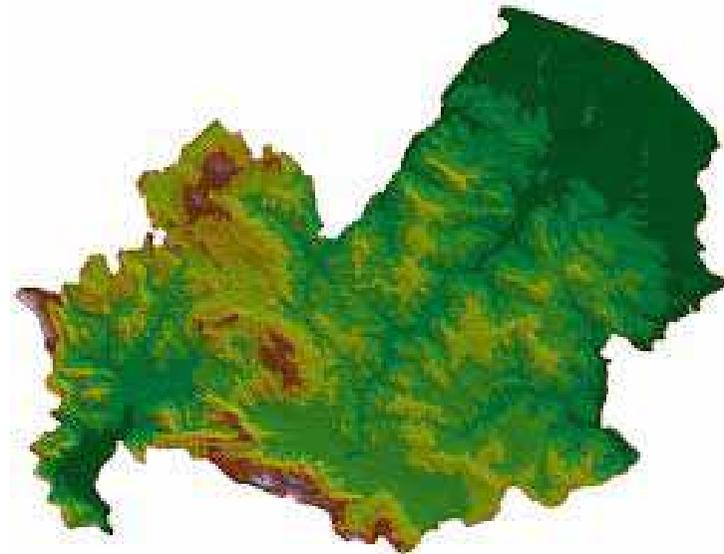




Molise Region SME's profile





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Demography

- The region of Molise, located in central-southern Italy, is the second smallest of the Italian regions and encompasses 136 municipalities (around 100 under 1.000 inhabitants)
- The region covers 4,438 km² and has a population of about 320,000. Molise is an area traditionally rural, mainly mountainous, with an access to the Adriatic coastline, characterized by low density of population.
- The **density of the population** in Molise is well below the national average: **Molise**: 72.3 inhabitants per km² ; **Italy**: 198.8 per km².
- The biggest city is Campobasso with around 60.000 inhabitants.





Historical

- Its rich Samnite and Roman heritage's, the churches, castles and historical centers offer to visitors an authentic view of life in Italy's countryside.
- Even if far from the main economic and cultural centers (Naples and Rome), during the XVI-XVII and XVIII century, some barons have realized significant cultural and artistic sites in their castles.
- The presence of “tratturo” (cattle-tracks) on the entire regional territory, pre-existing to the samnites, has directed the economical, cultural and social development of the region until the middle of XX century.





Economy

- Agriculture, involving small and micro holdings, is currently offering high-quality products like wine, cereals, olive oil, vegetables, fruits and dairy products.
- Though there is a large Fiat plant (Termoli), the industrial sector is dominated by the construction industry with small and medium-sized enterprises.
- Another important industry is food processing: pasta, meat, dairy products, oil and wine are the traditional products of the region.
- In the services sector the most important industries are distribution, hotels and catering, followed by transport and communications, banking and insurance.
- With few exceptions, in all sectors enterprises are small, and this explains the difficulties encountered when marketing products on a national scale.



Tourist sector

- At the end of the second quarter of 2011, in the Molise tourism sector was composed of 2,166 registered enterprises, accounting for 6% of the regional entrepreneurial and 14% of the tertiary sector.
- The catering is a major component of tourism in terms of number of enterprises (48.6%) followed by the Bar and other commercial activities (38.8%).
- The latest available data, updated to the second half of 2010 show that only 0.6% of the Italians, who opt to remain in Italy for their main holiday, choose the Molise. Molise is a region with less tourist attraction in Italy.
- For the year 2009, in all the accommodations, arrivals were 185 116 (-5.3% compared to 2008), of which 172 485 Italian (-4.5%) and 12,631 foreigners (-14.2%), while the presences were 602 526 (-8.6%), 555 700 from the Italian regions and 46,826 foreigners.



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Dairy industry



- The SME's sector is composed of around 100 micro and small producers;
- The Molise dairy production is starting to get known on the international market but there is a lack of network;
- On the national market the Molise dairy production is recognized like one of the Italian best mozzarella.



Truffles production



- Molise provides around 60% of the national truffles production;
- The truffles elaboration is managed by micro-enterprises;
- The lack of lobby among the micro-enterprises doesn't allow to approach the national and international market with the brand of «Molise Truffle»



Wine production



- the SME's environment is composed of micro and small producers;
- they are working together for the valorization of the only local vine variety «Tintilia» and for the bio production.



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Worldwide excellence



<http://www.youtube.com/watch?v=n2lFmCReiP8>