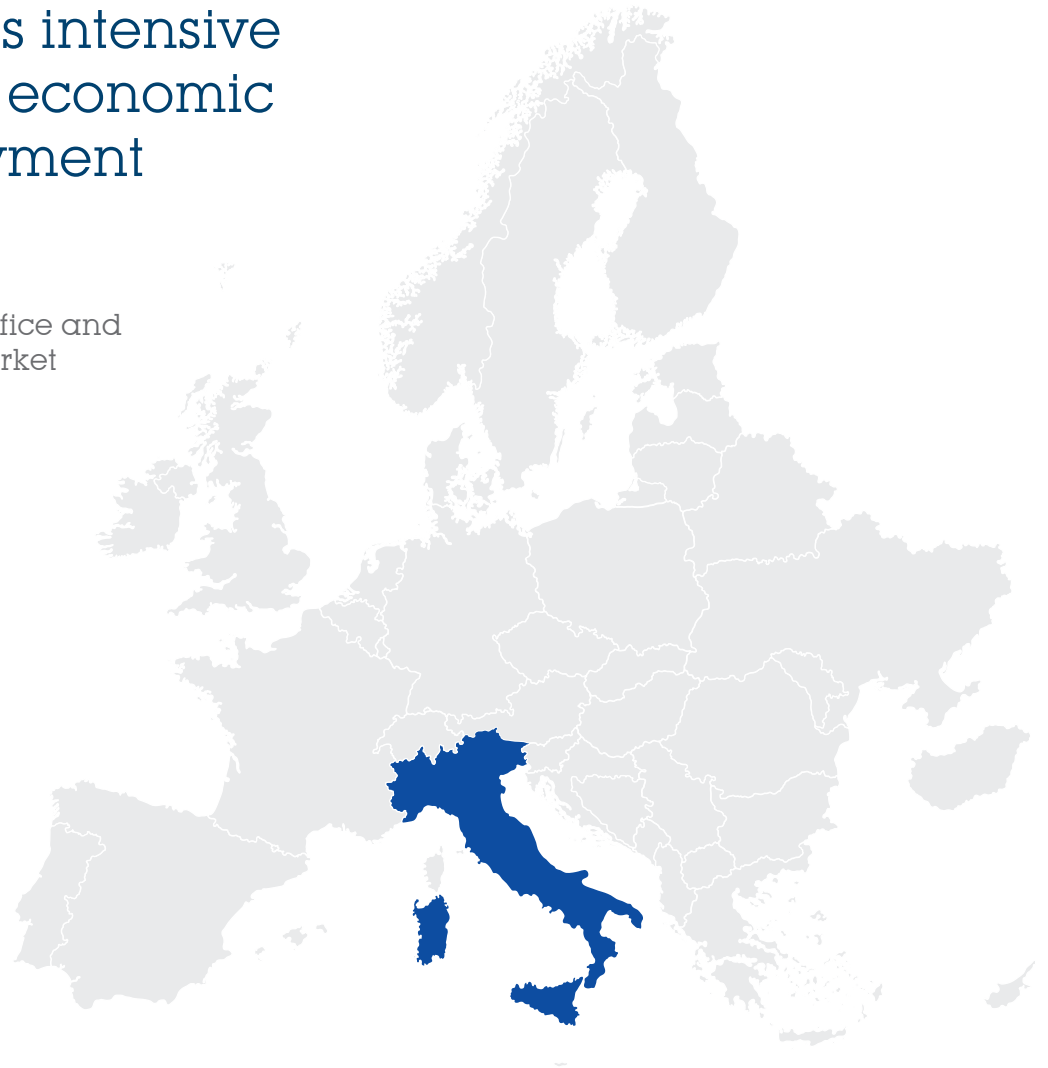


Intellectual property rights intensive industries: contribution to economic performance and employment in **Italy**

A joint project between the European Patent Office and the Office for Harmonization in the Internal Market

September 2013



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Intellectual property rights intensive industries: contribution to economic performance and employment in ITALY

