



CAMERA DI COMMERCIO
VARESE
Futuro Impresa Territorio

VALLI DEL VERBANO

CONSIGLIO
CAMERA DI COMMERCIO
DI VARESE

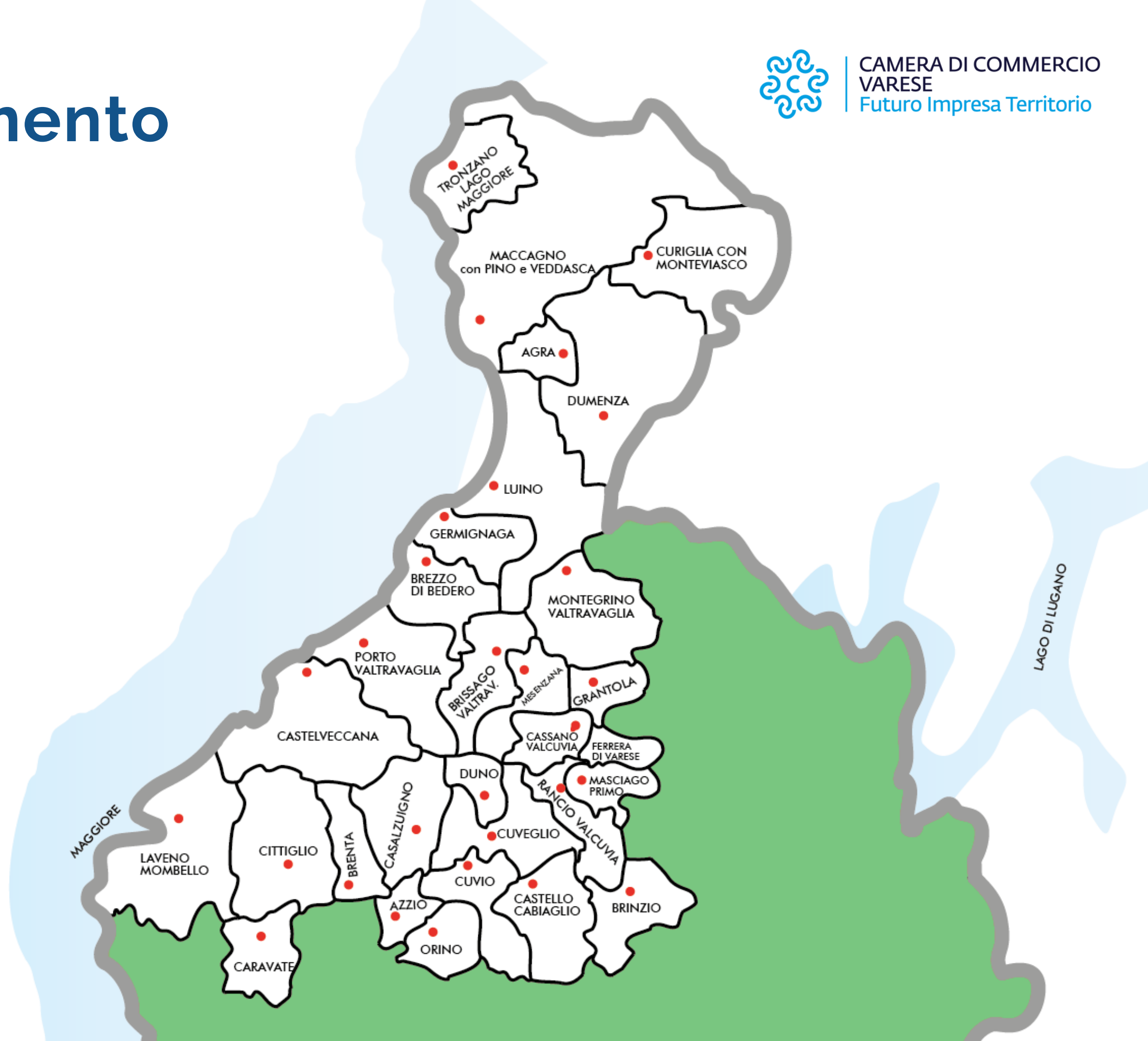
Luino, 17 luglio 2023



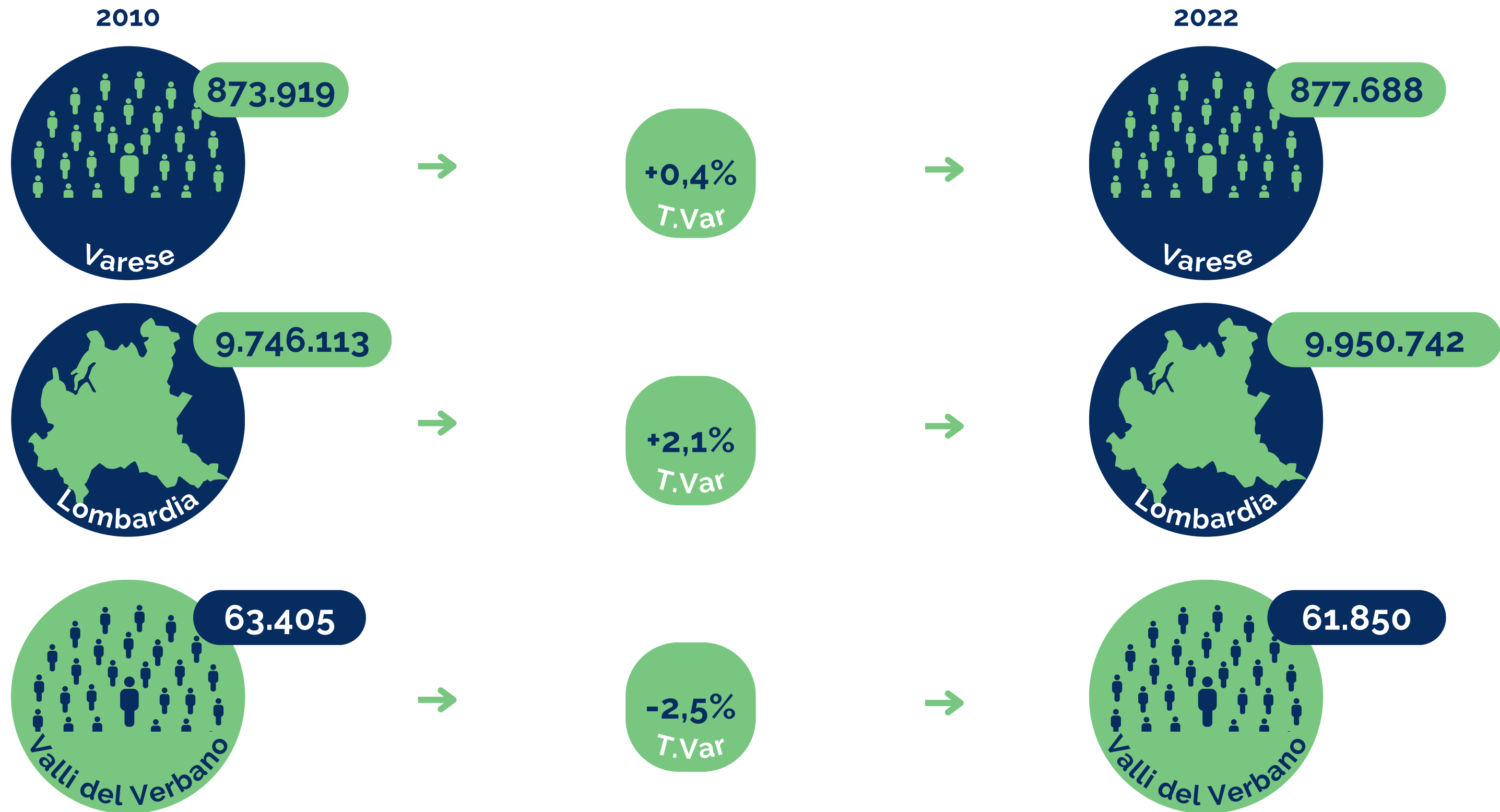
Territorio di riferimento



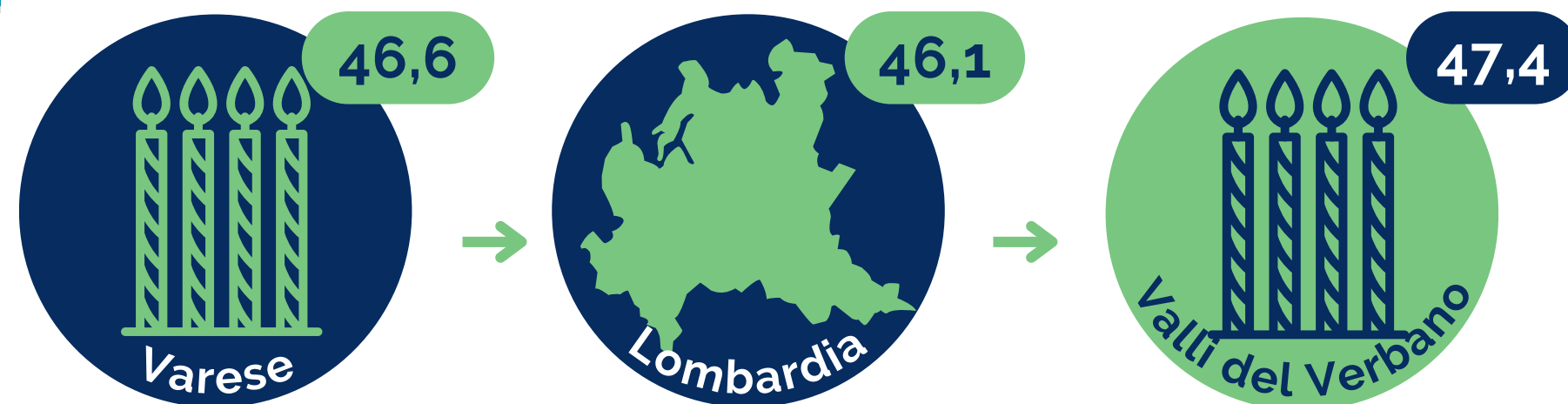
CAMERA DI COMMERCIO
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Andamento
Popolazione



