable sources of energy, and by injecting new vigour into traditional areas of specialisation, such as the automotive and mechanical industries, drawing on its historical vocation for manufacturing.

It can boast excellent opportunities for university training and a growing appeal as a tourist destination.

## TORINO REPORT CARD\*

	Torino	Piedmont	Italy	Torino in the Italian standings
<b>Companies registered</b>	236,942	468,406	6,085,105	4th
<b>Exports</b> Euro/millions	14,329	29,630	290,800	2nd
<b>Imports</b> Euro/millions	11,782	21,642	295,855	3th
<b>Unemployment rate</b>	8.3%	6.8%	7.8%	67th
<i>of whom female</i>	9.4%	7.8%	9.3%	61th
<i>male</i>	7.5%	6.1%	6.8%	66th
<b>Resident population</b>	2,297,598	4,446,230	60,340,328	4th
<b>Investments</b> Euro/millions	56,754	104,274	1,561,243	3rd
<b>Deposits</b> Euro/millions	41,674	71,670	905,198	3rd
<b>Gross domestic product**</b> (Euro/millions)	62,442	121,470	1,520,874	3rd

\* 2009 data

\*\* Preliminary estimate 2009 GDP by Istituto G. Tagliacarne

# Territory, population and environment



With an extension of over 6,829 sq km, and 315 municipalities, the province of Torino is the second largest in Piemonte, after Cuneo, and the first for the density of the municipalities. The Torino area has a residential density of 336 inhabitants/km<sup>2</sup> and a very varied morphology: one quarter is hilly, approximately 29% are plains and the remaining 45% is mountainous.

Over 60% of the population lives outside the city of Torino and more than one third in mountain towns, and at the end of 2009 it totalled 2,297,598 inhabitants; in the last year it has grown by 0.3%, with women accounting for 52%, while 8% are foreigners, who are increasing by an average of over 10 percentage points per year. The largest resident foreign community in the province is Romanian, accounting for over 46% of all foreigners, followed by the Moroccan and Albanian communities.

The province of Torino also boasts a good level of infrastructure to meet its economic and social requirements: one of the most important structures is Caselle Airport, where passenger numbers increased by 15% from 2003 to 2009. In the last five years, the Airport has recorded an annual average of 3.3 million passengers (3.2

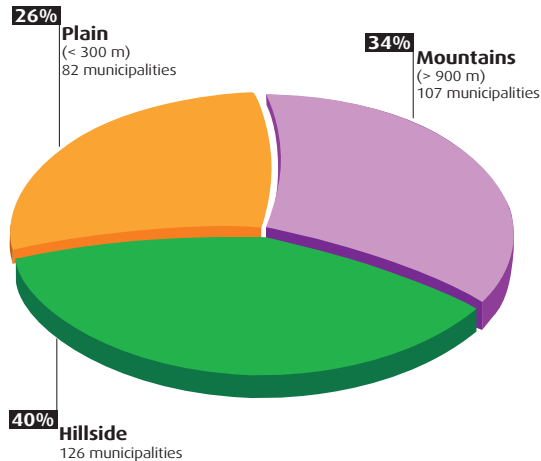
in 2009) and over 490 flights per week, 243 of which domestic and 248 international. What is more, over 10.300 tonnes of goods and 1,440 tonnes of mail pass through the airport every year (averages for 2005 – 2009).

Infrastructure is not all that is growing, so is attention to the environment, in terms both of its protection and preservation, and of planning to improve the quality of life in the region. One example of this is the differentiated waste collection in the province of Torino, which now accounts for almost half of the total urban refuse produced in the province; compared to Piemonte and the city of Torino, the province has also recorded the largest increase in differentiated refuse collection: in 2000, it accounted for only 17.9% of waste. Other important indicator of environmental sustainability is the presence of urban green areas: in 2009, the density of urban green areas was 8.2% in municipal areas in Piemonte but 14.4% in the city of Torino, while the availability of green areas is more than 52 square metres per inhabitant in Piemonte as a whole and 20.6 in the city of Torino.



**Chart 1** Distribution of municipalities in the province of Torino by altimetric segment

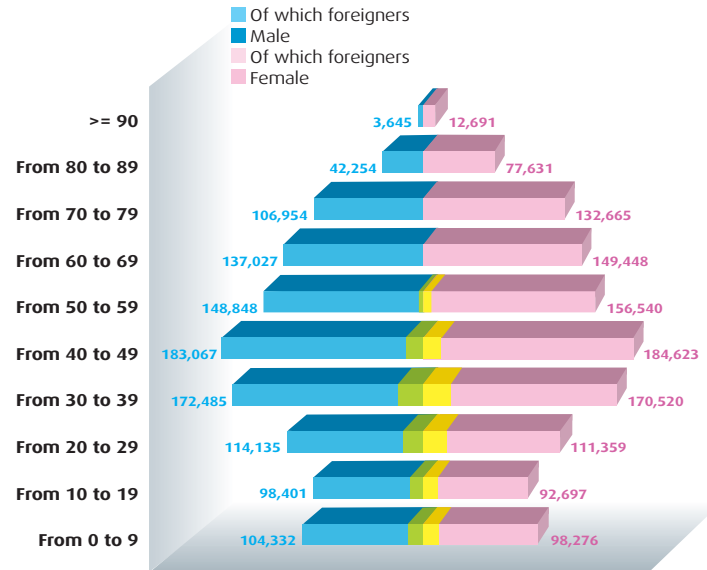
Province of Torino: 315 municipalities making up area of 6,829 sq.km  
 of which:  
 mountains: 3,114.1 sq.km  
 hillside: 1,739.4 sq.km  
 plain: 1,975.3 sq.km



