



REGIONE LAZIO  
Assessorato Piccola  
e Media Impresa  
Commercio e Artigianato

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First of all I wish to sincerely praise “Oro di Roma” and Confesercenti for the great opportunity they gave to “Il Gioiello Made in Italy” project and the system of Rome and Lazio excellences to be here in Chicago, in a so outstanding international context as the Italian Style 2008 Expo. This event, to which I have the honor to participate, is not just a mere promotion, but it is aimed at testifying how our economic system is able to show and perfectly sum up all those areas – tourism, culture and agro-industry – where excellent elements and competitiveness are best performed. I wish you to think on this: if on the one hand the globalization of markets made multinationals and big structured companies with foreign branches protagonists, thus leading to a downward standardization in quality and price; on the other hand it stood local specificities out, enhancing those peculiarities and productions distinctive of a definite region and established traditions.

This process required Lazio small and medium enterprises to become an active part of a systemic development able to combine territory marketing with tourism, culture and production improvement programs. Lazio economy, run by small and medium enterprises to a large extent, is playing a leading role on markets because of its ability to join technology and innovation to traditional creative processes in those key sectors as craftwork, shipbuilding industry, audiovisual technology, stonework, fashion and design. So “Oro di Roma” project represents the perfect expression of the Lazio system, involving all those productive sectors mostly focused on creativity and innovation together with bodies and companies aiming at research and design in order to face the challenge issued by low cost productions. Our jewelry creations, for instance,

have their own identity thanks to specific and unique quality features which meet the requirements of a market share able to appreciate them and willing to pay for them. The Lazio region is encouraging all those projects aimed at supporting production excellence (industrial districts and local production systems), promoting collaboration programs between the scientific-university world and the production system, strengthening research, development and innovation projects. The Council for SMEs, Trade and Crafts of the Lazio Region pays great attention on this aspect; indeed it committed itself to promote, protect and develop our region’s artistic and handicraft productions so that they could go on being reason for cultural and economic development of our territory itself. In our region about 98,000 growing handicraft companies operate, their strength being represented on international markets by design and tradition. We focused also on handicraft in terms of internationalization: I think indeed, as I said before, that internationalization is not a sole right of big groups: small enterprises, by organization, can play a leading role too. That’s why the new regional law on internationalization is exactly aimed at promoting association among companies in order to create entrepreneurial networks. Finally I wish to sincerely thank Confesercenti for the promotion of an important project called “Lazio Quality Card”, a card for tourists visiting Lazio and coming from all over the world. The Quality Card is meant to be a guarantee, an help and an all-round guide for tourists; it includes indeed specific agreements for health, cultural, training and transport services. This project sums up a long teamwork coordinated by Confesercenti and aimed at offering a selected product to tourists visiting our country, in order to let them live it at best and fully appraise it.