Età media



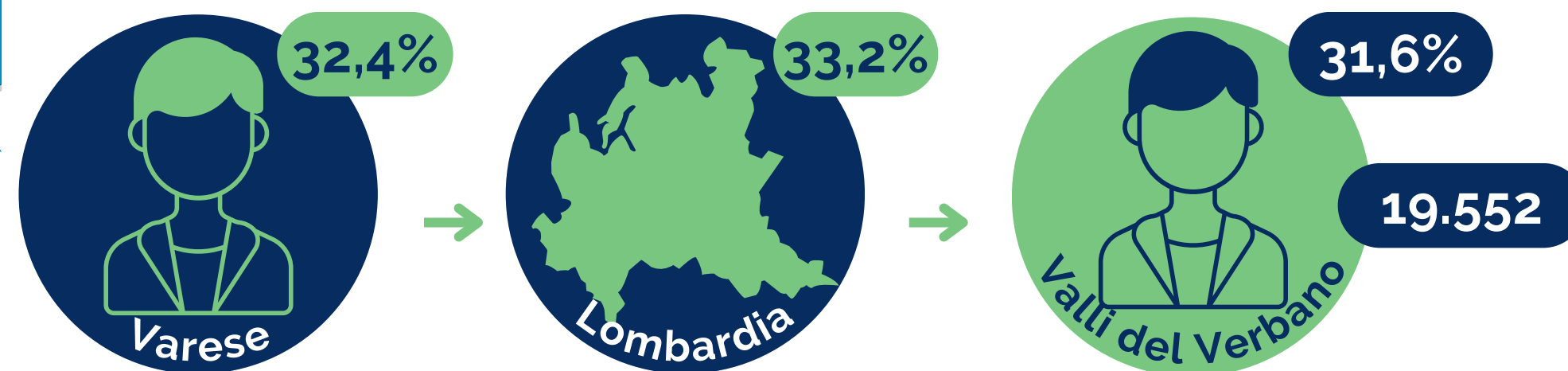
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Indice di Vecchiaia



n. di over 65 ogni 100
bambini 0-14 anni

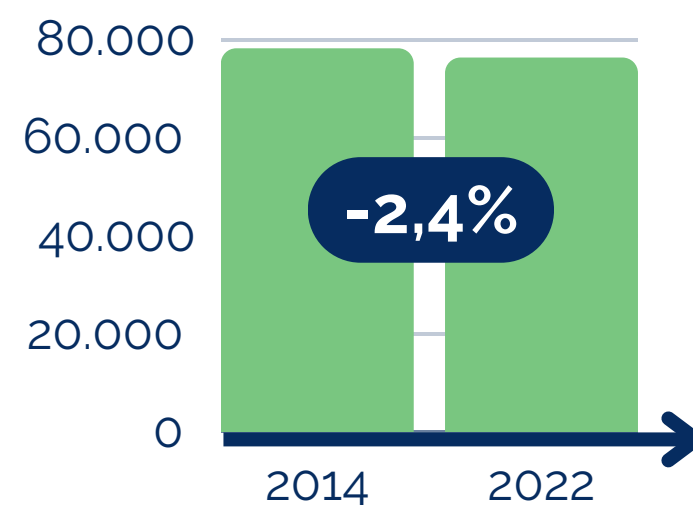
Under 35



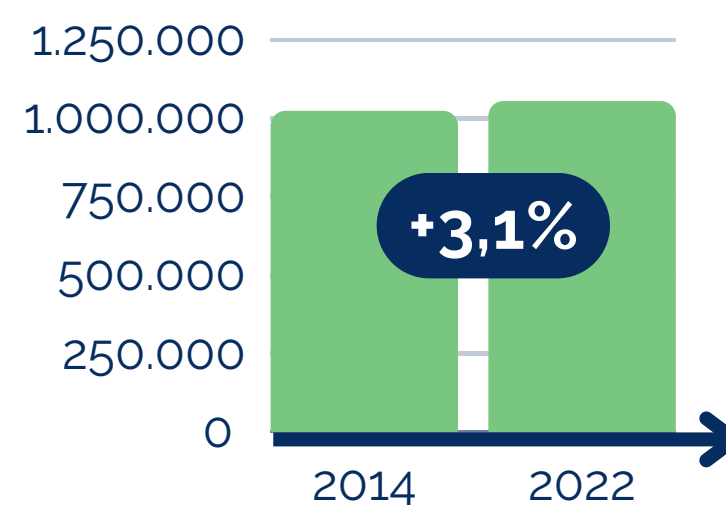
19.552

Unità locali

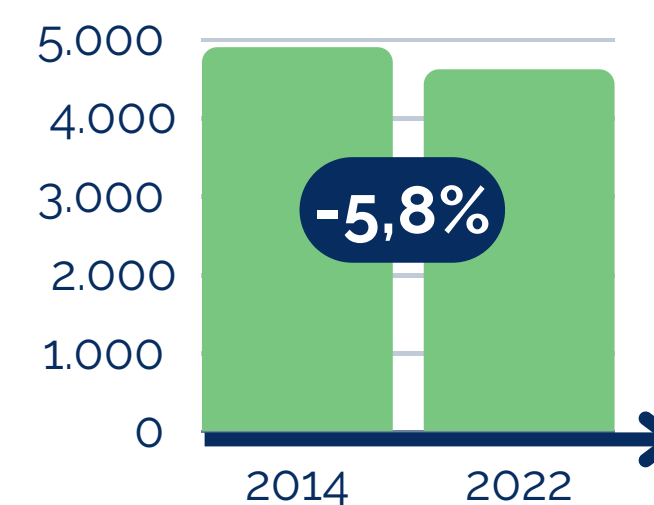
Unità locali Varese



Unità locali Lombardia



Unità locali Valli del Verbano

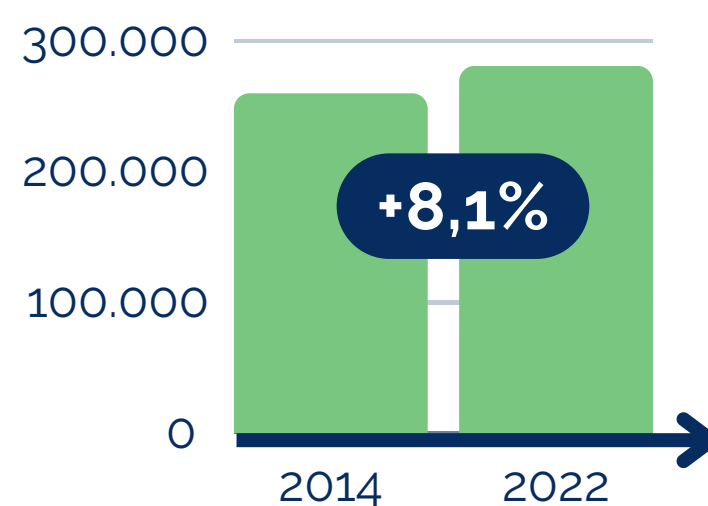


6,1%

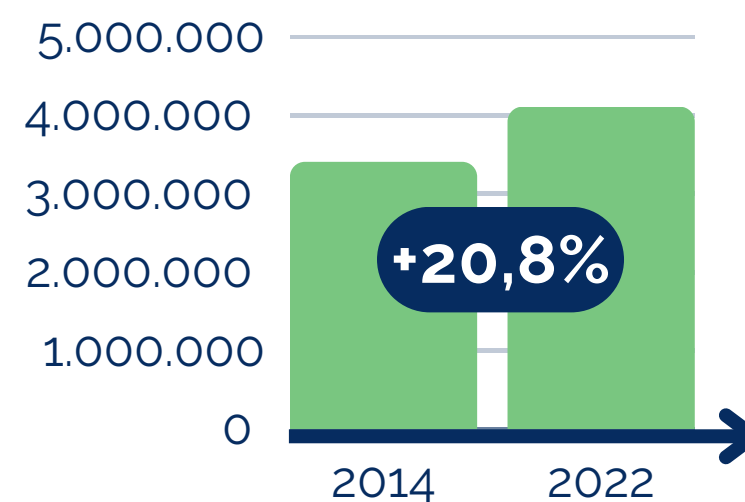
Peso Valli Verbano rispetto alla Provincia