Source: Istat, Atlas of Statistical and Administrative Geography - % weight and absolute values

**Chart 2** Resident population in province of Torino by gender, age and nationality

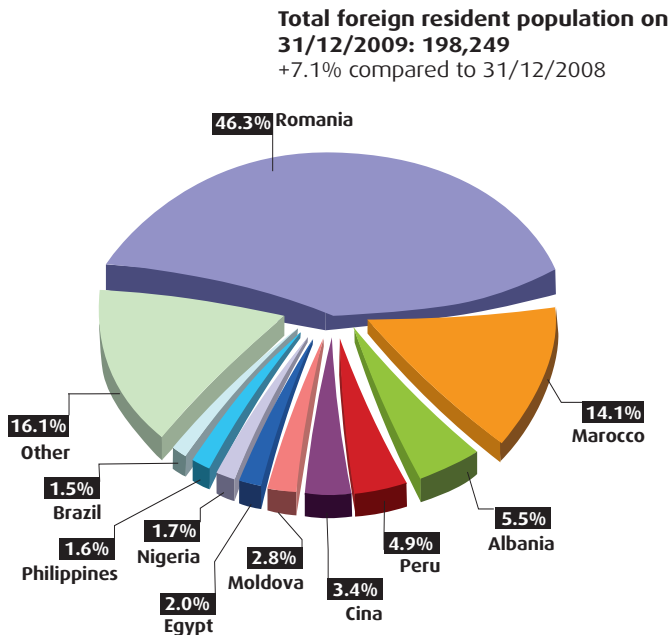
Total resident population at 31/12/2009: 2,297,598,  
 + 0.3% compared to 31/12/2008



Fonte: BDDE - Evolutional demographic databank of Regione Piemonte - Data at 31/12/2009



**Chart 3** Resident population in province of Torino by country of origin



Source: BDDE - Evolutional demographic databank of Regione Piemonte - Data to 31/12/2009

**Table 1** Traffic Torino-Caselle Airport

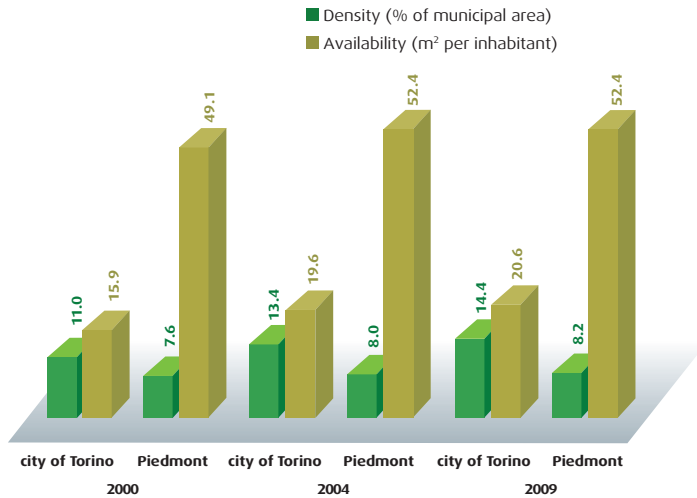
	Passengers	Goods (t)	Mail (t)	Average weekly domestic flights	Average weekly internat. flights
2009	3,227,258	6,552	389	226	206
2008	3,420,833	10,124	1,674	285	268
2007	3,509,253	11,801	1,866	239	267
2006	3,260,974	11,227	1,771	235	261
2005	3,148,807	12,287	1,507	228	239
2004	3,141,888	14,776	1,218	239	243
2003	2,804,655	17,013	1,331	205	229

Source: Sagat

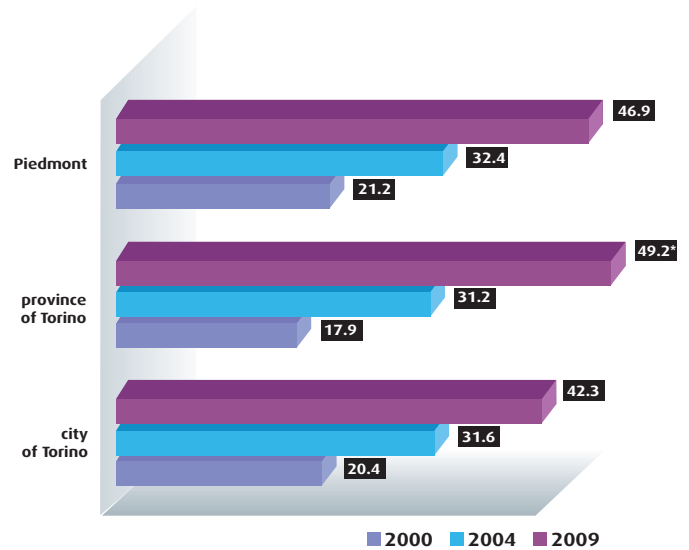




**Chart 4** Urban green areas



**Chart 5** Differentiated refuse collection: percentage of total urban refuse produced



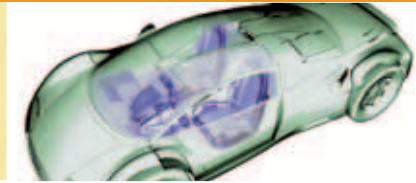
\*Data to 2008

Source: Arpa and Istat

Source: ISTAT, Environmental data in towns - Comparison between years 2000, 2004 and 2009



# Economy and business



With a Gross Domestic Product of Euro 62.4 billion, the province of Torino generates over 4% of the entire wealth created on a national scale. Although the economic crisis has caused GDP to contract on 2008, the province of Torino remained in third position among the Italian provinces.

