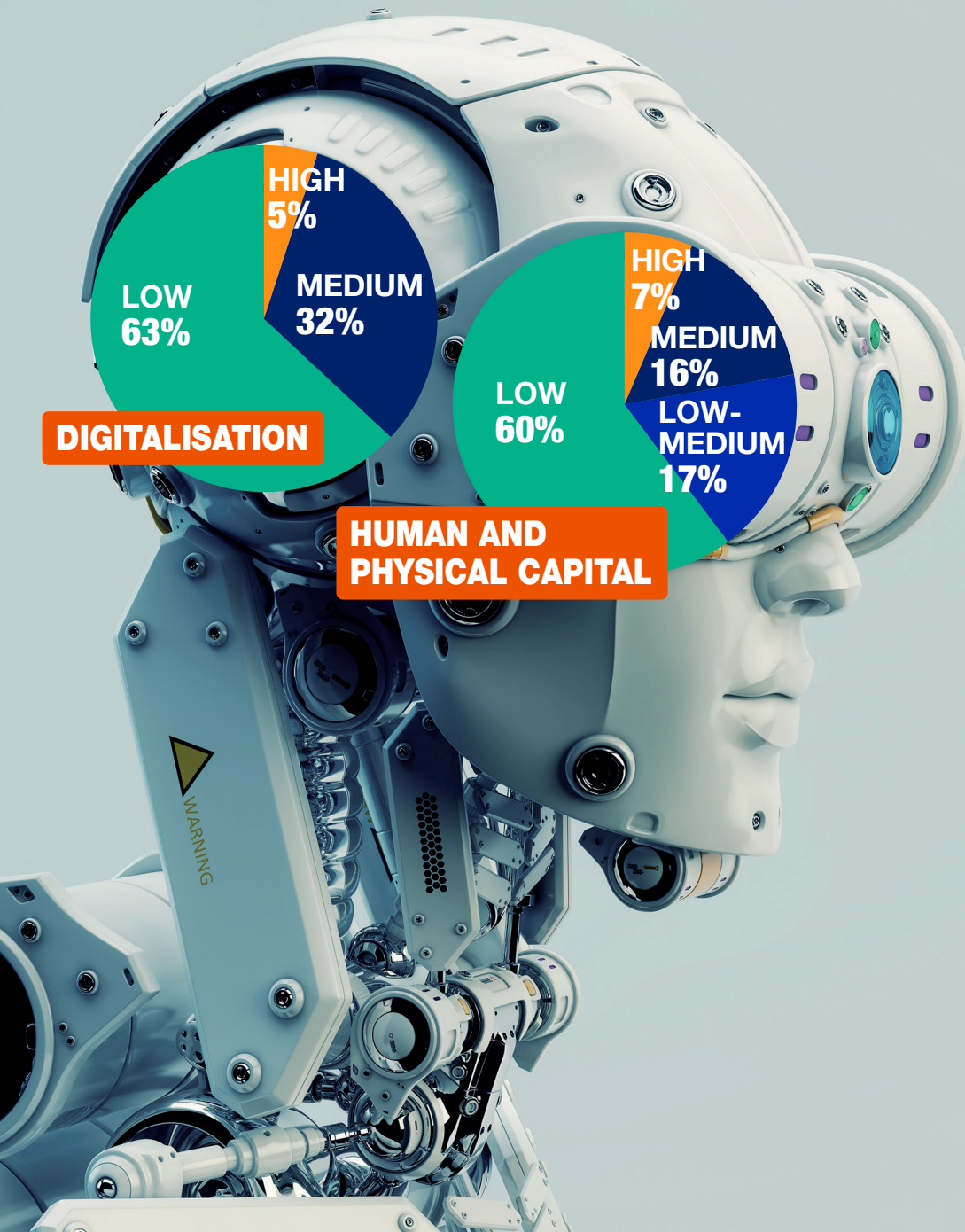


# Competitiveness Report 2018

DIGITAL PROFILE & PROPENSION OF ENTERPRISES IN ITALY



## THE FIVE PROFILES OF ENTERPRISES

Industry, trade and market services enterprises with 10 or more persons employed

<p><b>3.0%</b> <b>DIGITALLY FULFILLED</b></p>	<ul style="list-style-type: none"> <li>■ Telecommunications, computer programming, pharmaceuticals, chemicals, electronics, beverages</li> <li>■ High human and physical capital, high digitalisation</li> <li>■ Large</li> <li>■ Highly productive</li> <li>■ Innovating products, processes, organization and marketing</li> <li>■ Investing in high-skilled employees</li> </ul> <p><i>what entrepreneurs think</i> ICT crucial for competitiveness</p>
<p><b>9.7%</b> <b>SENSITIVE</b></p>	<ul style="list-style-type: none"> <li>■ Beverages, PCs, electronics &amp; optics, audiovisuals, informatics, other transport equipment, legal and accounting</li> <li>■ High human and physical capital, medium digitalisation</li> <li>■ Medium-large</li> <li>■ Productive and profitable</li> <li>■ High capitalisation</li> <li>■ Investing in technical professionals</li> </ul> <p><i>what entrepreneurs think</i> ICT relevant for competitiveness</p>
<p><b>22.0%</b> <b>CONSTRAINED SENSITIVE</b></p>	<ul style="list-style-type: none"> <li>■ Basic metal, manufacture of motor vehicles, trailers and semi-trailers, food and beverage service activities, paper</li> <li>■ Low human and physical capital, medium digitalisation</li> <li>■ Medium</li> <li>■ Not very profitable</li> <li>■ Decreasing high-skilled workforce</li> </ul> <p><i>what entrepreneurs think</i> ICT fundamental for competitiveness</p>
<p><b>2.3%</b> <b>DIGITALLY UNFULFILLED</b></p>	<ul style="list-style-type: none"> <li>■ Wholesale and retail trade and repair of motor vehicles and motorcycles, accomodation, printing and reproduction of recorded media, travel agency, tour operator reservation service and related activities</li> <li>■ Low human and physical capital, high digitalisation</li> <li>■ Medium-large</li> <li>■ Medium-low productivity</li> <li>■ Innovation strategic asset</li> </ul> <p><i>what entrepreneurs think</i> ICT central for competitiveness</p>
<p><b>63.0%</b> <b>INDIFFERENT</b></p>	<ul style="list-style-type: none"> <li>■ Traditional manufacturing (leather and related products, fabricated metal products, textiles,...), postal and courier activities, rental and leasing activities</li> <li>■ Low digitalisation</li> <li>■ Small</li> <li>■ Not very productive and profitable</li> </ul> <p><i>what entrepreneurs think</i> ICT irrelevant for competitiveness</p>