

YESMILANO

MILANO YOUR NEXT FINTECH DESTINATION



MILANO&PARTNERS

 **Fintech
District**



Italy's capital of creativity and innovation, Milano is the emerging home of a **new wave of fintech** in Europe. A growing market with a **thriving fintech community** rooted in a **unique talent pool**.

The city, smaller in size compared to its peer cities, has one of the highest concentrations of companies in EU seeking innovation and digitalization. An international financial hub that hosts approximately **15K financial companies** and **130K financial services employees**, with a thriving startup ecosystem with **over 2,800 startup companies**.

Increasingly known as a laboratory for creativity and innovation, Milano is home to a world class talent pool with **11 universities** with **227K students**. A destination for creative minds able to recognize the potential of extraordinary ideas that would escape elsewhere.

If you're an international fintech or techfin company willing to expand on the Italian market, **YesMilano** and **Fintech District** can provide you with all the information you need about Milano and the local fintech ecosystem.

Connect with an **innovative community** and grab the **untold opportunities** of a market where talent and new projects flourish.

**MILANO.
TALENT
LIVES
HERE**

TWO PARTNERS FOR YOUR EXPANSION

YESMILANO

Milano&Partners is the official promotion agency and destination management organization of the City of Milano. It was created by the **Municipality of Milano** and the **Chamber of Commerce of Milano Monza Brianza Lodi** to unleash the potential of the city and the metro region and increase its international relevance. We work by catalyzing the energies of the territory in order to strengthen Milano's global positioning as a **sustainable destination** for tourism, and as an **innovation hub** capable of attracting and retaining large-scale events, foreign investments, innovative startups and international talents. We use the **YesMilano** brand to promote an **inclusive and sustainable city**, capable of welcoming and supporting the younger generations.

AT THE CORE OF THE ECOSYSTEM

We support the **soft landing of foreign direct investments** into the city and promote Milano's excellence by attracting foreign talents and boosting its competitive environment.

We **offer top quality connections and services** to ensure the smooth landing of your company in **Milano**.



Fintech District is the international community of reference for **the fintech and techfin ecosystem** in Italy. It acts with the aim of creating the best conditions for all stakeholders (startups, financial institutions, corporate companies, professionals, institutions, investors) to operate in synergy and **find opportunities** for both local and international growth. The Community counts now **more than 290 fintech and techfin companies** and leading Corporates. Fintech District also has relationships with equivalent **innovation hubs** abroad to multiply investment and cooperation opportunities, affirming its role as **the gateway and reference point** for the Italian market. Since 2020, Fintech District has been gathering the International Fintech community in Italy with the **Milan Fintech Summit**, the Italian flagship event dedicated to the future of innovation, organized in collaboration with Fiera Milano – Business International.



WHY MILANO

A GATEWAY
TO EUROPE

INTERNATIONAL
FINANCIAL HUB

THRIVING
START-UP
ECOSYSTEM

WORLD CLASS
TALENT POOL

A WELCOMING
AND PROACTIVE
GOVERNMENT

QUALITY
OF LIFE

COMPETITIVE
INCENTIVES

EXCELLENT
INFRASTRUCTURE

ONE OF THE
WEALTHIEST
REGIONS
IN EUROPE

INTERNATIONAL
OUTLOOK

WHY MILANO?

YOUR GATEWAY TO EUROPE

Economic Capital

The economic and financial capital of Italy, the 3rd largest national economy in the European Union and the 8th in the world by nominal GDP.

2° Wealthiest Region in Europe

One of the wealthiest region in the EU: €49.198 GDP per capita, 30% higher than the EU average.
A city that counts 10% of the Italian GDP and 3.2M people, right at the heart of Lombardy Region, one of the four motors of Europe.

800M Customers

A strategic gateway to Italy - with a market of 60M people - and to Europe, with key access to EMEA markets and to 800M European consumers.

3rd
largest economy
in EU

€49k
GDP per capita

60M
potencial
costumers



WHY MILANO?

A GLOBAL HUB OF INNOVATION

An international financial hub

Home to over 15K financial companies and to 130K financial services employees, home to the Italian Stock Exchange.

A thriving startup ecosystem

2nd city in Europe for fastest growing startups, with a growing VC ecosystem and over 2,800 start up companies.

Global Talents

A young and international city with a world class talent pool.

11 universities and 227K university students every year.

+15K
financial
companies

+2,800
start up
companies

227K
university
students



WHY MILANO?

THE NEXT FINTECH PLACE TO BE

The number of **Fintech and Insurtech startups** operating in Italy **increased from 299 to 622** between 2018 and 2023.

In 2023 **Italian fintech revenues** grew of **+60%** compared to 2022.

Milano is home to a **thriving Fintech community**: Fintech District has collaborated with **more than 290 Fintech & Techfin companies**, 40 Corporate Partners, 20 Professional Partners and 10 International Hubs throughout the years.