Added value in the province is generated by a manufacturing base made up at the end of 2009 of 236,942 registered companies, which managed to resist the worldwide recession, achieving growth, albeit it not as strong as in 2008, but higher than the rate in Piemonte and in Italy (+0.60% compared to +0.14% and +0.28%).

The entrepreneurial fabric in Torino in the last thirty years has revealed a significant evolution in the services sector, but without abandoning its traditional vocation for manufacturing activities, combined with new manufacturing specialisations, ranging from biotechnologies to renewable sources of energy, new forms of mobility, food and wine and ICT.

Today service companies (trade, tourism, business services and personal services) account for approximately 61% of the provincial total. Trade remains the largest sector (almost 26% of all registered

companies), followed by services to business (24%). To confirm the entrepreneurial vocation in the province, in 2008 no less than 71% of added value in the province was generated by the service sector, whereas the weight of the manufacturing industry has decreased in time and now accounts for under 24% of added value in the region. The crisis of 2009 caused exports from the province of Torino to decrease, although the territory maintains the strong propensity to export that has always distinguished it, which offers an important opportunity to relaunch the economic growth. Motor vehicles remain the main export item from Torino (42.3% of the total). They are followed by general machinery and equipment (mechanical) (20%) and metals and metal products (7.1%). France was the main trading partner of the Torino area again in 2009, but Germany, in second place, is right on its heels. Poland remains in third place.

The province of Torino has always been an innovative territory, a fact that is evident from numerous indicators, including the number of patent applications filed: the statistics regarding European patents per million inhabitants confirm that the Torino area is a driver in the capacity to produce innovation.



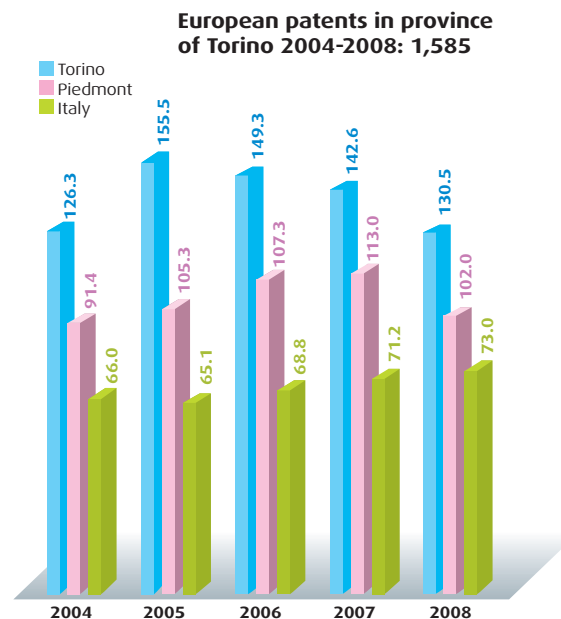
**Table 2** Movements of companies in the province of Torino by sector of activity

	Registered	Enrolled	Sold	% change in stock
Agriculture and fisheries	14,604	540	562	0.21
Industry	27,558	1,134	1,622	-1.10
Construction	37,375	3,168	3,106	1.18
Commerce	62,161	4,247	4,848	0.42
Tourism	11,882	697	899	2.17
Services to business	56,081	2,604	3,498	0.09
Public, social and personal services	12,317	765	678	3.10
<b>Total*</b>	<b>236,942</b>	<b>16,865</b>	<b>15,929</b>	<b>0.44</b>

\* The total also includes unclassified businesses

Source: InfoCamere, Movimpresa - Data for 2009 (ATECO 2002)

**Chart 6** Number of European patents(\*) Values pro-capita per million inhabitants

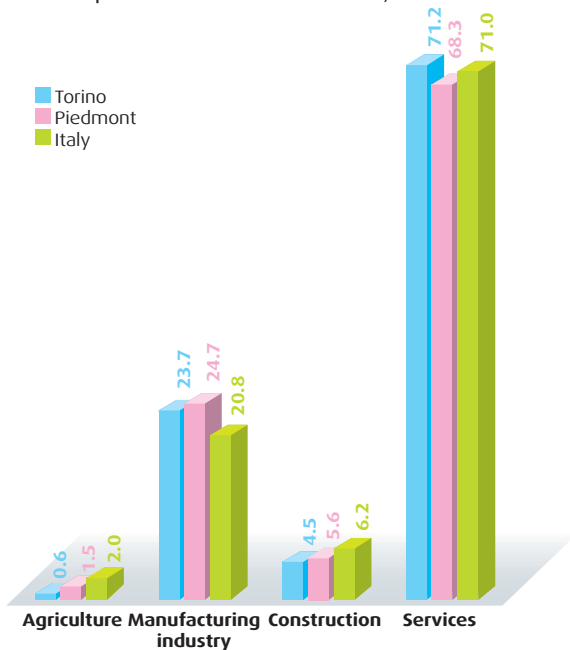


\* Published by EPO (European Patent Office)