Numero addetti

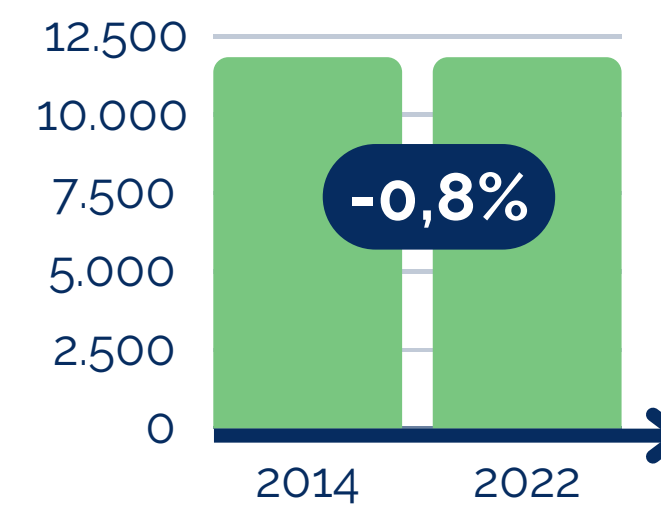
Addetti Varese



Addetti Lombardia



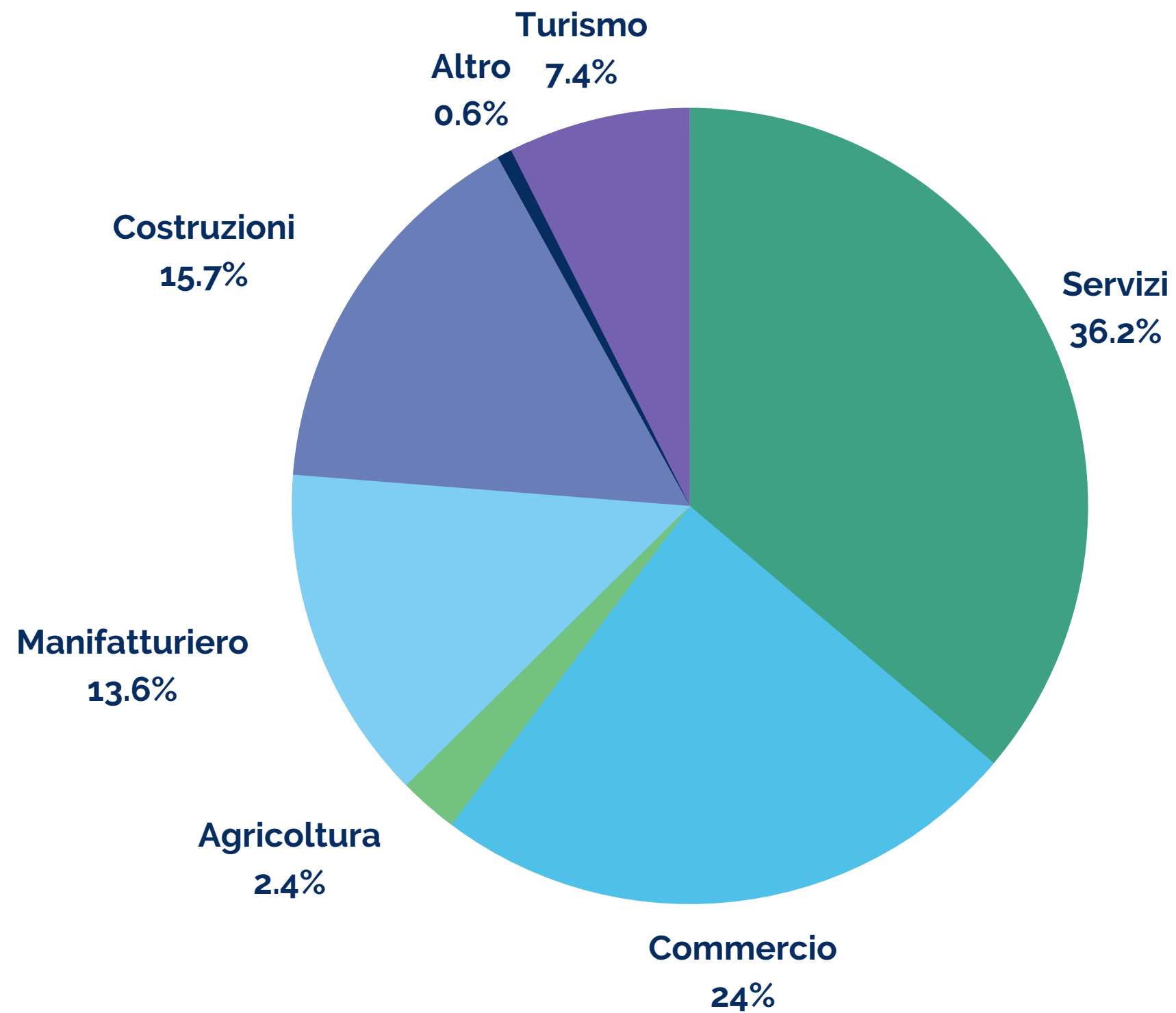
Addetti Valli del Verbano



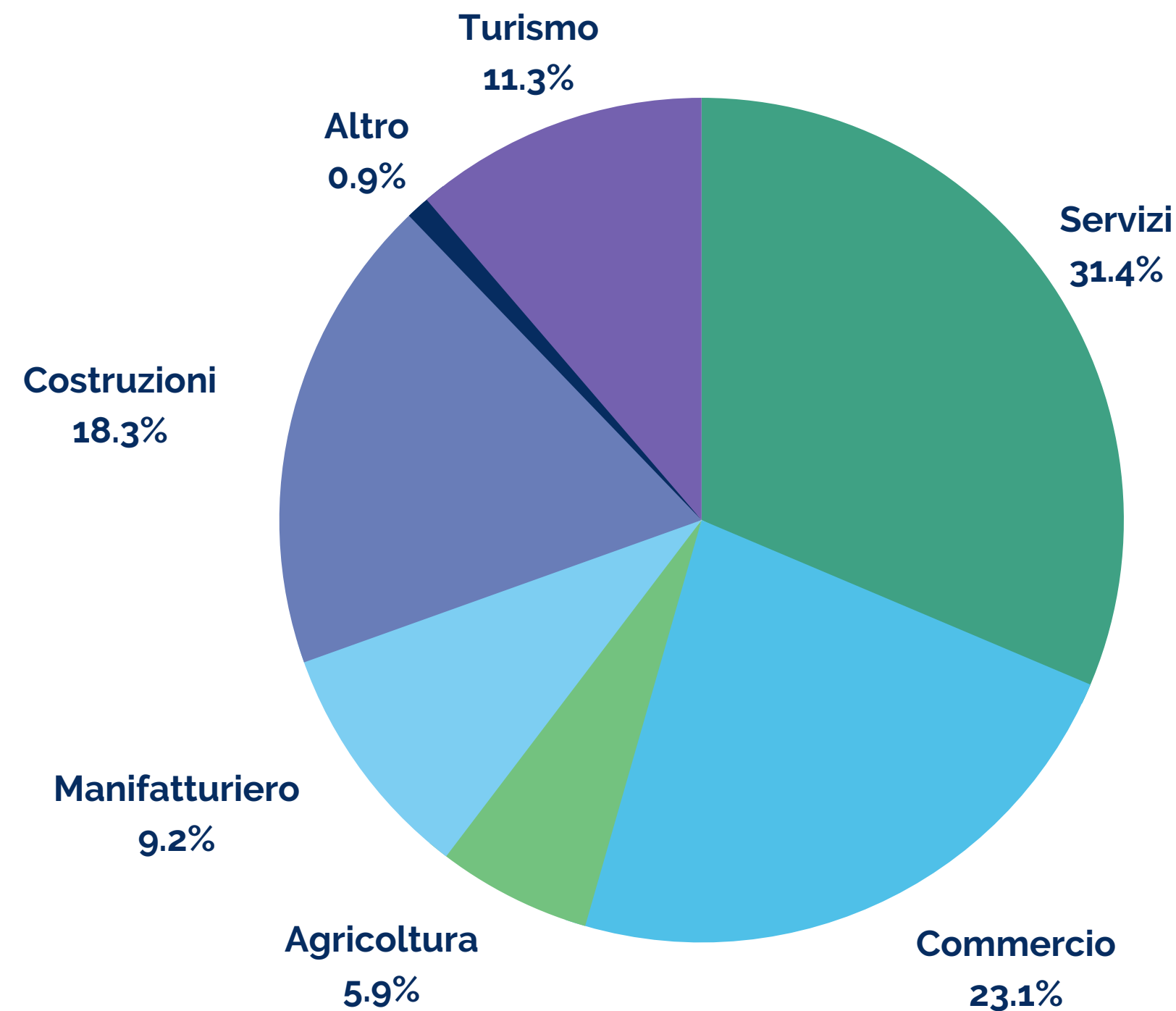
4,2%

Peso Valli Verbano rispetto alla Provincia

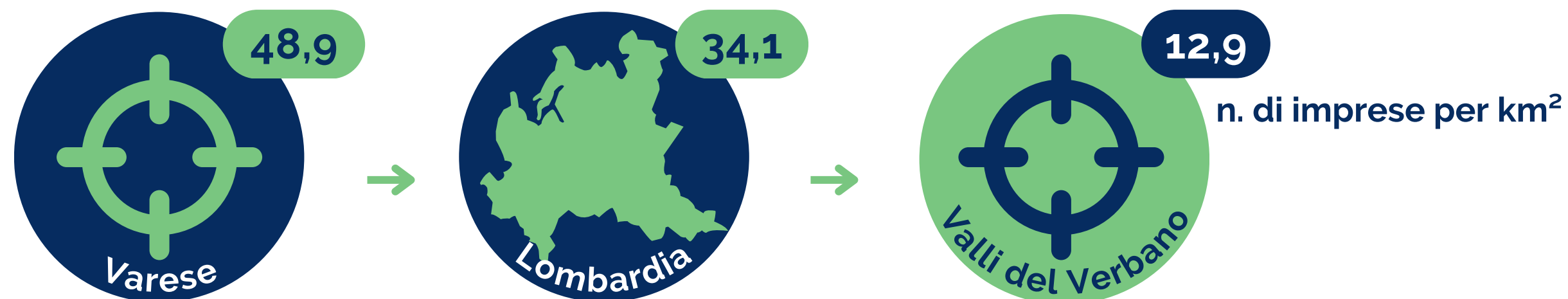
Provincia di Varese



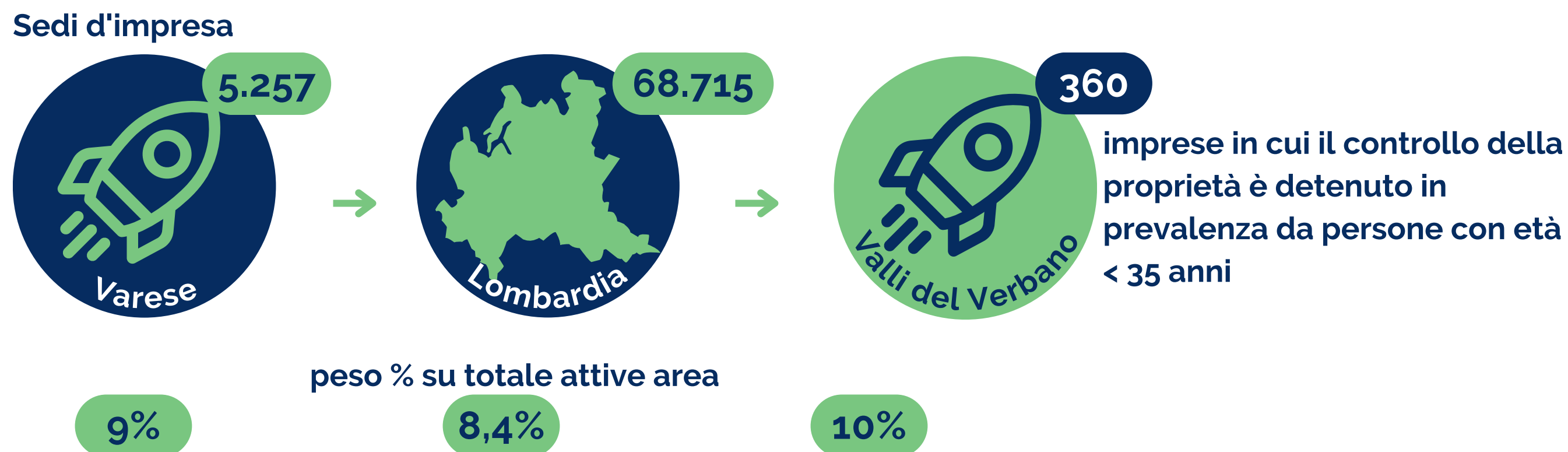