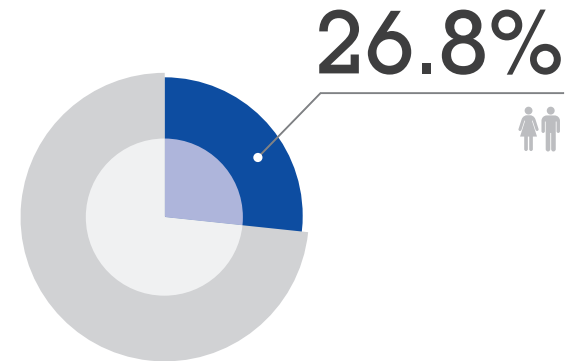


The study, carried out jointly by the Office for Harmonization in the Internal Market and the European Patent Office, aims to provide the first broad, credible assessment of the combined contribution of industries that make intensive use of the various types of intellectual property rights (IPR) to the economies of the EU as a whole and to the individual Member States.

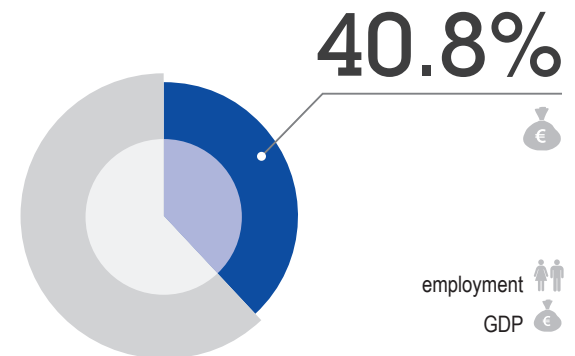
The study covers a broad range of IP rights – trade marks, patents, designs, copyright and geographical indications (GIs) – and considers a variety of economic indicators, in particular gross domestic product (GDP) and employment. It is designed to provide evidence that can be used by policymakers in their work, and to serve as a basis for raising awareness of intellectual property among Europe’s citizens. The complete report can be viewed [here](#).

IPR-intensive industries are defined as those having above-average use of IPR per employee. According to the study, 26.8% of all jobs and 40.8% of GDP in Italy are generated by IPR-intensive industries.