Source: Unioncamere Patent Observatory and EPO data

**Chart 7** Percentage breakdown of Added Value

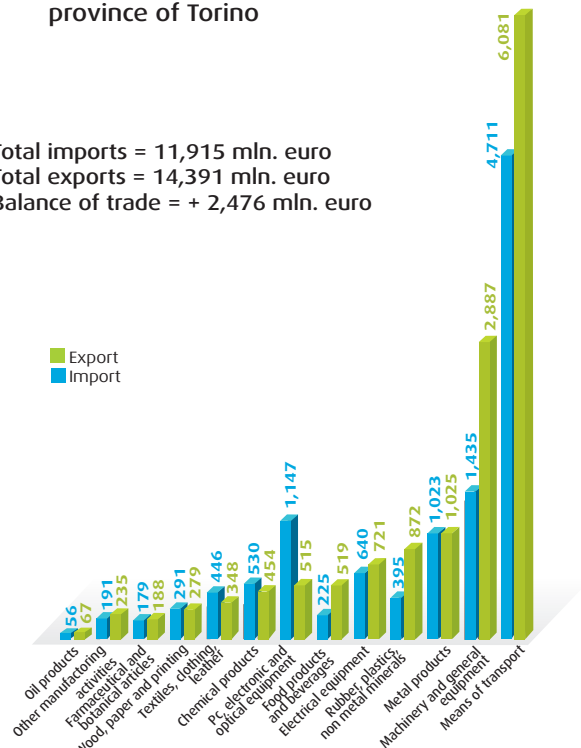
2008 A.V. for province of Torino: Euro 59,405 million



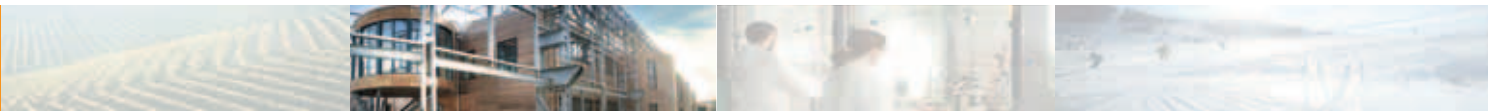
Source: processed by Istituto Guglielmo Tagliacarne based on Istat data - Year 2008

**Chart 8** Import-export of principal products in province of Torino

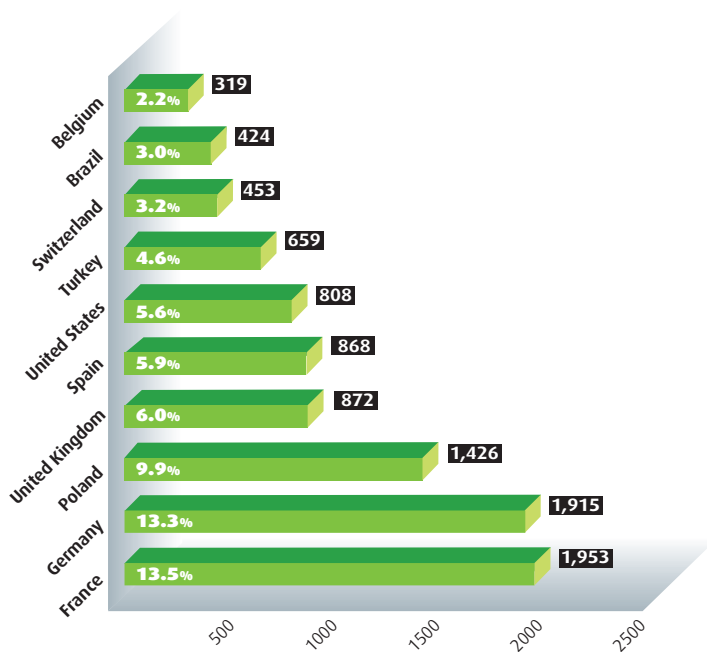
Total imports = 11,915 mln. euro  
 Total exports = 14,391 mln. euro  
 Balance of trade = + 2,476 mln. euro



Source: Istat - Data 2009 in million euro

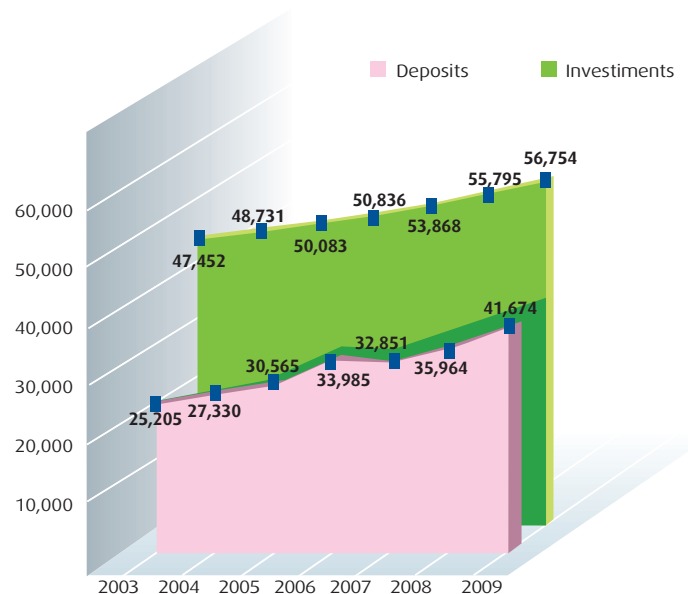


**Chart 9** The first ten export markets for goods from Torino

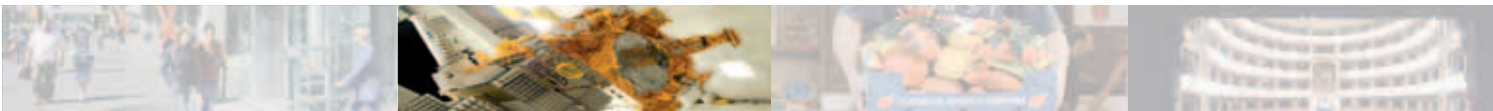


Source: ISTAT - 2009 data in euro/millions and % incidence on total

**Chart 10** Investments and deposits in the province of Torino



Source: Banca d'Italia - Data in Euro/millions



# Employment and education



Since the 1980s, the economic system of the province of Torino has seen a constant increase in employment levels in the service sector (which accounts for 67% of the total working population), whereas the weight of employment in the manufacturing industry has contracted to 24.2%. As a result of the economic crisis, in 2009 employment in the manufacturing industry decreased by 8.4% on the previous year, but the growth trend in the service sector also came to an end, falling by 1.8%. Employment levels in the construction and agriculture sectors did buck the trend however, expanding by 2% and 6.3% respectively.