Valli del Verbano



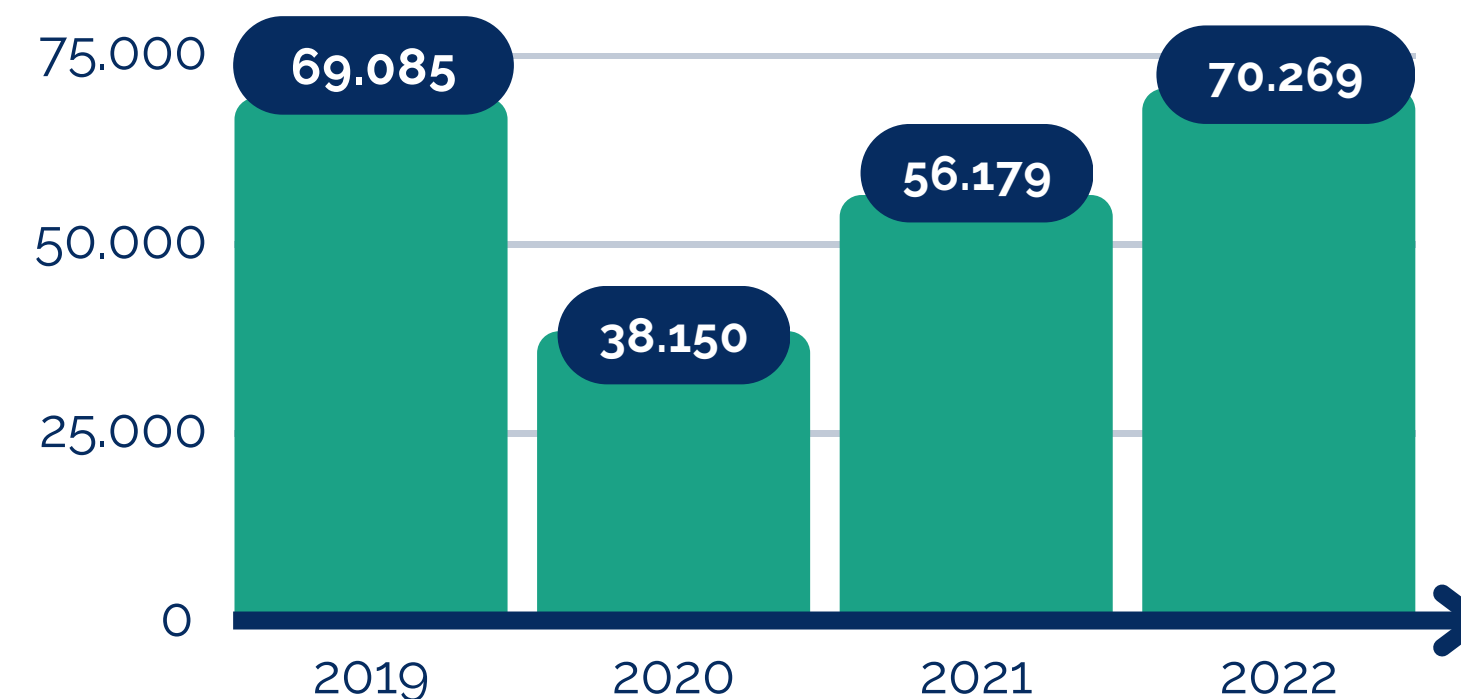
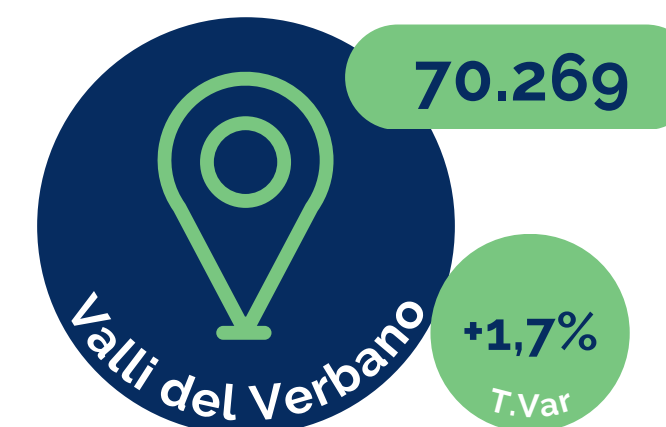
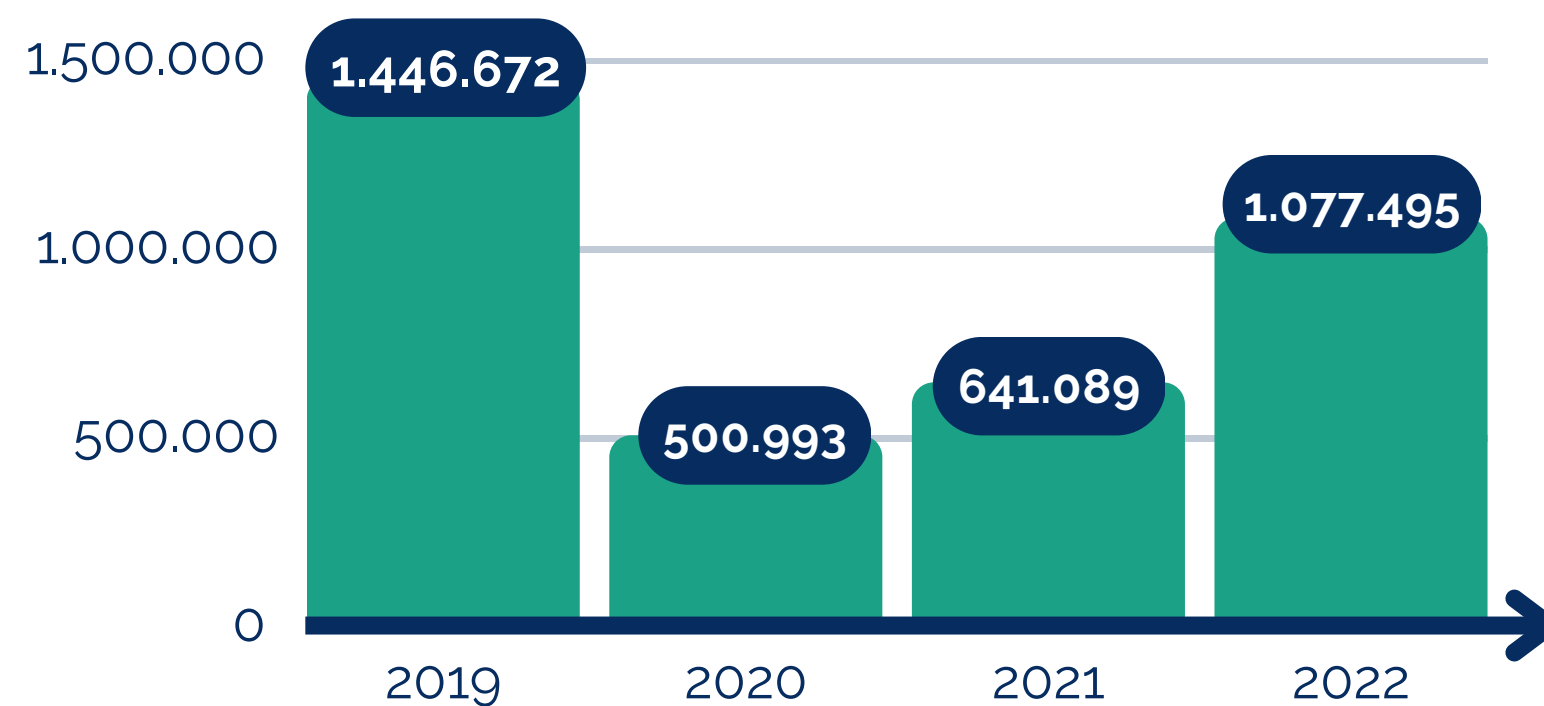
Densità
imprenditoriale
2022



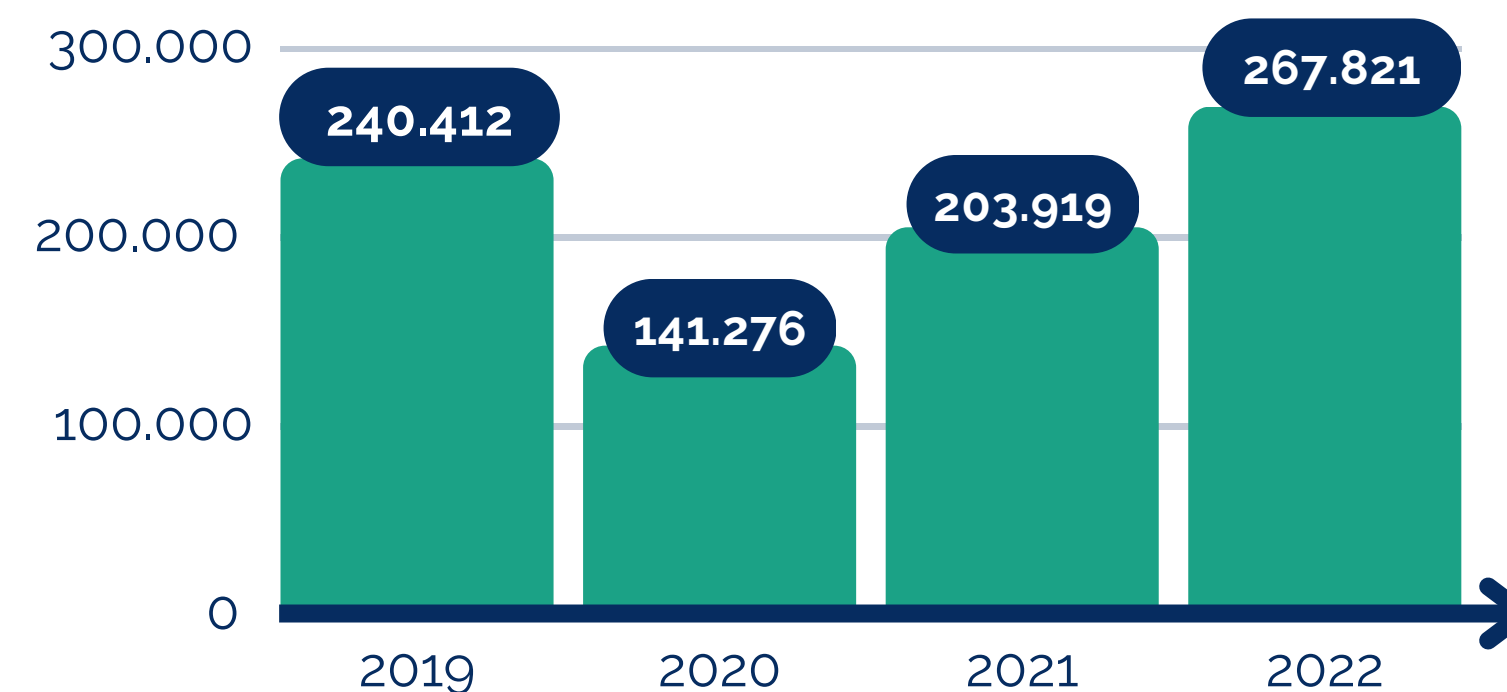
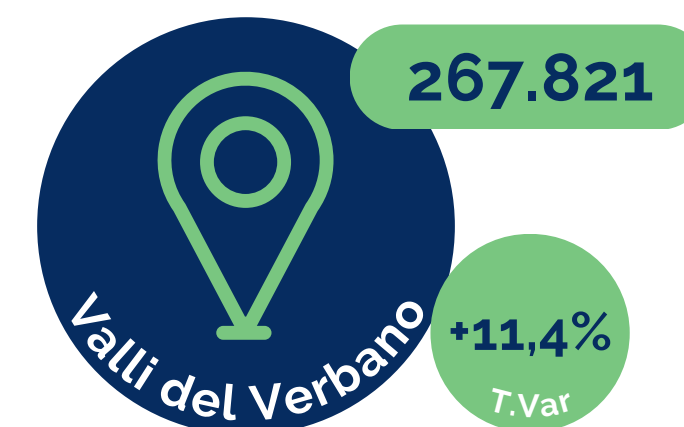
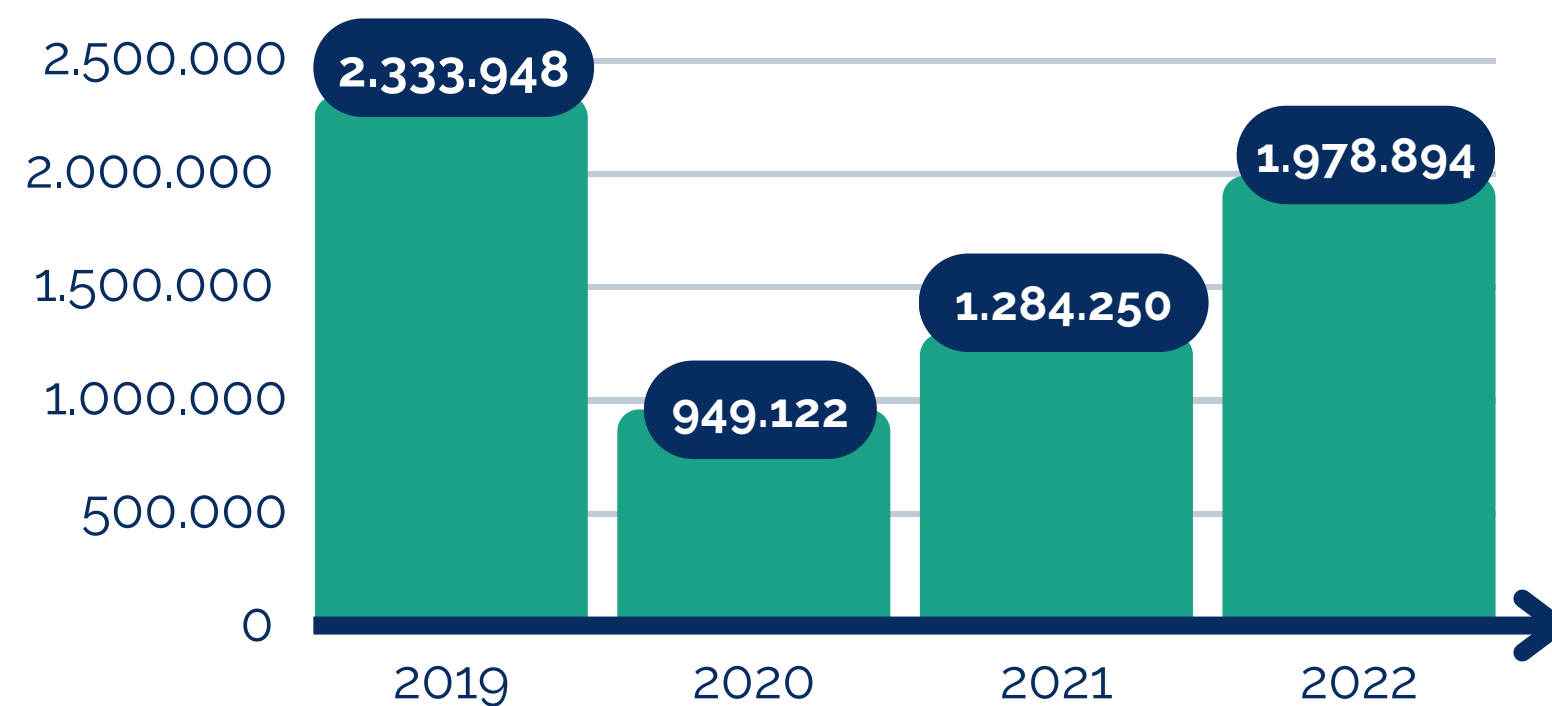
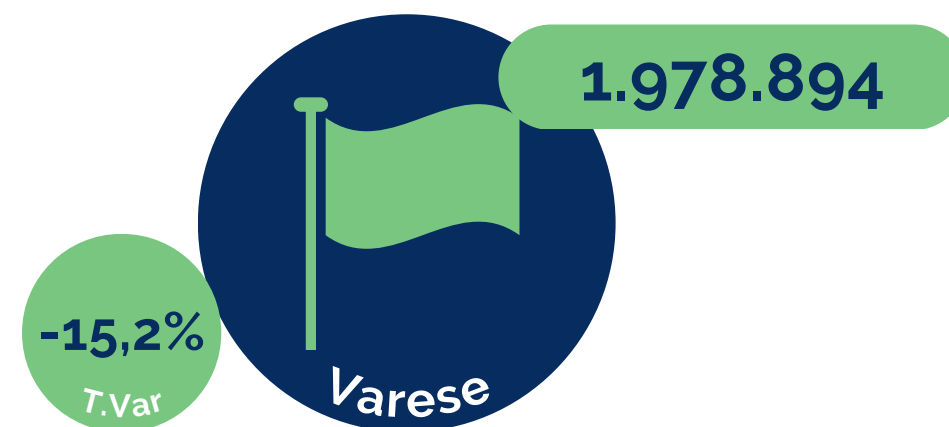
Imprese
giovanili
2022