Milano is home to **41%** of Italian Fintech companies and is a **champions creator city**, home to the **2 fintech unicorns**.

Home to the **largest VC ecosystem in Italy**, 62% of Italy's total VC investments and 69% of investments in Italian Fintech are located in Milano.

Source: Osservatorio Fintech & Insurtech 2023, Politecnico

+108%
of Fintech and
Insurtech startups
operating in Italy
2018 vs 2023

+60%
of fintech
revenues



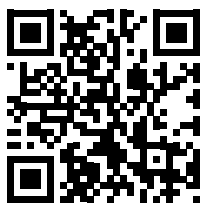
MILAN FINTECH SUMMIT

THE FUTURE OF FINANCIAL
TECHNOLOGY IS IN MILANO

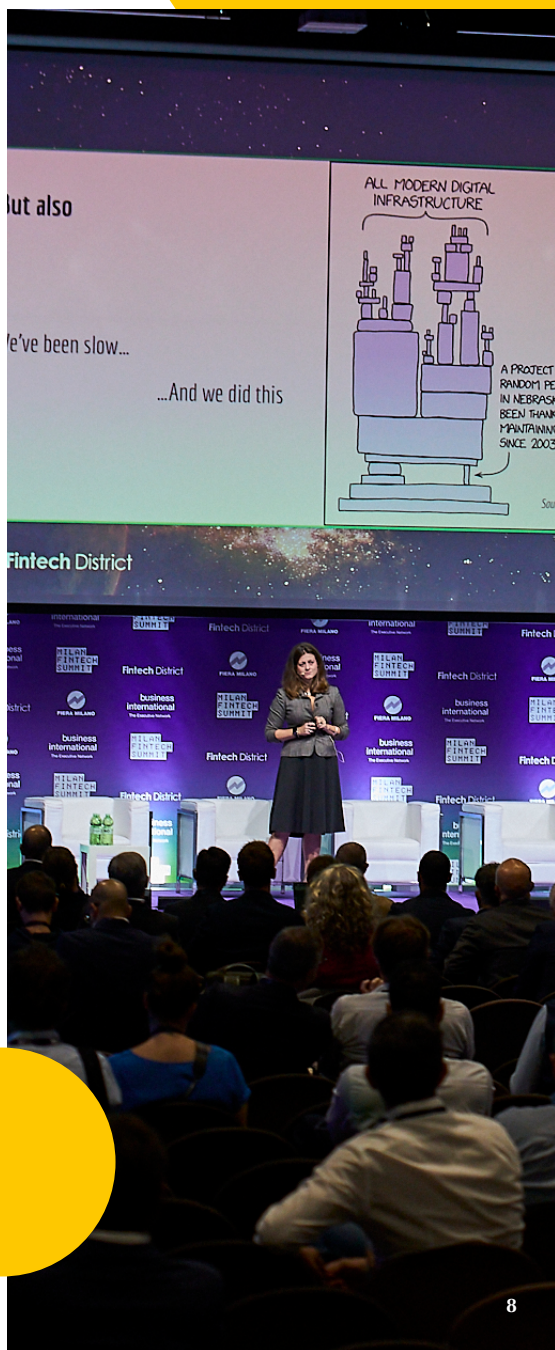
Since 2020, Milano is home to the **Milan Fintech Summit**, the only Italian event in English language dedicated to the future of innovation in banking and financial services.

This year at the **fifth edition**, Milan Fintech Summit wants to bring together the most important and influencing fintech experts and companies at national and international level, giving them the opportunity to showcase their innovations and solutions, meeting investors, stakeholders, customers, and making **Milano one of the European referral markets** for the industry's development and growth.

If you want to know more and stay up to date with future editions, scan the qr code.



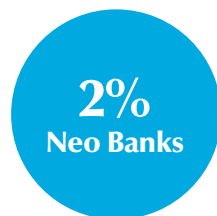
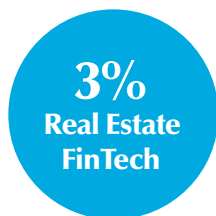
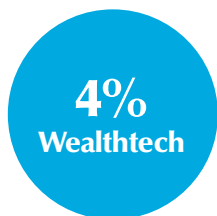
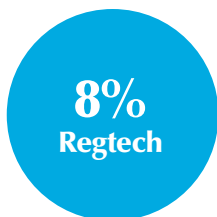
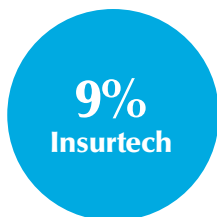
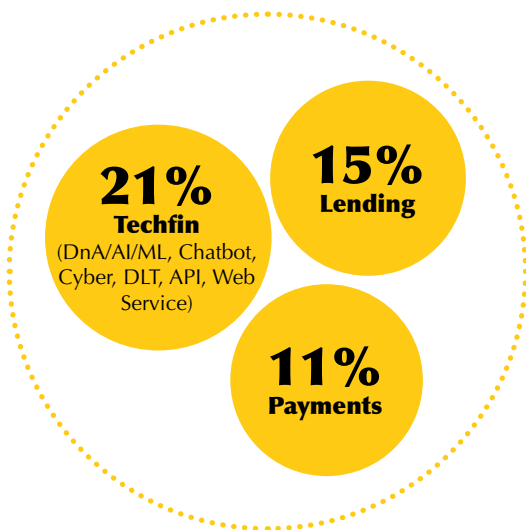
milanfintechsummit.com



MILANO'S FINTECH ECOSYSTEM

The city is home to a thriving community of **over 290 Italian and international fintechs**, constantly growing.