The decrease in the number of employees (943,000, down 3.1% on 2008) caused unemployment levels to soar by 8.3% (5.6% the previous year), which is higher than the values for Piemonte and for Italy as a whole.

In 2009 the number of foreign workers hired in the Torino area exceeded 60,000, which represented a 20.5% contraction on the previous year. The main countries of origin of the foreign workers are Romania and Bulgaria, followed by African countries; the

percentage of short-term contracts out of the total increased from 32% to 36.5% of 2009.

The number of female entrepreneurs in the province of Torino in 2009 was just above 120,000, which was relatively stable compared to 2008. 31% of business women work in the business services sector, and 24% in trade. Compared to 2008, the most dynamic sectors were construction (+3.8%) and tourism (+2%).

The province of Torino boasts a training system of renowned excellence: in 2009, a total of 14,263 students graduated from Torino University and Polytechnic. The highest number of graduates is enrolled in the faculties of Engineering, Economics and Medicine. Female graduates account for more than half of the total.

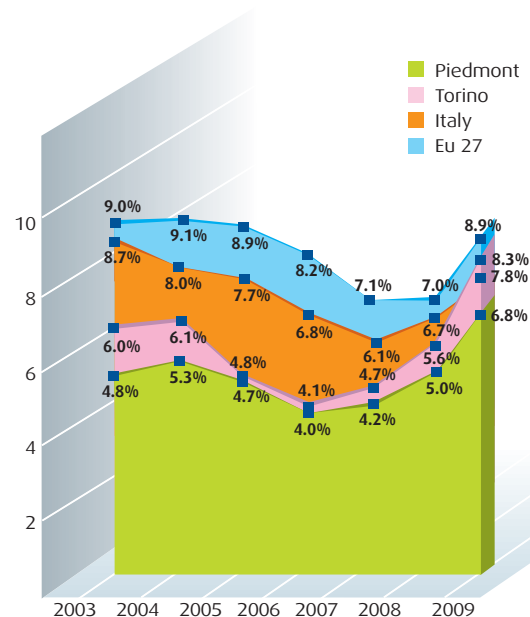
The number of foreign students is increasing at all levels of primary and secondary education, and in the 2008/2009 school year their number passed the 30,000 mark (up 8.6% on the previous year). 56% of these students come from Europe – primarily from Romania – and the largest group is at primary school.



**Table 3** Employment indicators

	Workers in thousands	% Employment rate ages 15-64		Workers in thousands
			Agriculture	17
			Industry	228
			Construction	67
			Services	631
<b>Total</b>	<b>943</b>	<b>62.6</b>	<b>Total</b>	<b>943</b>
	Unemployed in thousands	% Unemployment level age 15-64	Work force in thousands	% Activity rate ages 15-64
Male	43	7.5	576	76.5
Female	42	9.4	453	60.3
<b>Total</b>	<b>86</b>	<b>8.3</b>	<b>1,029</b>	<b>68.4</b>

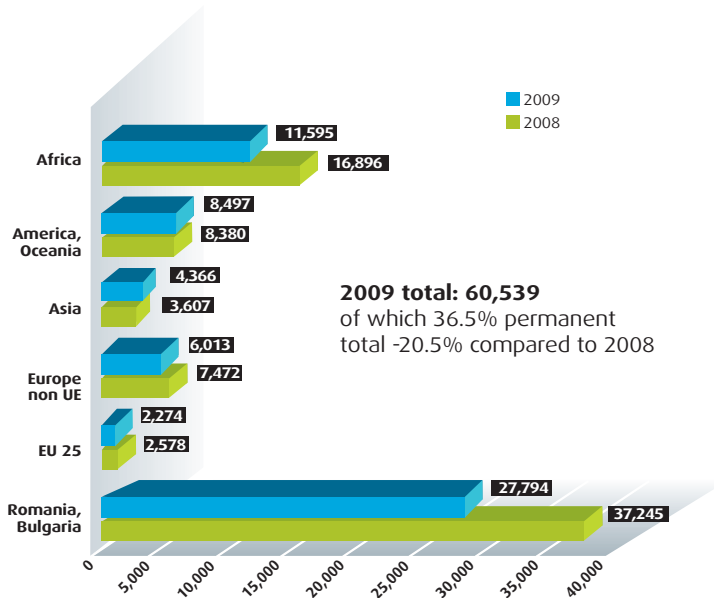
Source: ISTAT, Work force - 2009 averages