Arrivi

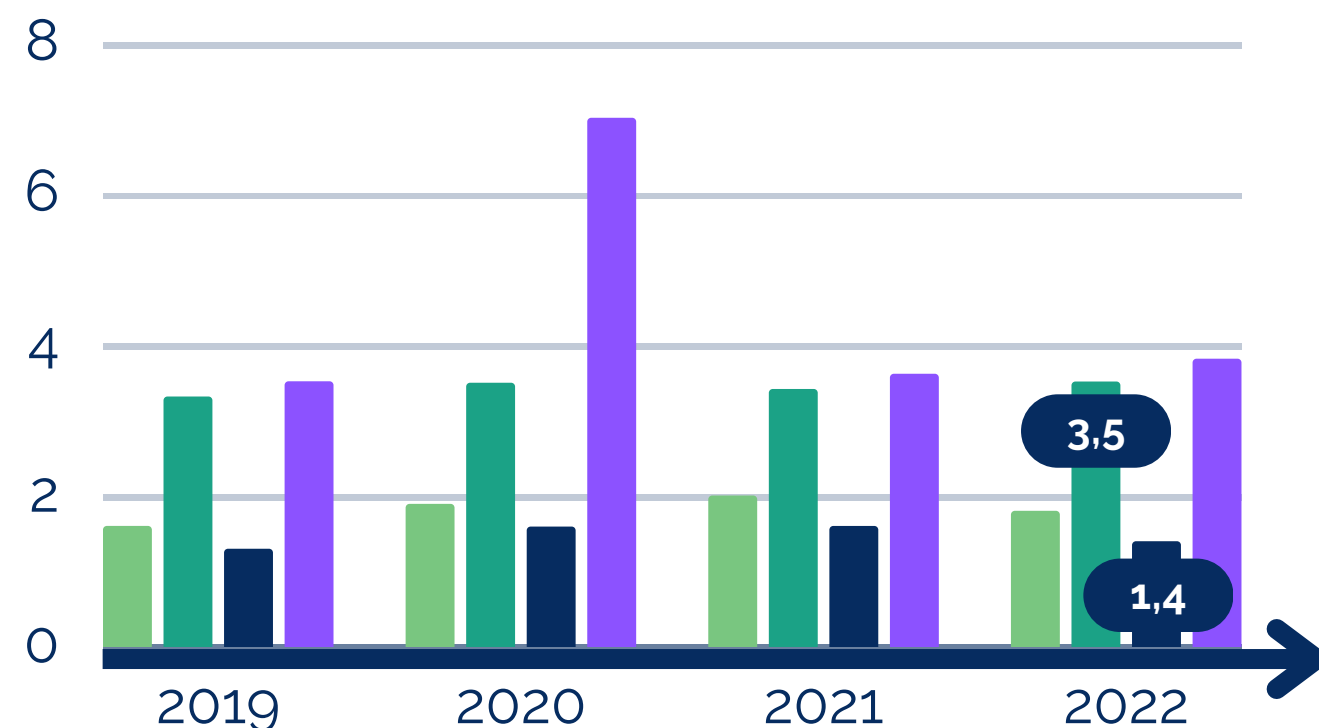


Presenze





Permanenza media



Totale prov. VA

Area Lago Maggiore

Area Malpensa

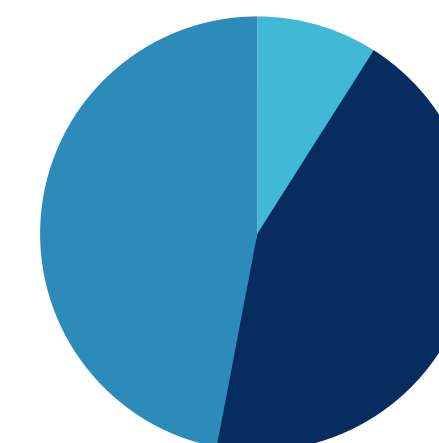
Area Valli del Verbano

Posti letto 2022

Case e appartamenti vacanze

9%

Extra alberghiero
47%



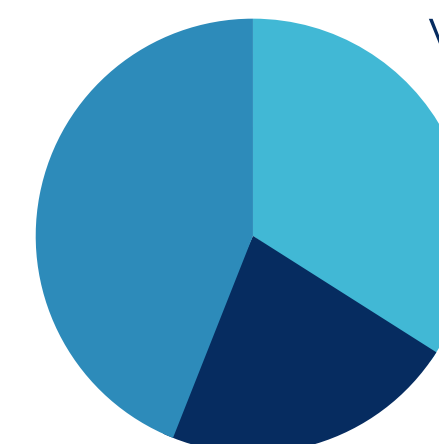
Varese
26.784

Alberghiero
44%

Case e appartamenti
vacanze

34%

Extra alberghiero
44%



**Valli del
Verbano**
3.811

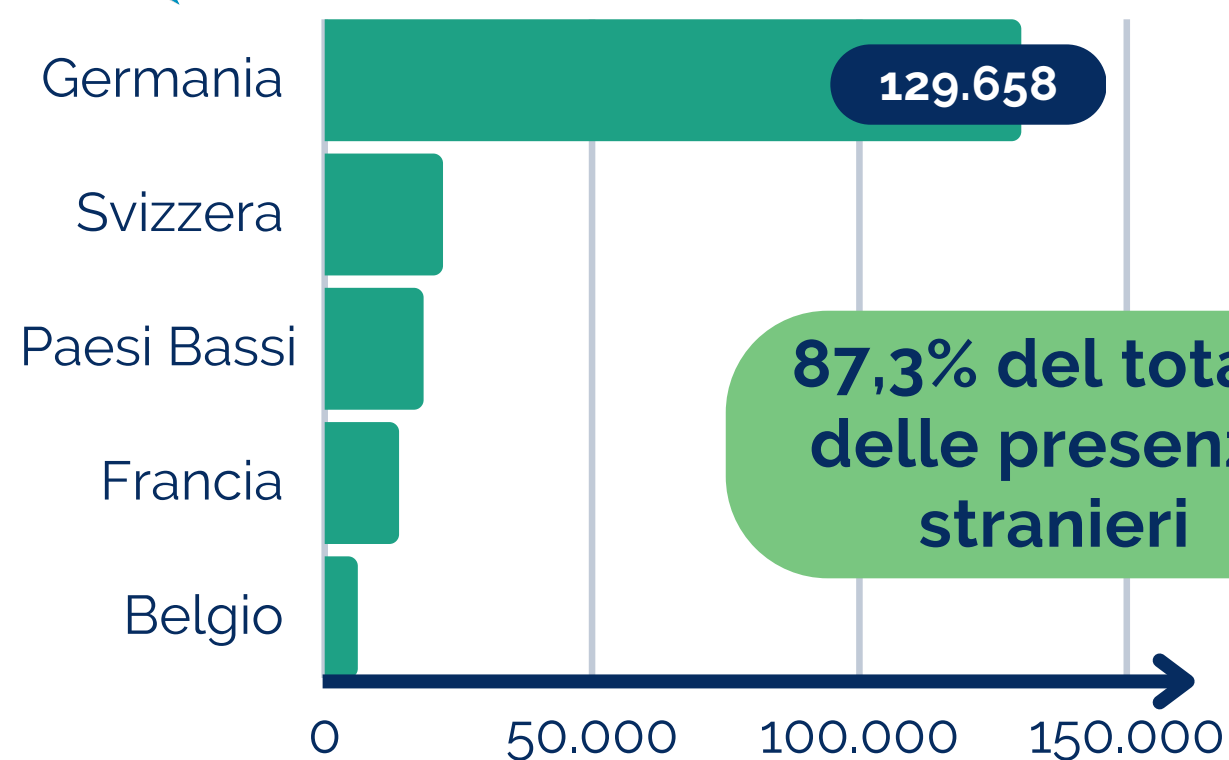
Alberghiero
22%

Top 5
2022

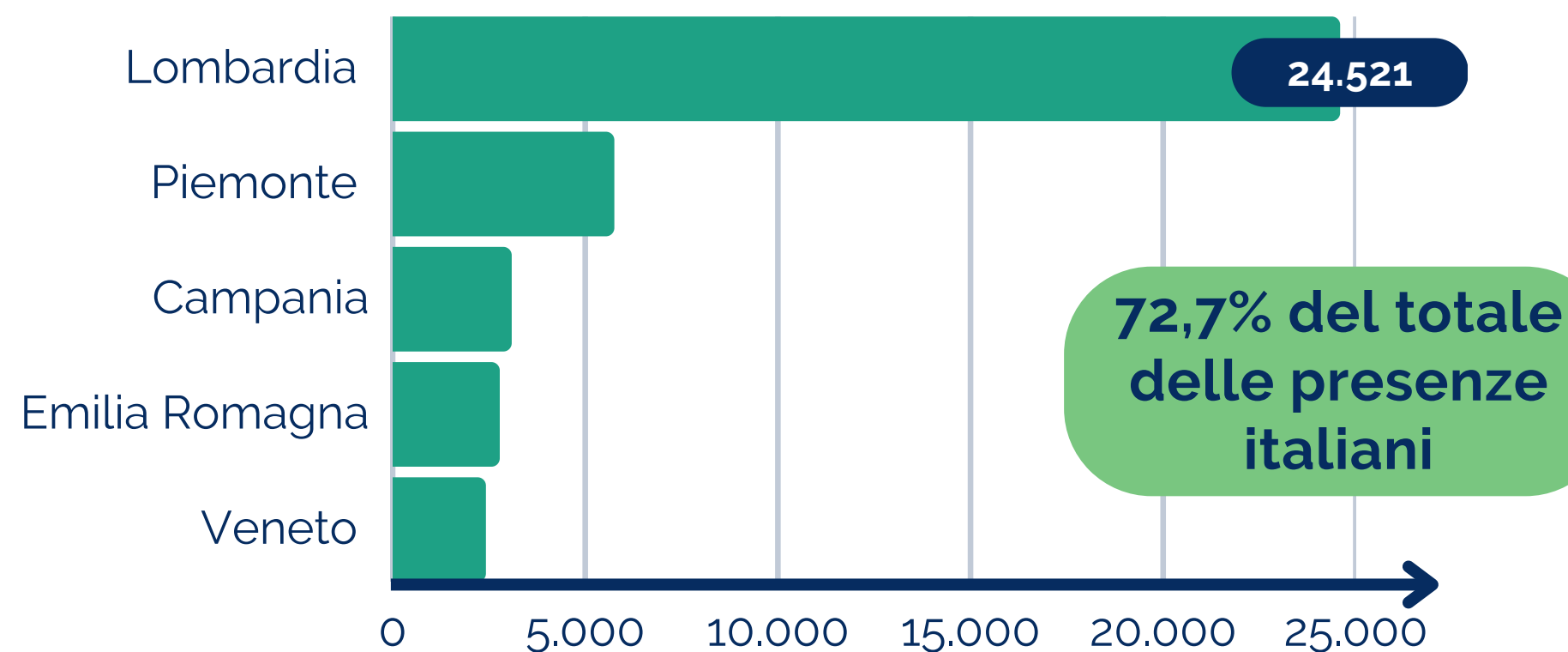


