

Prof. Stefano Soriani, the attractiveness of Treviso and Belluno: export, districts, Unesco sites, and the University to support development

What are the assets of attractiveness in the economy of Treviso and Belluno, in the vast area of the Northeast?

As far as Treviso and Belluno are concerned, we are considering areas that are among the most dynamic within the context of the Northeast from the point of view of manufacturing, services, and tourists. The area basically has 4 districts of excellence: one related to eyewear, one related to furniture, one related to the sports system, and one related to linux and the production of professional kitchens. It should also be mentioned that there are two UNESCO sites in the area, the Prosecco one and the Dolomites. So these are particularly dynamic areas, among the most important in terms of export capacity. I want to point out that these are very integrated areas especially with Germany and France and at the extra-European level with the United States.

The ability of these areas to continue supporting enterprise development in the Northeast and Italy will depend substantially on three factors. The first factor is the ability to work as a system, and in this perspective the establishment of Confindustria East is a very important element.

The second element is the ability to structure a metropolitan area governance that allows to establish economies of scale in the provision of services, which is crucial to support future development.

The third element is the ability to initiate more synergistic relationships with the university network and the public and private research system.

How does it present itself abroad? What are the connections with foreign universities?

The future of this part of the country will depend very significantly on the relationships that companies will establish with universities. From this point of view, the territory of Treviso and, more generally, the territory that exists in the central-Veneto metropolitan area is particularly rich in research capacity. Considering the Ca' Foscari campus in Treviso, we offer five different courses, two in the linguistic field, two in the economic field and one in the field of sustainable development and biotechnology.

The strength of our campus is certainly the ability to attract international students and students from outside the region. This confirms the attractiveness of the courses, which all have a particular vocation: to answer specific questions coming from the territory. Therefore, it is not a matter of duplicating courses that are offered elsewhere but of offering courses that are designed and organized precisely to respond to the vocations and characteristics of this territory.

In addition to the great attractiveness of these courses for our students, they also exploit the relationships with other universities and international research centers, especially in the European context but not only. For this reason we can say we are well equipped to support the entrepreneurial fabric to face future challenges.