**Chart 11** Unemployment rate regional, national, european comparison


Source: ISTAT and EUROSTAT



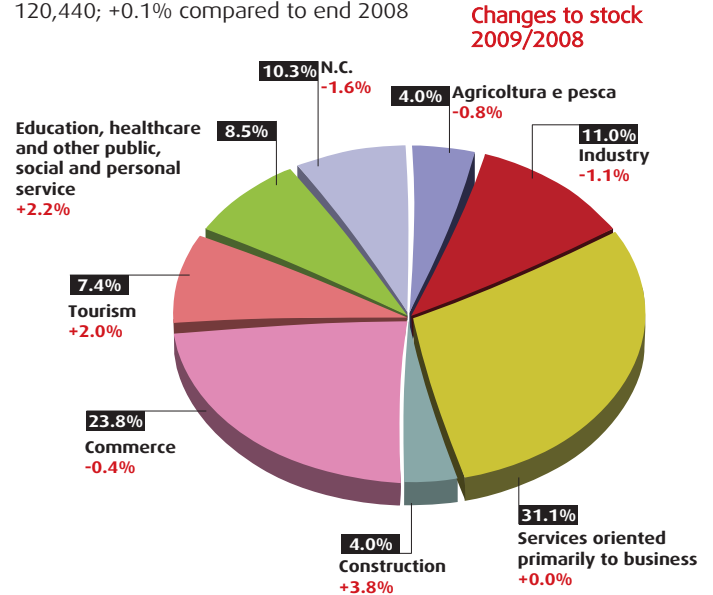
**Chart 12** Origin of foreign workers hired in the province of Torino



Source: Regione Piemonte, Labour market Observatory using data from provincial authorities - Years 2009-2008

**Chart 13** Businesswomen in the province of Torino by sector of economic activity

Total businesswomen at end 2009:  
120,440; +0.1% compared to end 2008

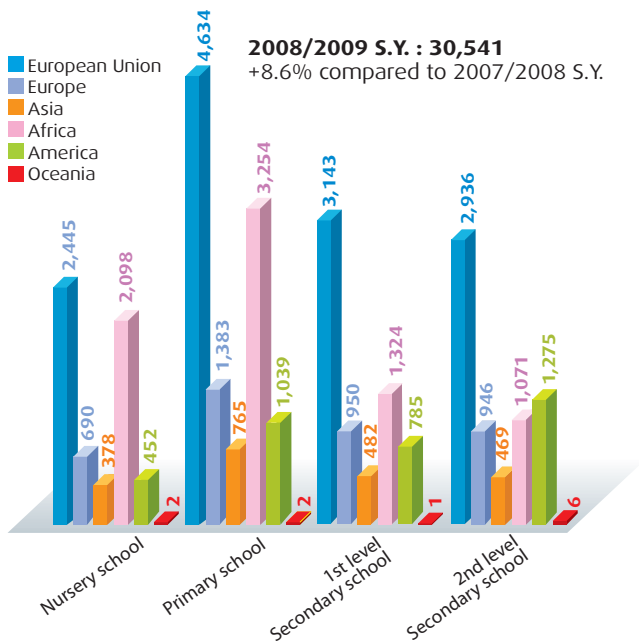


Source: InfoCamere, StockView databank - 2009 data





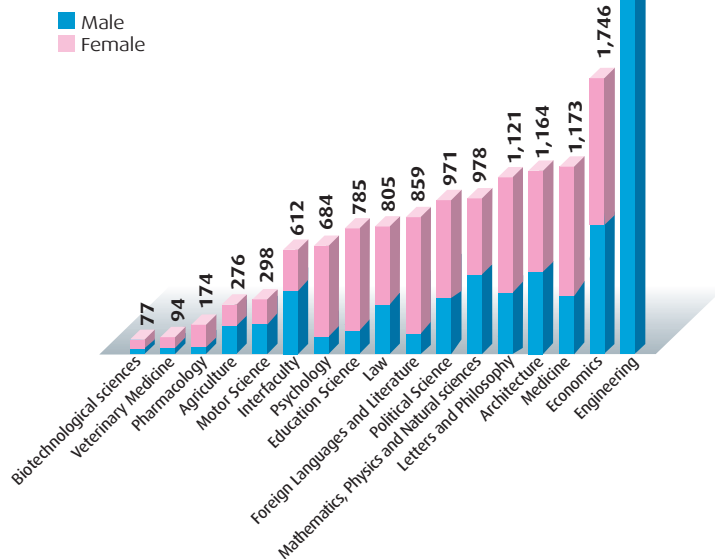
**Chart 14** Foreign students enrolled in the province of Torino, by type of school and geographical area of origin



Source: Regione Piemonte, Ires Piemonte, Education Observatory Data for 2008/2009 school year

**Chart 15** Students taking degrees and diplomas at Torino University and Polytechnic

**Degrees and diplomas in 2009 a.y.: 15,199**  
of which 7,109 male and 8,090 female



Source: Ministry of University Education and Scientific Research Provisional data for 2009 academic year



# Tourism and quality of life



The identity of the province of Torino today is no longer anchored solely to the territory's manufacturing activities: the important events of the past have represented important opportunities that our region has successfully grasped to step forward and play a part in the national and international context. The celebrations for the 150th anniversary of Italian Unification, like the Expo 2015 in Milan, are only some of the important challenges that Torino intends to face in the near future to breathe new life into the economic and cultural role that this province enjoys in the country.

In recent years, Torino and its surroundings have acquired a new, revamped image, thanks to the many social and cultural events that have been organised there. The province can boast a wide range of cultural initiatives: in 2009, the number of visitors to the Metropolitan Museum System totalled 3.4 million. The various museums support a significant entrepreneurial scenario: over 28,000 companies are involved in some way in the cultural scene in the region, 43% of the companies present in Piemonte as a whole. The majority of these ope-

rate in the field of architectural renovation: they account for over one third of the entire universe of this sector.