Contribution of IPR-Intensive Industries to **Employment** in ITALY



Contribution of IPR-Intensive Industries to **GDP** in ITALY

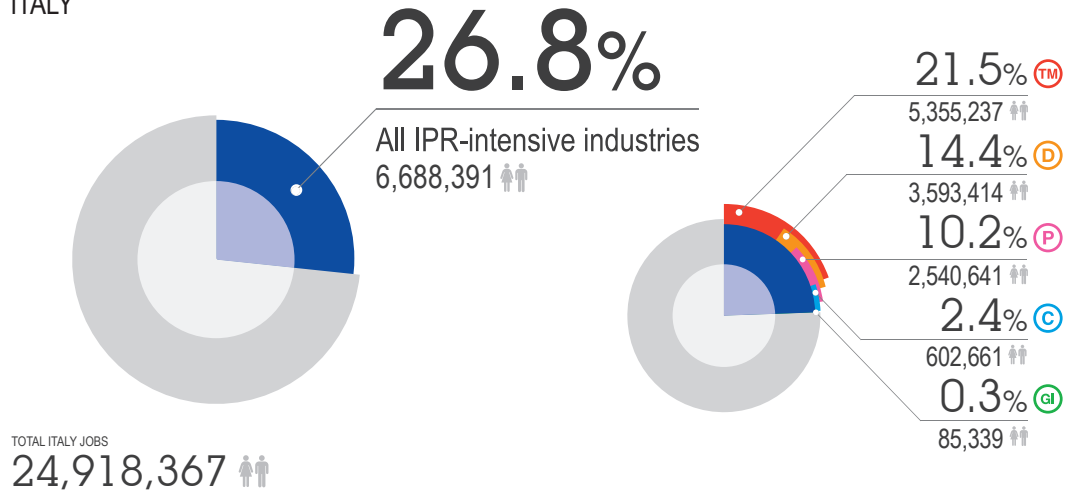


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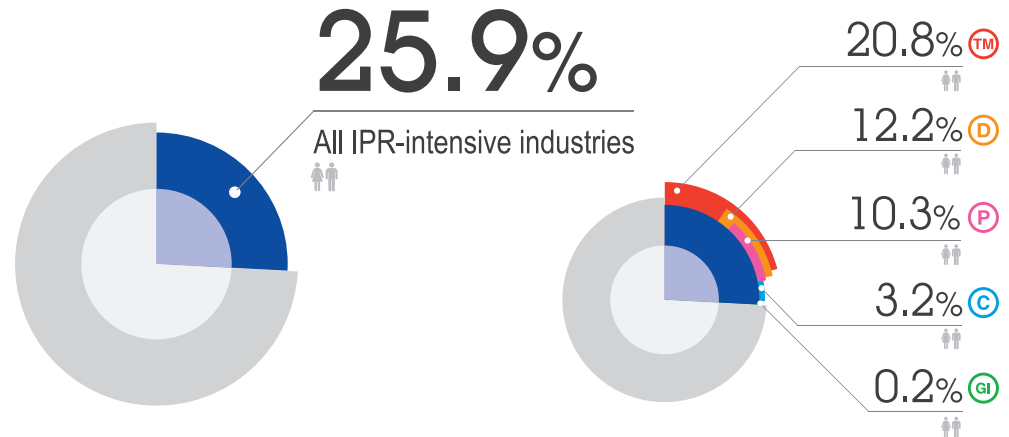
Contribution of IPR-Intensive Industries to Employment in ITALY

During the period 2008-2010, 21.5% of jobs in Italy were generated by trade mark-intensive industries, 14.4% by design-intensive industries, 10.2% by patent-intensive industries, and 2.4% in copyright-intensive industries.

