

## **Italy first partner in the North Caucasus.**

### **Terracciano: "Focus on Made in Italy to strengthen the record"**

The exchange between Italy and the Caucasian, regions between the Black Sea and the Caspian Sea, is worth about one billion euro. This is a territory spread over thirteen regions of the Russian Federation and where about sixty Italian companies are permanently present, with their own offices or representative offices. These are the numbers presented to Essentuki, in southern Russia, during the Italian business mission "Italy meets Caucasus", in the presence of the Italian ambassador in Moscow, Pasquale Terracciano, and of the Consul General of Italy for the Federal Districts of South Russia and North of the Caucasus, Pierpaolo Lodigiani.

*"A very important initiative that lays the foundation for a further strengthening of relations between Italy and the Russian regions of the Caucasus, already particularly solid" said Ambassador Terracciano "There is in fact a strong demand for Italy in Russia and we must continue to promote our know-how, even when this effort does not lead immediately to the conclusion of a contract. This is the third mission in this area to which I participate in five months from my position" added the ambassador "and once again I am struck by the warmth and attention that the administrations and companies of these regions reserve for our companies . It is the best demonstration of the great attractiveness of Italian companies in this country".*

Significant data, considering that the area is only 4 percent of the entire federal territory, but there are more than 25 million inhabitants, almost 18 percent of the Russian population. Among these, there are about 350 Italians permanently present in the region of the North Caucasus, that is to say 10 percent of our compatriots in Russia.

*"We are the first European trade partner in terms of interchange" added the consul Lodigiani, organizer of the mission "and our presence is not limited to the classic sectors of made in Italy (food, fashion, furniture), which here also collect great success, but also to strategic sectors such as the energy sector, in particular hydropower. We are in fact the first investor in the south of Russia, thanks also to the presence of Enel in the Stavropol region. In the federal republic of Cabardino-Balcaria, where Italy is the world's leading partner in fruit production and food processing, new plants for tomato processing, for anti-hail nets production, and for organic chemicals processing have been developed in collaboration with Russian companies over the past year. And now it's time to promote those sectors that are perhaps less known, but which present significant possibilities for development".*

**The mission focused on two main themes: architecture, including the renovation of buildings with a receptive character, and the medical and rehabilitation sector with particular attention to thermalism, since the whole area is characterized by the presence of establishments healing.**

*"It is now necessary to lay the foundations for increasing the Italian presence in this area through targeted initiatives" concluded the Italian ambassador "For this we have established three key elements of our development strategy: mutual knowledge in terms of possibilities, incentives and opportunities through B2B and meetings between Russian and Italian companies; creation of joint ventures not only to increase our exports, but above all to produce together with the Russians with the made-in-Italy model; strengthening the role of Russian small and medium-sized enterprises in the economic development of the country and in cooperation with our companies".*

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