Statistics for tourist flows, prepared by the Regional Tourist Observatory, show that in 2009, in spite of the international economic crisis, tourists arriving in the province of Torino increased by 29% on the previous year, the best result in absolute terms since the start of the new Millennium (1,912,929). Arrivals of Italian tourists grew by 33.7% on last year, while the increase in foreigners was slower at 5.6%. In 2009, if we draw up a list of foreign visitors by nationality, the United Kingdom is in first place, followed by tourists from France, Germany and China.

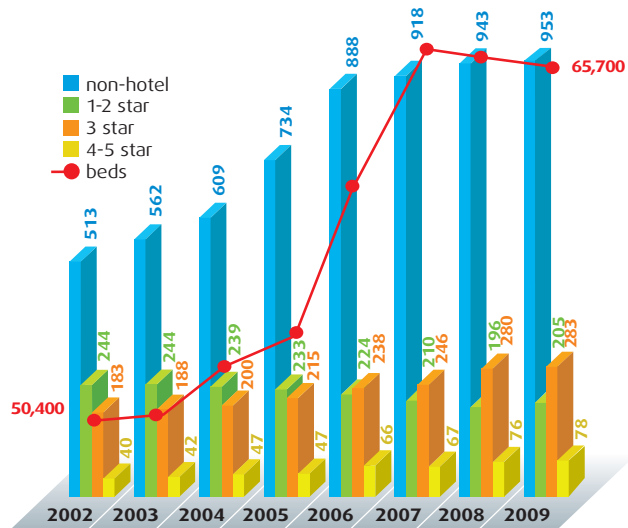
The economic crisis that has crippled the economic system for two years, has had repercussions on the quality of life of Torino households. The average monthly expenditure of households has decreased by 3.6% compared to expenditure in 2008.

This contraction is due to the non food sector (-5% on 2008), while the food sector remained buoyant (+9%).



**Chart 16** Accommodation by type and capacity

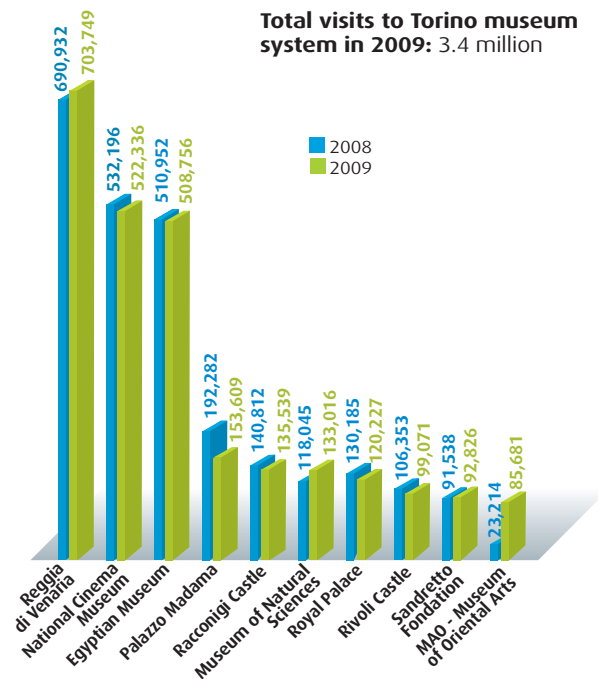
**567 hotels (including residential hotels):**  
+17% compared to 2002  
**953 non-hotel establishments**  
+86% compared to 2002



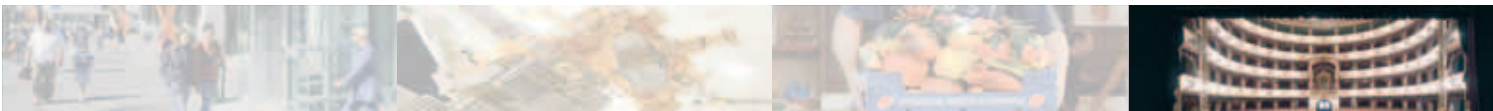
Source: Regione Piemonte, Regional Tourist Observatory

**Chart 17** Torino metropolitan museum system  
First 10 in terms of visitor flows

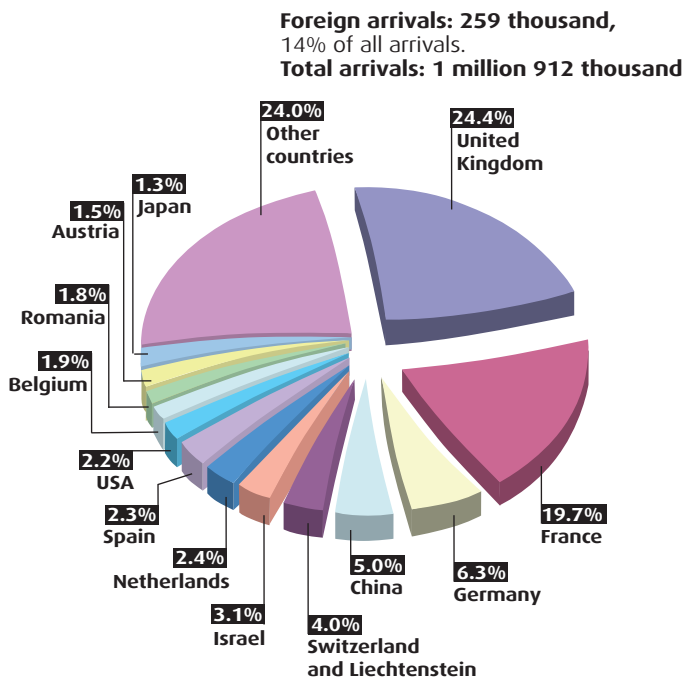
**Total visits to Torino museum system in 2009: 3.4 million**



