

Made in Italy: Eccellenze in Digitale

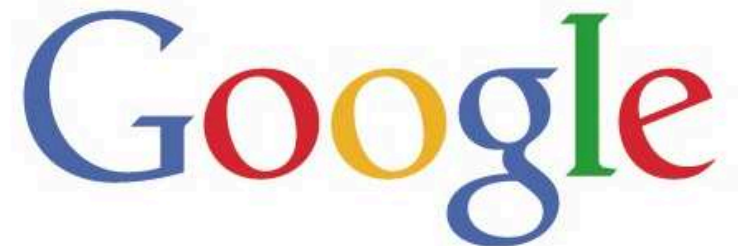
Florence handicraft lands on the web

the project was carried out on the basis of an agreement between Google and Unioncamere with the aim of developing the online presence of Italian craftsmen of the highest quality and to develop their presence in the global market.

A project by



with the support of



Internet and Italian SMEs: such a long way to go

12% Web searches about Made in Italy (2012-2013)

Among the firms with less than 10 employees
less than the 50% has a website

only **15%** on the firms with 1-2 employees has a website

A platform to preserve and promote culture online

The screenshot shows the Google Cultural Institute interface for the 'Made in Italy' exhibition. At the top, a navigation bar includes 'Made in Italy', a search bar, and menu items like 'Cibo', 'Artigianato', and 'Casi di successo'. Below this is the 'Esplora' section with filters for 'Perfeziona', 'Esposizioni x', and 'Unioncamere x'. The main content area is titled 'ESPOSIZIONI 71 esposizioni' and features a grid of seven exhibition cards. Each card displays a title, a year, and a representative image: 'MOBILI D'ARTE DI VERONA' (1400), 'LA TARSIA DI ROLO' (1700), 'ACCIAIO TRAFORATO' (1400), 'L'ARTE ORAFA FIORENTINA' (1100), 'BASALTO LAVICO DELL'ETNA' (1700), 'LE CERAMICHE GRAFFITE FERRARESÌ' (1300), and 'LA PORCELLANA DI DOCCIA' (1737). A final card shows 'LE FISARMONICHE DI CASTELFIDARDO' (1850) with an image of musicians. The bottom of the page contains utility buttons for 'Condividi', 'Confronta', and 'Salvata', along with the 'CULTURAL INSTITUTE powered by Google' logo and a footer with copyright and navigation links.

Benvenuti nel Google Cultural Institute. [Fai un tour](#) o [guarda un video](#) per iniziare.

Made in Italy Cerca Cibo Artigianato Casi di successo

Le mie gallerie gloria.mugelli@gmail.com

Esplora

Perfeziona Esposizioni x Unioncamere x

ESPOSIZIONI 71 esposizioni

1400 MOBILI D'ARTE DI VERONA

1700 LA TARSIA DI ROLO

1400 ACCIAIO TRAFORATO

1100 L'ARTE ORAFA FIORENTINA

1700 BASALTO LAVICO DELL'ETNA

1300 LE CERAMICHE GRAFFITE FERRARESÌ

1737 LA PORCELLANA DI DOCCIA

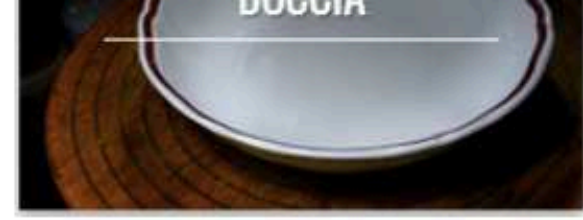
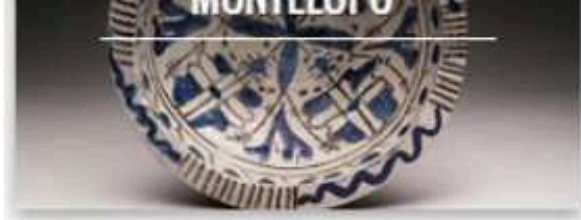
1850 LE FISARMONICHE DI CASTELFIDARDO

Condividi Confronta Salvata

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150 exhibitions on Made in Italy excellenc




Camera di Commercio di Firenze has promoted and allowed the creation of **6 exhibitions** about the excellence of handicraft in Florence

UNIONCAMERE
CAMERE DI COMMERCIO D'ITALIA

Home Collezioni Chi siamo Per le imprese

Cerca



Deutschland
Germany

TUTTE LE IMPRESE CHE FANNO GRANDE L'ITALIA COLLEZIONATE DALLE CAMERE DI COMMERCIO.

Scopri i fatti, i numeri, le storie, le passioni, le tradizioni e lo spirito dell'artigianato Made in Italy e dell'agroalimentare italiano. Un'impresa dopo l'altra, tutto in una volta.

ABBIGLIAMENTO E ACCESSORI MODA

ARTIGIANATO ARTISTICO E TRADIZIONALE

ARTICOLI PER LA CASA

ORO E GIOIELLI

STRUMENTI MUSICALI

LEGNO E ARREDO

AZIENDA COLLEZIONE

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www.eccellenzeproduttive.it

will collect and promote the handicraft and agri-food firms that spread worldwide the excellency of **Made in Italy**

From September 1st Camera di Commercio di Firenze hosts two young digital experts to promote a **free consultancy** for handicraft florentine firms who can improve their

- **Online presence**
- **Site optimisation**
- **Social Network Management**
- **Online Marketing Strategies**
- **E-commerce**

Why this is a priority

According to a recent study conducted on 1.000 italian firms, the “**online-active SMEs**” (those that own a website, sell online and use social networks)

- **improve their productivity thanks to internet**
- **grow faster**
- **reach international customers easier**
- **hire new employees (digital experts, social media managers, e commerce managers)**

For more informations

www.fi.camcom.gov.it

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Firenze



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