ITALY



EU LEVEL



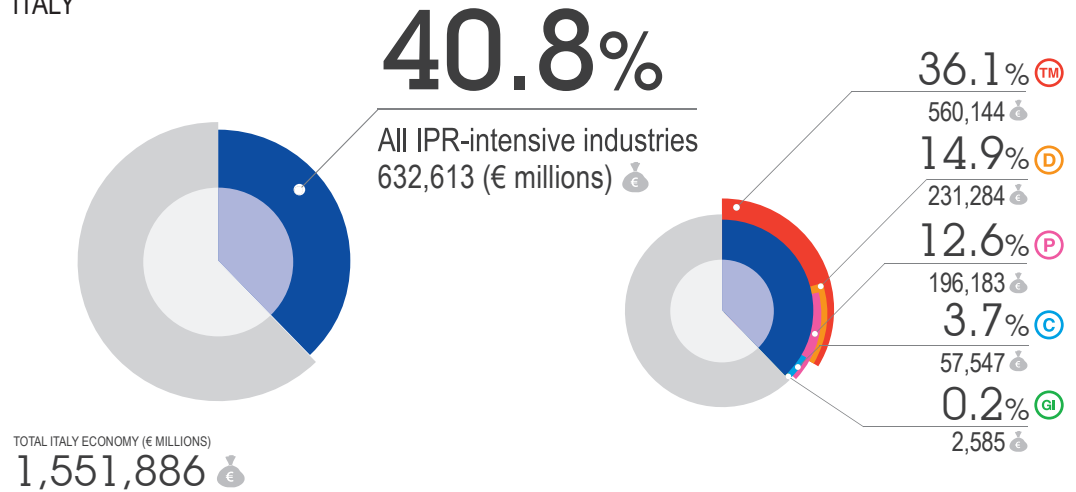


Contribution of IPR-Intensive Industries to GDP in ITALY

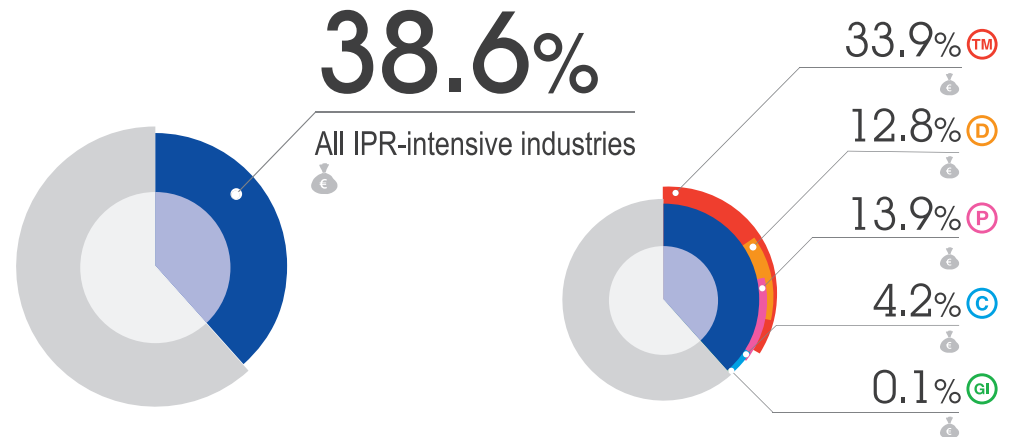
Over the same period of 2008-2010 in Italy, trade mark-intensive industries accounted for over 36% of GDP, design-intensive industries for 14.9%, patent-intensive industries 12.6% and copyright and GI-intensive industries for smaller proportions.

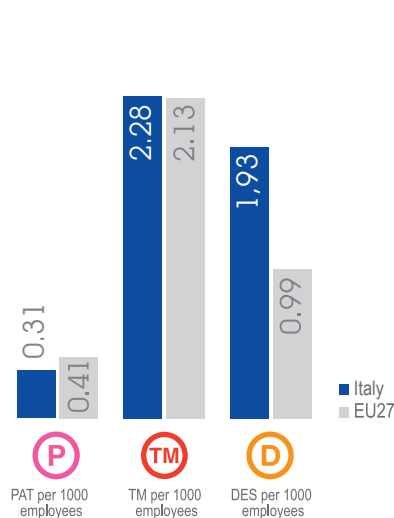
It is important to bear in mind that the shares of GDP and employment shown in this report do not necessarily reflect the degree to which a country's economy is innovative. In the Internal Market, companies may have their headquarters in one country, create their IPR in another country and manufacture the resulting products in yet another. The following figures illustrate the origins of IPRs in respect to Italy.

ITALY



EU LEVEL



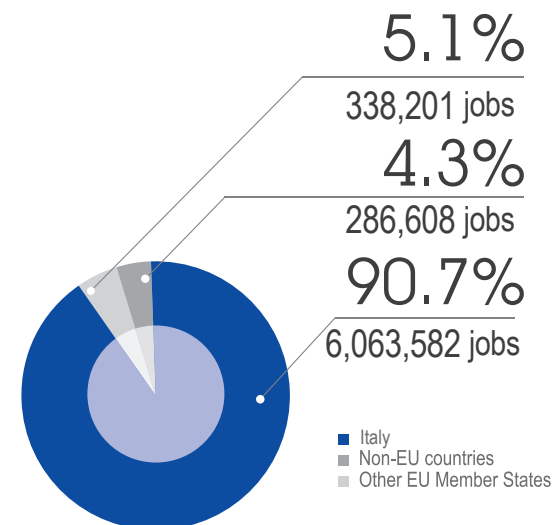


IP rights originating in Italy (all industries), 2004-2008

The figure shows the number of patents, trade marks and designs per 1,000 employees in Italy and the whole EU. This is the measure of IPR intensity which has been employed throughout this report. It should be noted that in order to provide a complete picture of the IPR-generating activities in Italy, successful filings (that is, filings that resulted in rights granted) from companies in all industries are included. Based on this figure it is possible to observe that Italy has above average trade marks and designs granted per 1,000 employees in comparison to the EU27, and below average patents.

The pattern of job creation in the Internal Market is further illustrated by examining the extent to which jobs in Italy are created by companies based in other Member States or indeed outside the EU.

Jobs in IPR-intensive industries created by domestic and foreign companies



The figure shows how many jobs in IPR-intensive industries in Italy have been created by companies from other countries and how many by companies based domestically. The total employment in IPR-intensive industries corresponds to 6,688,391 jobs in Italy. 90.7% of these jobs are created by companies based in Italy, while 5.1% are generated by companies based in other Member States and over 4% by non-EU companies.

Approximately 5 million IPR-intensive jobs are created in EU Member States by companies originating from other Member States. Italian companies create over 261,500 jobs in other Member States, or about 5% of the total.