Source: Piedmont Region, Piedmont Cultural Observatory



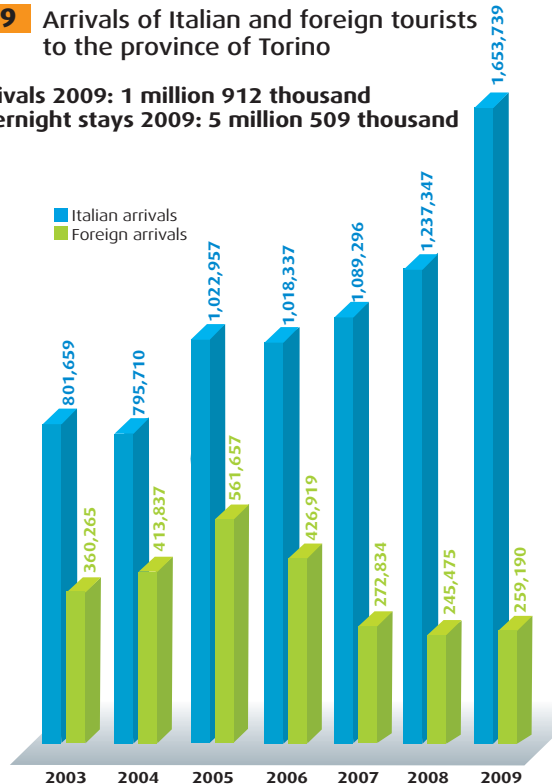
**Chart 18** Provenance of foreing tourists arriving in the province of Torino



Source: Piedmont Region, Regional Tourist Observatory - Year 2009

**Chart 19** Arrivals of Italian and foreign tourists to the province of Torino

Total arrivals 2009: 1 million 912 thousand  
Total overnight stays 2009: 5 million 509 thousand

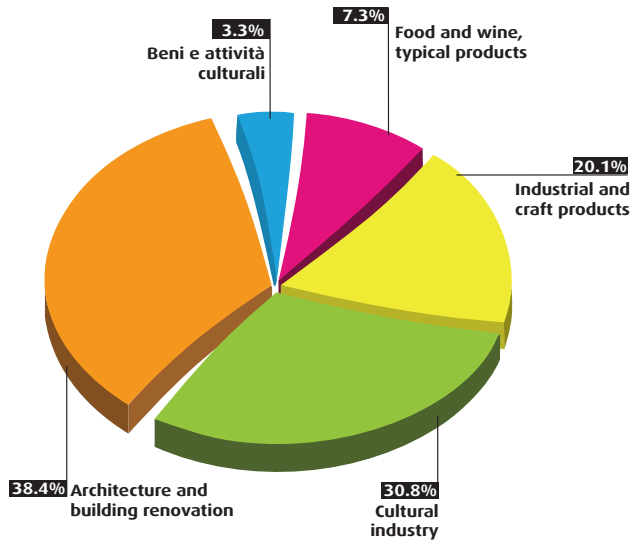


Source: Piedmont Region, Regional Tourist Observatory



**Chart 20** Cultural enterprises in the province of Torino

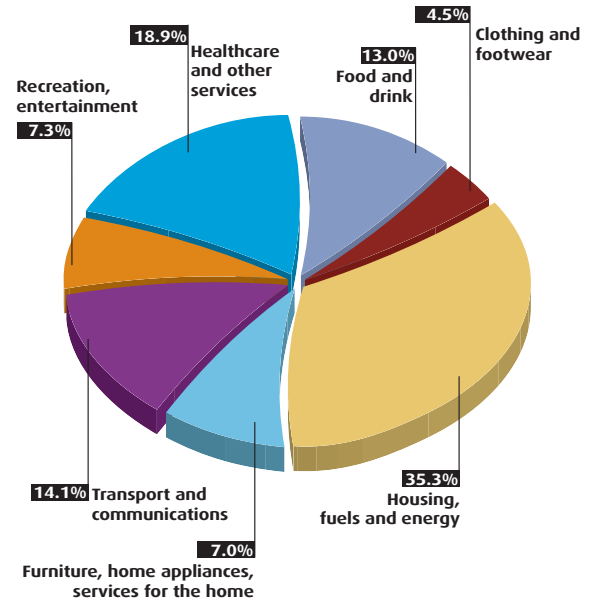
**Total cultural enterprises: 28,158**  
43.2% of enterprises in Piedmont



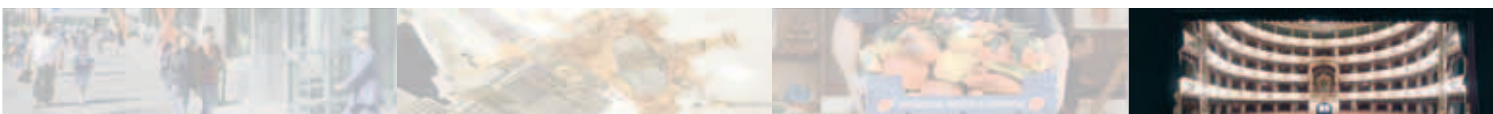
Source: processed by Camera di commercio di Torino based on InfoCamere data - Year 2009

**Chart 21** The breakdown of spending by household in Torino

**Total average monthly expenditure in 2009: Euro 2,493**  
of which 13% food and 87% non food



Source: XIII Observatory of Torino family spending, Camera di commercio di Torino, Ascom, Confesercenti - Year 2009







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