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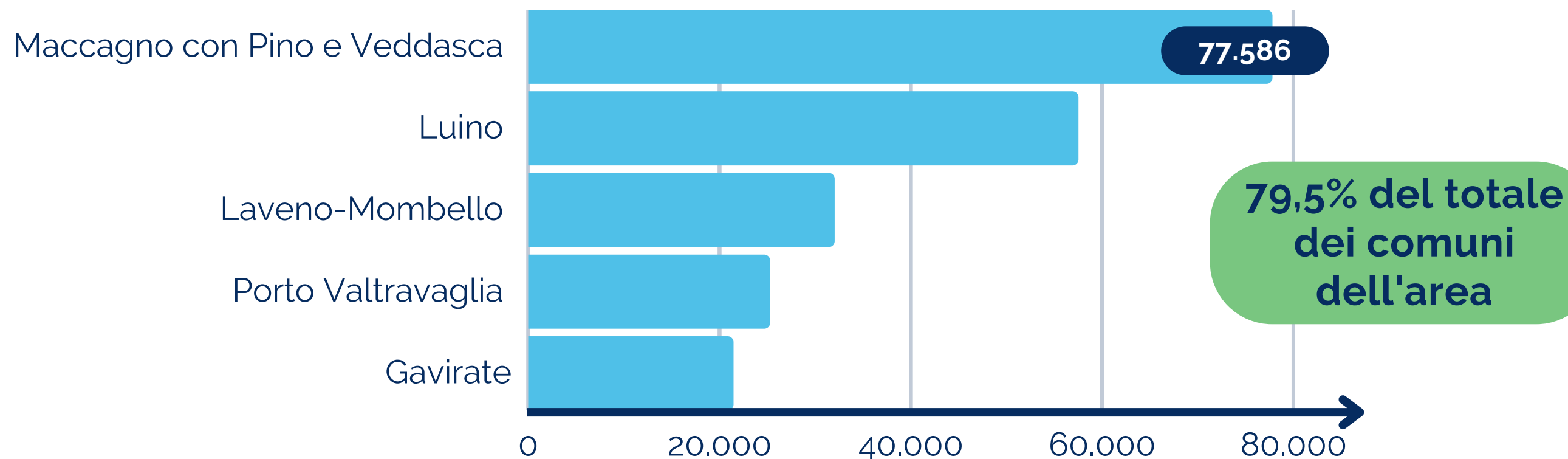
Presenze stranieri

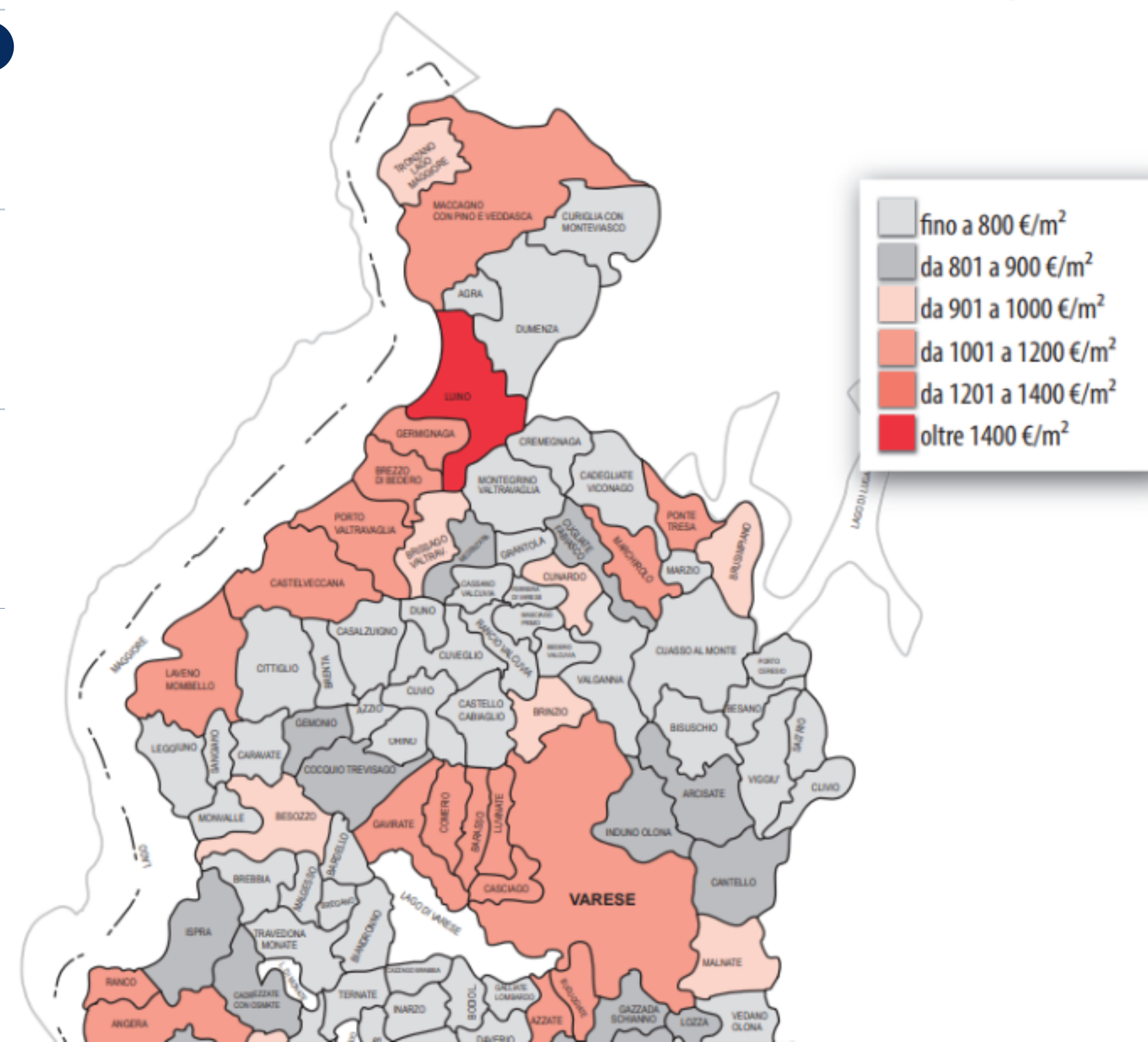
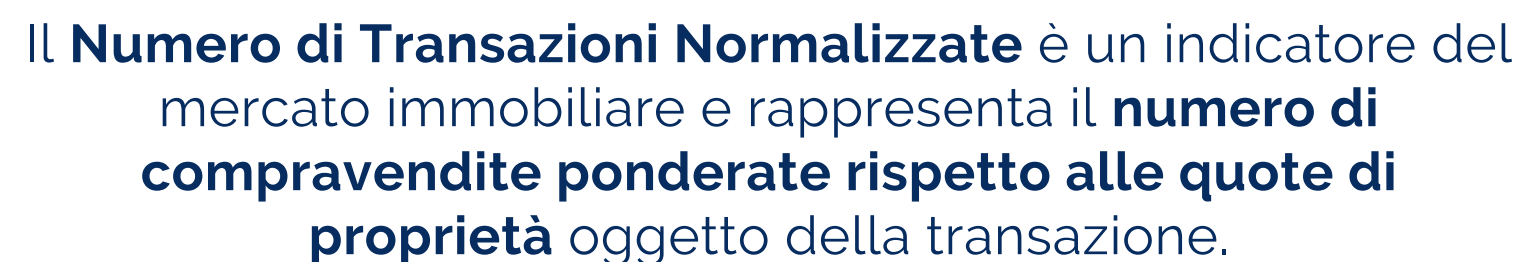


Presenze italiani



Comuni dell'area per presenze turistiche

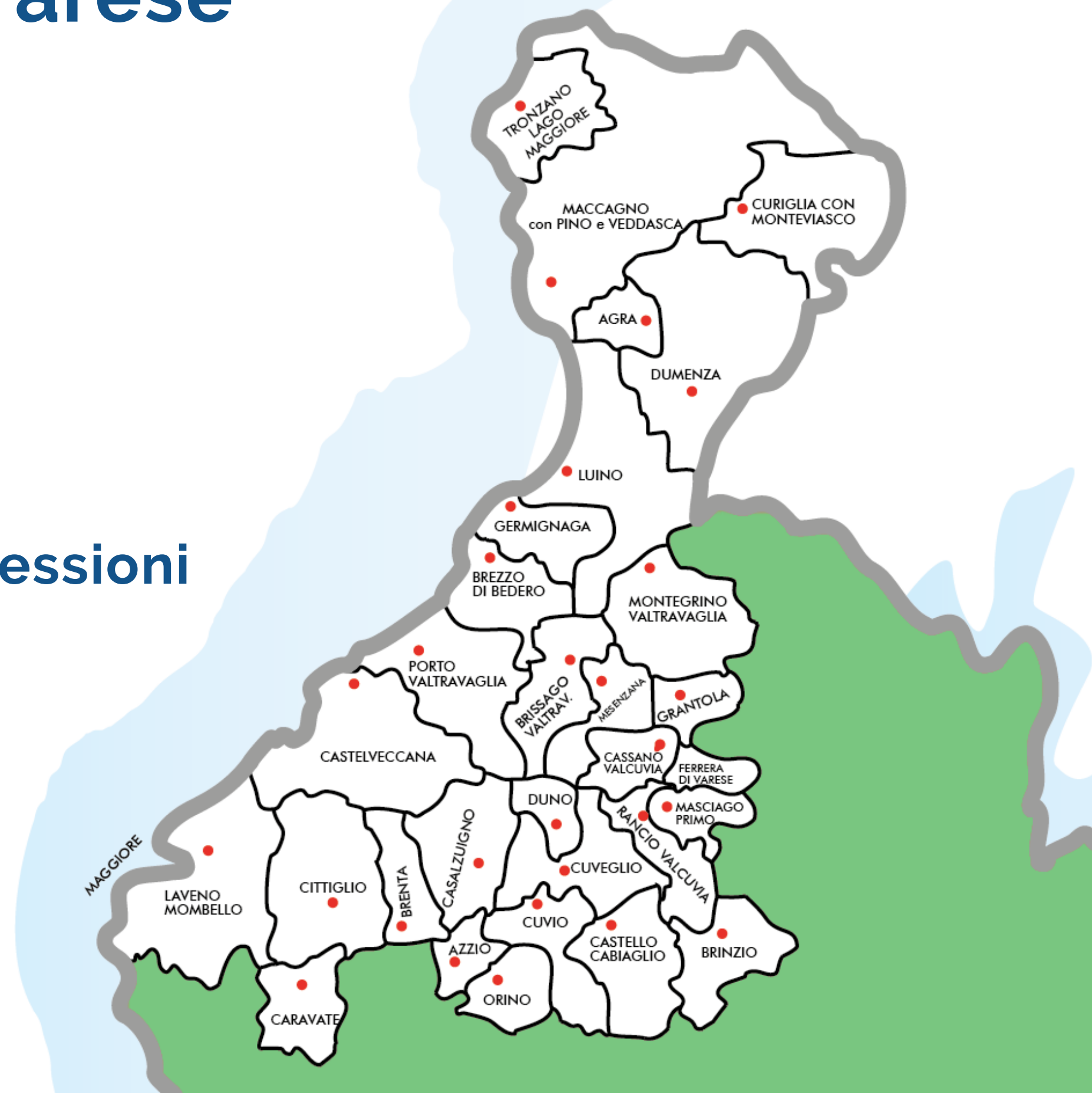






Camera di Commercio di Varese per le Valli del Verbano

- Attrattività turistica
- Sostegno alle imprese
- Attrattività investimenti
- Supporto al commercio
- Orientamento al lavoro e alle professioni
- Collegamento Italo-svizzero

