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FIVE ADVANTAGES OF DOING BUSINESS IN...

FOR PRIVATE CLIENTS
AND CORPORATE ENTITIES



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ITALY

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Anyone who has been to Italy can say with certainty that it is one of the most beautiful countries in the world: breath-taking landscapes and historical monuments are accompanied by one of the best cuisines in the world, and by... really amazing people!

In addition to this, Italy stays on the top in business for the following reasons:

1. “Made in Italy” brand

Italy is worldwide appreciated for its fashion and design products.

The “Made in Italy” brand is well known all over the world, and is a guarantee of quality and design. Ferragamo, Gucci, Valentino, Armani, Versace, Dolce & Gabbana are but a few names of the several Italian fashion designers who are worldwide known and appreciated.

Same is for the furniture design sector represented by Cassina, Minotti, B&B, Poltrona Frau, and many others.

Italian style is a passport to success in the fashion market, and in the furniture design, thanks to artisan tradition and innovation.

Investing in the fashion design and/or in the furniture design will be a success provided you be able to keep the long-standing artisan traditions. In order to convince the skeptics, consider that the world production of high-end women’s footwear is still concentrated in Italy (and the Spanish renowned shoe designer, Manolo Blahnik, knows that: he has had his iconic shoes made by an artisan in the Milan area for years).

2. Real Estate investments

The real estate market is one of the more dynamic in Europe.

In the last ten years the investments gradually grew. In particular, the volume of investments in the real estate sector in 2017 exceeded the historical record of 2007, with over 11.3 billion Euros invested.

Moreover, according to the statistics, also retail continues to be a target for investors, with particular reference to Shopping Centres and High Street, considering their profitability.

In this perspective, Milan stays at the forefront, with stable real estate growth, which makes it able to compete with all the most important cities in Europe.

Actually, thanks to large investments by multinational companies, the urban layout of the city has changed with the construction of new symbols such as Gae Aulenti Plaza, as CityLife, and last but not least as Apple Liberty, a breath-taking project which has requalified an anonymous square in

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downtown Milan. Many other requalification interventions are coming such as the Circle Line, a green belt which shall connect some dismissed railway stations.

Nowadays, important companies from all over the world want to have a representative building in Milan.

Consider that new financial tools for real estate are made available, as the possibility, for example, to negotiate lease contracts, whose lease rent is more than Euro 250.000,00, without the restriction of the Italian lease law favourable to the tenants.

And if you want to invest in a villa, you have plenty of choices! It could be an XVIII century villa on the Lake Como (as George Clooney's), or a "casale in Tuscany (as Sting's), or you could pioneer in a "trullo" in Puglia: the choice is wide, and you will never regret this investment.

3. Italy, a logistic hub

Italy has invested for years in the economic growth through the expansion of its infrastructures. Our country is trying – successfully – to be the logistic hub of Southern Europe for connections to and from Africa, the Middle East and the Far East.

Exports are increasingly an element of growth in our country. In particular, the manufacture industry, the "Made in Italy" brand and Italian famous food and wine are exported in all Europe and the growing markets as the Asian one, thanks to the competitiveness of our transport networks. Italy's economic growth benefits from this situation, but also all the investors present in the country will be able to easily export in the global market.

4. Food industry: a real strength

The food sector shows growth rates significantly higher than the rest of the Italian economy, and is one of the best investment to do in our country.

Italian food is known and eaten all over the world.

Moreover, new challenges to face are emerging. Firstly, it is difficult to enter the Asian markets (or similar) due to the strong differences in the way of cooking.

Secondly, new investments, which we presume profitable, are necessary to introduce new digital technologies that will revolutionize not only the company facilities and the supply chain, but also the marketing of Italian food.

It is clear that the food industry needs investors, but for these latter there are a lot of opportunities of incomes in a market with a high potential of growth.

Indeed, we cannot ignore the fact that it is certainly one of the most fortunate of the Italian exports: just to give an example, in 2017 according to data from Coldiretti (the agriculture operators association) export of food products reached a record turnover of 41 billion euros.

Also consider the internal market: Italians do not eat to live, but literally live to eat. We really

appreciate good food, and its culture behind, and we spend for it a lot of money every year.

5.Competitive workforce

Italian workers are prepared due to the education and the know-how passed down from one generation to the next.

In particular, the quality of Italian higher education is excellent: more than 20 different universities rank in the top 500 academic institutions in the world, and over 300,000 students graduate every year.

Moreover, research and innovation are widely integrated into industrial processes, with renowned excellences in different fields of life sciences (i.e. neurosciences), physics and engineering (e.g. robotics), social sciences, and humanities (e.g. high-tech archaeology).

Thanks to our education system, Italian researchers, whose performance in publishing high-quality and widely-quoted papers is recognized as one of the best in global academics, lead and actively contribute to several European Research networks – such as the CERN physics laboratory – and top level transnational research centres.

Nonetheless, Italian hourly labour costs are below the Eurozone average: they are lower than other countries like France or Germany and, a unique case in Europe, they decreased in 2017.

6.Italian administration

A comprehensive reform strategy is in place to build a friendly business climate, simplifying and adapting regulations, improving education and justice.

Robust tax credit schemes help companies improve their competitiveness: a 50% tax credit for private investments in research and development (including highly qualified personnel), a 40% deduction for investment in capital goods, which is raised to 150% for investments in digitalization and Industry 4.0 solutions (high tech solutions). As a result of 2016's "Industria 4.0" national plan, Italy has now the 2nd most attractive fiscal environment among developed countries for digital investments (Digital Tax Index, 2017).

Besides the plan, and a comprehensive policy strategy for high-tech innovative start-ups, in the last few years the labour code has been overhauled, more flexibility to conclude tax agreements has been introduced, the exploitation of oil and gas resources has been eased, and dedicated business courts for foreign investors have been set up.

As you can understand, international investors are welcoming in our country!

CONTACT

Maria Grazia Colombo

Senior Associate

E-mail: mgcolombo@cocuzzaeassociati.it

