



UNIONCAMERE

***Digital support services for
exporting SMEs
MED MSMEs regional event***

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WHO WE ARE

UNIONCAMERE is the Italian Union of Chambers of Commerce, Industry, Crafts and Agriculture.

Unioncamere is a **public institution** whose task is to represent the general interests of Italian Chambers of Commerce in respect of all institutional stakeholders at local, regional, national and international levels, including business organizations, consumers and workers.

Chambers of commerce recently has been involved by the law to **implement the National Recovery and Resilience Plan, in particular on green and digital transition of enterprises.**



1. INSTITUTIONAL FUNCTIONS

The network of Italian Chambers of commerce offers entrepreneurs assistance in promoting the internationalization of their businesses

According to the Law n.580/93 and several other regulations, Chambers of Commerce deal with the *“support for the competitiveness of businesses and territories through economic information and technical assistance for the creation of businesses and start-ups, information, training, organizational support and assistance to small and medium-sized enterprises for preparing for international markets”*.



1. INSTITUTIONAL FUNCTIONS

The participation in the coordination mechanisms of Italian policies for internationalization.

Unioncamere is a **Member of the “Steering Committee for Internationalization”**, co-chaired by the Minister of Foreign Affairs and International Cooperation and the Minister of Enterprises and Made in Italy and includes the Ministry of tourism, the Ministry of Economy and Finance, the Ministry of Agriculture, Food Sovereignty and Forestry, the Conference of Regions, ABI, Confindustria, the Alliance of Cooperatives and the Confederation of SMEs private companies – Confapi.



2. THE ITALIAN CHAMBER COMMERCE SYSTEM FOR INTERNATIONALIZATION

- **60 Chambers of Commerce**
- **84 Italian Chambers of commerce abroad in 61 Countries: 14 Chambers are in 12 Mediterranean Countries** (Egypt, Israel, Morocco, Tunisia, Turkey, Greece, Malta, France, Spain, Portugal Albania, Croatia)
- **40 Mixed Chambers of commerce** also in Mena Region (Joint Italian-Arab Chamber, Italian-Libyan Chamber)
- **10 Regional Union of Chamber of commerce**
- **15 Enterprises participated by Unioncamere and/or Chamber of commerce** in different fields and connected with international activities and support for internationalization.



3. THE INITIATIVES OF THE ITALIAN CHAMBER SYSTEM

Main Objectives:

- 1) To represent the **connection points between the policies** decided in the Steering Committee for internationalization **and the territorial levels**;
- 2) To **accompany Small and medium-sized enterprises**, especially smaller ones, to redefine or redesign their presence abroad at this stage;
- 3) To **increase the use of digital technology to support exports, to initiate or develop new forms of markets presence.**



3. THE INITIATIVES OF THE ITALIAN CHAMBER SYSTEM

Main activities carried out:

The main contribution of the Italian Chambers of Commerce is to **support the growth of Italian exports**, through the **increase in exporting companies**.

Chamber of commerce provides activities such as **information and training, assistance, guidance for thousands of companies** that want to start or make their presence abroad stable and less episodic.



4. ATTRACTION OF FOREIGN DIRECT INVESTMENTS

Italian Chamber of commerce system support the national and regional level to **promote the attractiveness of the territories as well upstream and downstream investments.**

A new program set with Chamber of commerce, Promos Italia and Italian Chambers of Commerce abroad aim to:

- promote investment opportunities in Italy to foreign investors;
- contribute to mapping the settlement opportunities in the individual territories;
- perform the role of "investor advisors" to assist and accompany foreign operators;
- organize dissemination initiatives at national and local level.



5. THE CONTRIBUTION TO THE EXPORT.GOV.IT PLATFORM

- **The SEI Project (Supporting Italian Export):** the aim is to prepare SMEs to face international markets and strengthen the presence abroad of companies already active/working in global markets, primarily to SMEs which currently operate only in the domestic market or which export only occasionally (the so-called “occasional potential exporters”). This project offered new instruments including digital tools.
- The “Guglielmo Tagliacarne” Study Centre of Chambers of commerce has estimated that a stronger role for the system of the Chamber of commerce could bring about **44,000 potential exporting companies** to international markets, which means an **estimated growth around 40 billion in exports** (around 620 billion was the total of the Italian export in the 2022).
- **Main activities:** training and support of the export (voucher, technical assistance), search for foreign counterparties (platforms, B2B), digital exports, education, promotion of european incentives, tenders, and programs.



5. THE CONTRIBUTION TO THE EXPORT.GOV.IT PLATFORM

- **Documents and certifications for the export** (Unioncamere and the International Offices of Chambers of commerce assists all type of enterprises to provide - also through a digital platform - an information service for the documents needed to cross borders and facilitate foreign trade operations i.e. certificates of origin; certificates of free sale; ATA carnets; TIR carnets; visas for abroad; «force majeure clause».
- **Economic information on international trade** (through the contribution of the Italian Chambers of commerce abroad, to “InfoMercatiEsteri” and the “Economic Observatory” of the Ministry of Foreign Affairs and International Cooperation.



6. THE CONTRIBUTION TO GOVERNAMENTAL PLAN “ENTERPRISES POINT 4.0”

With the establishment of “**Digital Enterprises Point**” at the Italian Chambers of commerce and thanks to the support of the Consortium for innovation of Chambers of commerce – DINTEC, has been reached more than 540.000 users in 5 years. The main activities are:

- **Dissemination of Knowledge** (Information and Training Services for SMEs)
- **Mapping of the digital maturity of enterprises** (60.000 Digital Maturity Assessment)
- **Support for technological investments** (40.000 Digital Voucher)
- **Business orientation** (Mentoring, Artificial Intelligence Tool, Cybersecurity, Matching Enterprise-Research)



THANK YOU FOR YOUR ATTENTION!

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