

Renato Chahinian on the three assets of interest for investing in Treviso and Belluno

Why investing in Treviso and Belluno? Among the many opportunities present in Treviso and Belluno, I would say that 3 are particularly advantageous for the investor both domestically, but especially for the foreign investor, since the territory of Treviso and Belluno considered together, and we know that the Chamber of Commerce has a unified and overall competence in this territory, is more advantageous than other territories. The geographic layout of this area covers both plains and hills as well as mountains, and this geographic diversification allows, for example, much more efficient and much more diversified agriculture, because depending on the climate changes that are currently occurring and will increasingly occur, there will be an opportunity to dislocate production choices in the lowland, hill and mountain areas. On the other hand, this area is marked by two important recognitions by UNESCO, as it is a World Heritage Site with regard to the Prosecco hills and the Belluno Dolomites. At this point, the possibilities are not only related to an increased sales of prosecco or to a greater influx of tourists but are related to a whole series of services of economic and even cultural activities that are not present in other contexts. The third reason for investing in Treviso and Belluno is the 2026 Winter Olympics, now already scheduled. These will have to resolve themselves not only in greater public operability in terms of infrastructure and organization of the system, but in an opportunity to seize the event from the temporal point of view of those few days, but also lasting over time through an exploitation of the existing infrastructure and above all the permanent attraction for the territory that will be aroused precisely by the event of the Olympics, which will be able to make the beauty of our territory known to the whole world.