The first three most populated clusters represent 46% of our sample.



Sources: FinTech Waves 2023, EY and Fintech District

*Personal Finance Management/ Money Management Account Aggregator

CRYPTO & DEFI (+20)



INSURTECH (+20)



NEO BANKS (+5)



LENDING (+25)



PAYMENTS (+45)



CRYPTO & DEFI (+20)



CROWDFUNDING (+15)



INVOICE & TAX MANAGEMENT (+10)



REGTECH (+10)



PFM & BFM (+5)



WEALTHTECH (+25)



TECHFIN (+70)



REAL ESTATE FINTECH (+10)



Mere explanatory and non-exhaustive list.
For more details please contact us.

WANT TO LAND YOUR BUSINESS IN MILANO?

DISCOVER OUR SOFT LANDING PROGRAM

As **Milano&Partners** and **Fintech District**, we act as a **business integrator** and **facilitator** for foreign fintech companies willing to set up and expand in Italy, choosing **Milano** as landing destination.

With our **Soft Landing Program** we support you in all the steps of your landing with all the services that you may need. If you think something is missing, just let us know!



A MENU OF ON DEMAND SERVICES TAILORED TO YOUR NEEDS

Preliminary information

- M&P e FD guides on Milano and Italy fintech landscape
- Calendar of relevant and national events for the fintech market
- Specific Guides/Vademecum draft with our Partners
- FD Knowledge Report

Introduction To Local Stakeholders

- Institutions
- Authorities
- Regulators

Access To Capital

- Guidance and access to national and regional fiscal incentives
- Intro to Fin+Tech accelerator
- Intro to Incubator/accelerator programs in our network
- Intro to CDP and VCs

Access To Market

- Competitor analysis
- Ad hoc report, researches, surveys, product tests
- Brand awareness
- Matchmaking with potential clients in our current network
- Access to customized version of the Fintech Masterclass
- Being in Soft Landing Distribution list to receive useful info on events, projects
- Fintech Shower event

Access To Talent

- Intro to Italian universities in our network
- Intro to HR Firms in our network

Location Scouting

- Intro to Copernico Isola for S32, the Fintech building
- Introduction to real estate partners
- Intro to other co-working spaces in our network

Milan Fintech Summit

- Tickets & Sponsorship packages
- Matchmaking and/or supporting in organizing b2b meetings during the event

Bureaucratic And Legal Support

- Intro to our professional partners for first assessment
- Bureaucratic support and facilitation to public administration

LANDED IN MILANO



SalaryFits

Moacir Giansante

Country Manager
SalaryFits Italia

"We chose Milan for our headquarters because it is the Italian city that offers **the right environment to develop the partnerships we wanted to build**. As well as the city being an **important hub with connections to the whole of Italy**, we found a partner in the Fintech District, which offers a **dynamic community** like we were used to in London. Milan has a quality of life very similar to that of the main cities in northern Europe, where **services are very satisfactory**. As a business environment, I believe it is **the best Italian city for establishing a global business standard.**"



Doconomy

Ulrika Hoonk

Country Manager Italy &
Switzerland at Doconomy

"Italy is an interesting market for us. The domestic market offers **many opportunities** with 60 million inhabitants and more than 400 local banks in need of innovating and green technologies. Right now, the Italian market offers **numerous financial incentives** aimed at increasing the attractiveness of the country, encouraging R&D operations, supporting industrial crisis areas, and fostering the growth of new innovative enterprises. Italy represents a **strategic gateway** to consumers across the European Union, Northern Africa and the Middle East and is **the main thoroughfare linking Southern Europe to Central and Eastern Europe**. Italian cities are also overflowing with ancient monuments and treasures that combined with its world-famous art, culture, music, food, and quality goods give Italy an **unparalleled quality of life**. Fintech District and YesMilano gave us the possibility to be part of an already existing financial hub with an important local network which has helped us to accelerate growth in Italy."

OUR TEAM, READY TO SUPPORT YOU!



Claudia Lodetti

Project Manager - YesMilano

claudia.lodetti@yesmilano.it



Francesco Gavanna

Relationship Manager -
Fintech District

francesco.gavanna@fintechdistrict.com

LAND YOUR BUSINESS IN MILANO

SOFT LANDING PROGRAM

MILANO&PARTNERS



www.yesmilano.it

www.fintechdistrict.com