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Ressort: Politik

Italy Malaysia Forum in Rome

Rome , 02.07.2025 [ENA]

Italy is a global export powerhouse, accounting for 40\% of its GDP. In 2024, it reached €623.5 billion, with a record €305.4 billion in exports to non-EU countries (+1.2\%).

Italy is the 6th largest exporter in the world.

Italy is the second-largest economy globally and the first in Europe in terms of the diversification of exported goods. Italy is present in many sectors.

To support Italy Malaysia businesses, foster growth, the exports of Régions, Italy recently launched a comprehensive Plan: a strategy that integrates the tools made available by various Players within the "Sistema Italia" to accelerate the exports of high potential non-EU markets. In 2024, Italy bilateral trade with the region reached 144.6 billion Euros and Italian exports were worth 55.3 billion. These data demonstrate the ability of Italy's production system to maintain a stable and qualified presence even in a complex international context such as the current one. The stability of exports, in particular, testifies to the solidity of Italian offer in key sectors such as instrumental mechanics, pharmaceutical products, the fashion system

agri-food and means of transport, sectors in which Made in Italy is synonymous with quality, innovation and reliability.

Italy has deep and structured economic relations with a large number of countries in Asia. Japan is a priority reference partner and a highly specialized market, with high demand for high-end Italian goods and solid collaboration in the leading sectors of its industry.

China, the first Asian market for Italy, confirms itself at the center of Italian economic projection towards the region, with further margins of growth to be developed thanks to a complex and structured partnership.

India, with its enormous potential, is an essential player with which Italy defined a joint path for the strengthening of the economic partnership in the coming years. South Korea, with its technological dynamism and strong investment in digitalization, is a privileged interlocutor for Italian companies. Pakistan, due to its geo-strategic location and the potential for development of the internal market, is an important hub for our operators.

Of particular importance is ASEAN, where Italian exports reached 10.7 billion euros in 2024 with a growth of 10.3\% compared to the previous year. Countries such as Vietnam, Indonesia, Malaysia, Thailand, the Philippines and Singapore still have a large potential for the development of trade thanks to

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the growth of domestic consumption, Italy wants to strengthen its projection into the Pacific, where Australia, a G20 partner country with deep political and cultural ties, is a key destination for Italian companies, particularly in the infrastructure sector.

In a scenario where export geographies are constantly changing, the Italian presence in the area must be based on a combination of exports, industrial partnerships, technological cooperation and commitment to ensuring growing visibility of Made in Italy.

The challenges posed by the global context can thus be transformed into concrete opportunities to strengthen Italian economic presence, in a logic of partnership and complementarity with the countries of the region.

The Asia-Pacific Focus of the Action Plan for Italian Exports, created in collaboration with ITA - Italian Trade Agency, Simest, SACE and CDP (Cassa Depositi e Prestiti) and in constant coordination with the private sector, outlines a program of strengthened promotion towards the region to enhance the potential still unexpressed by the target markets, promote a progressive rebalancing of trade relations and support Italian companies with increasing commitment in building an even stronger presence in the region.

Bericht online lesen: https://www.european-news-agency.de/politik/italy_malaysia_forum_in_rome-91729/

Redaktion und Verantwortlichkeit:

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