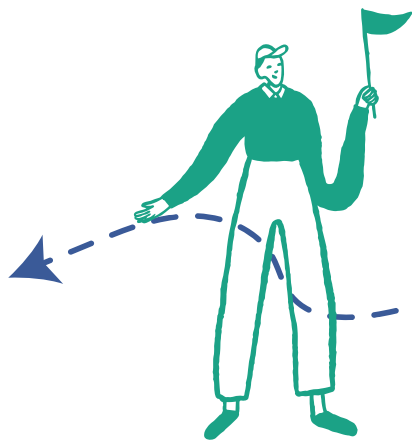


Attrattività turistica

2018-2022

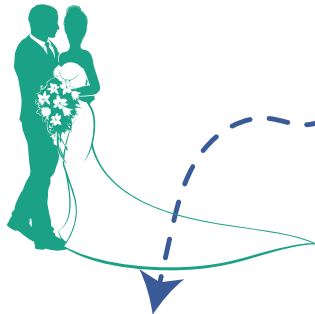


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Varese

#DoYouLake?



Varese

#DoYouLake?

Destination
Wedding

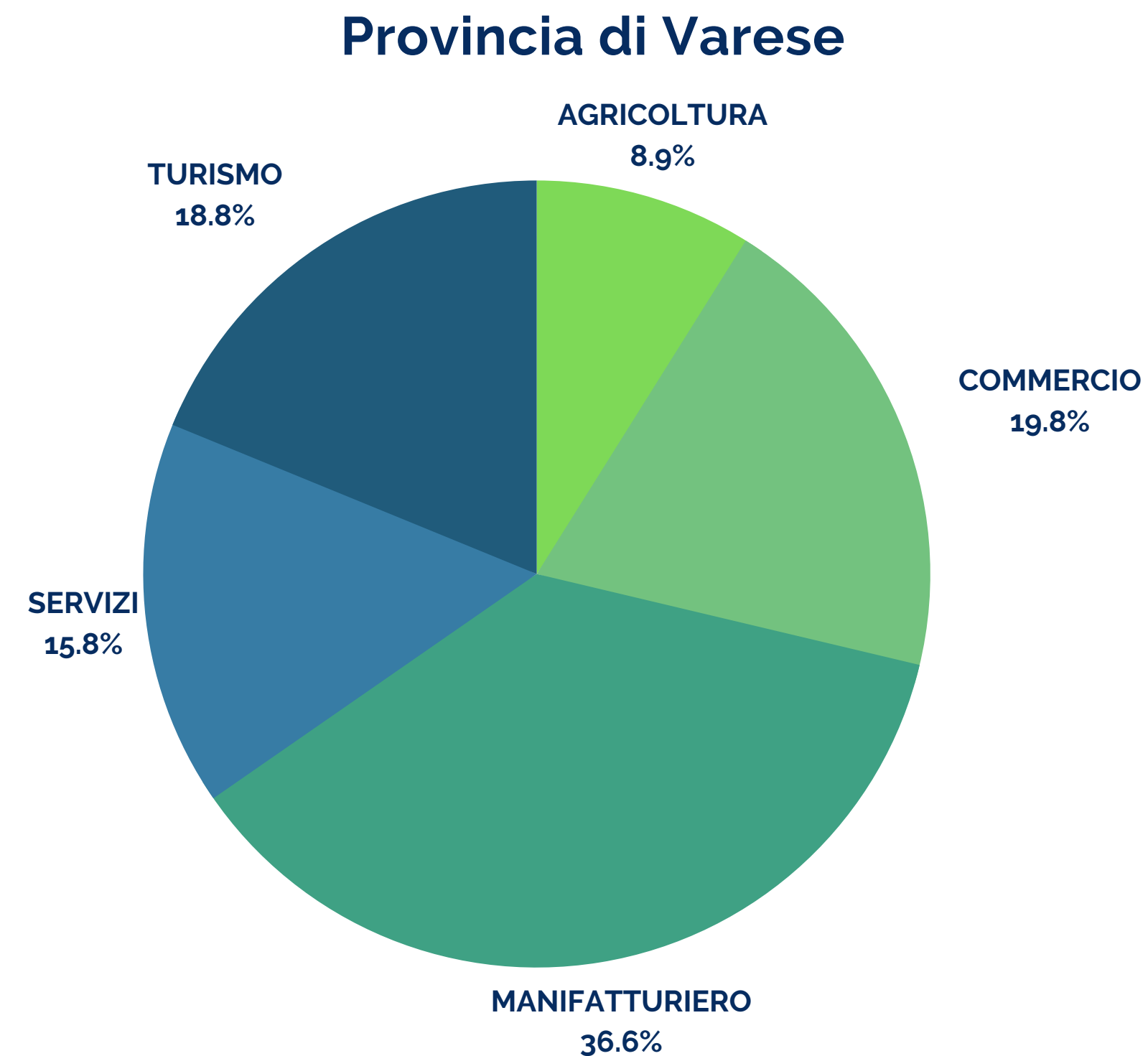
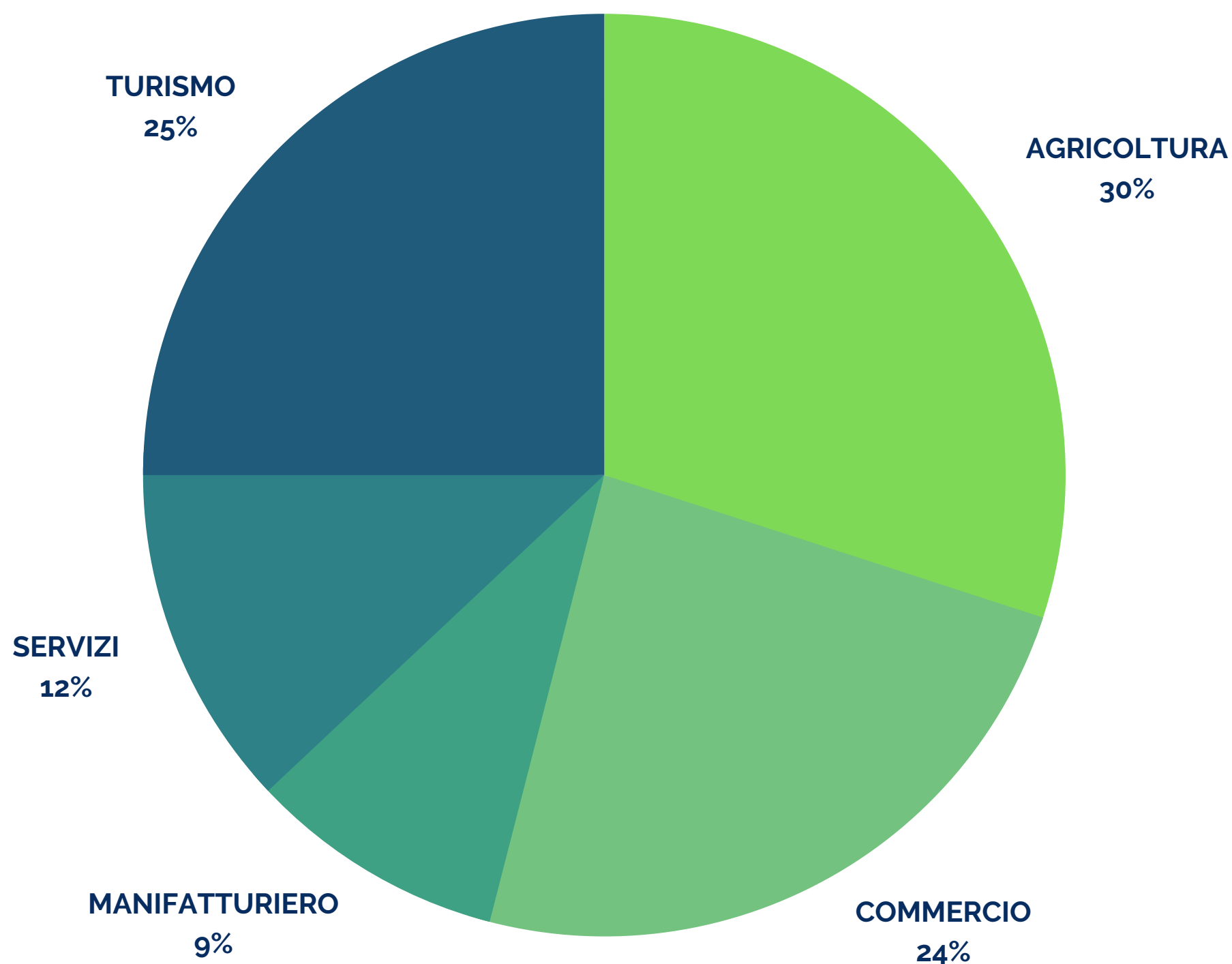


Varese

#DoYouBike?

Sostegno alle imprese

653mila euro (2018-2022) pari al 4,8% dei contributi erogati in provincia



Attrattività Investimenti

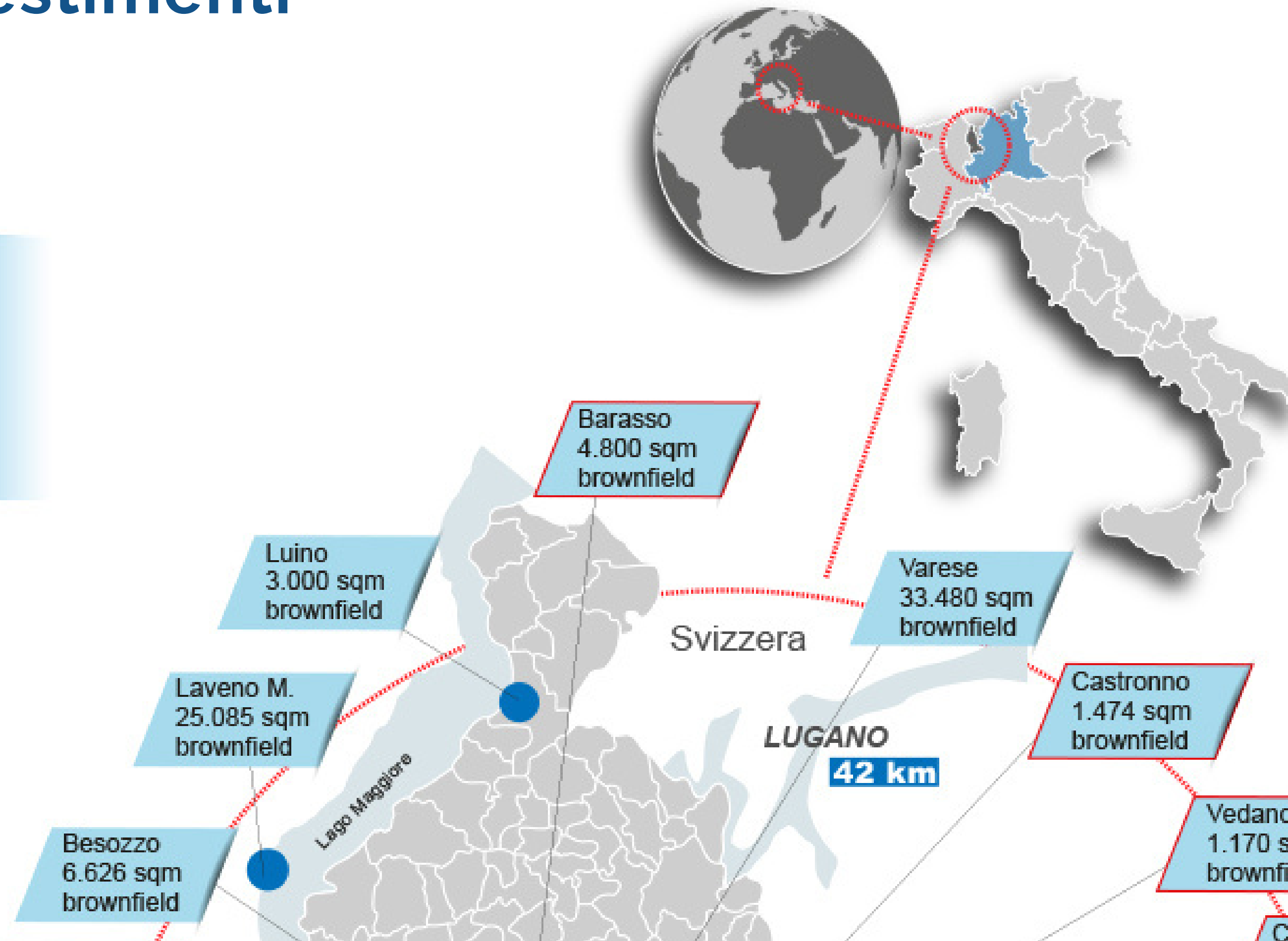
2018-2022



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INVEST
IN VARESE

Lombardy, Italy



Supporto al Commercio

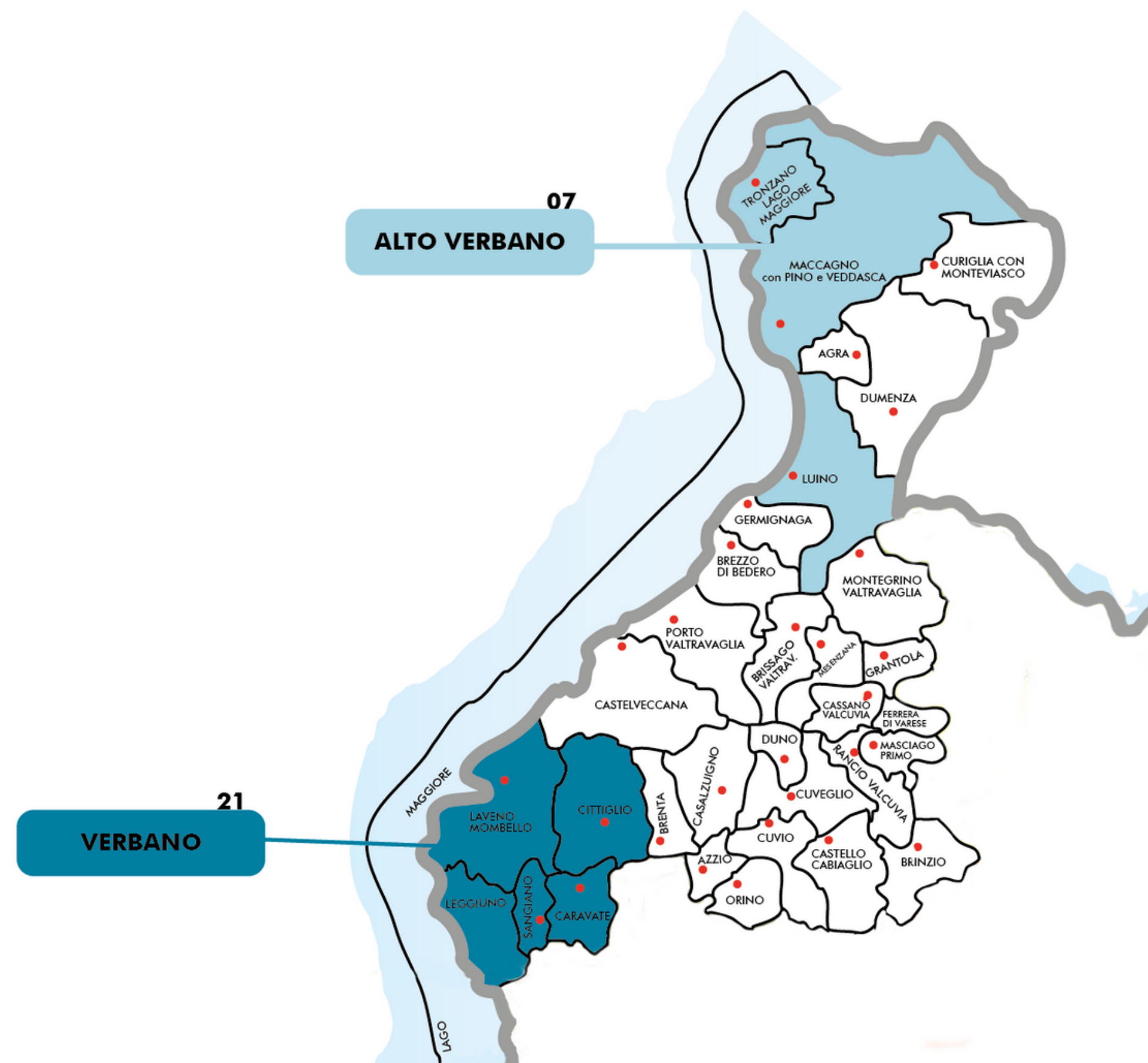
2010-2022

150
mila €

RISORSE DISTRIBUITE



CAMERA DI COMMERCIO
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Orientamento al lavoro e alle professioni

2018-2022



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3

PROJECT WORK

finanziati da Camera di Commercio
partenariati scuola-impresa
Istituto Città di Luino – Carlo Volonté
25 studenti

PW Simul App
PW Braccio robotico
PW Varesinando

210

STUDENTI
SCUOLE MEDIE

Roadshow
"Salone dei Mestieri e delle
Professioni"
Orientamento scolastico-
professionale
Istituto Bernardino Luini di Luino
IC Laveno Mombello

6

VOUCHER

6 imprese Valli del
Verbano
18 studenti
1.524 ore esperienza
formativa in azienda

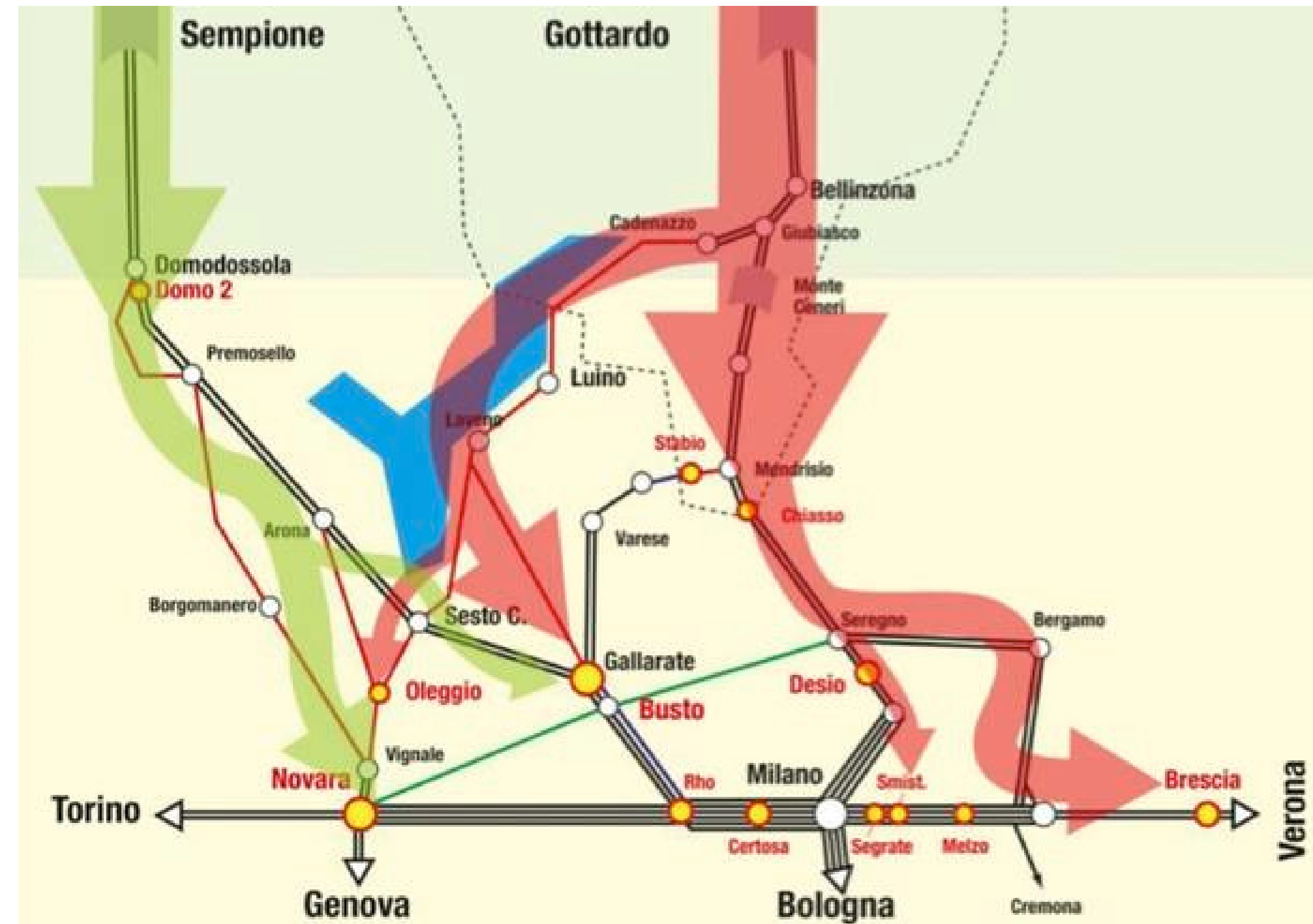
Collegamento italo-svizzero

2013-2022

- La risposta italiana ad Alptransit - 2013
- Linea ferroviaria Luino - 2013
- Alptransit: criticità e soluzioni sulla linea ferroviaria - 2019
- Varese futura e l'Europa: dalle esigenze alle risposte - 2022



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Quali strategie per le Valli del Verbano per i prossimi 5 anni?

- **Attrattività**
- **Nuove generazioni**
- **Sostenibilità**