

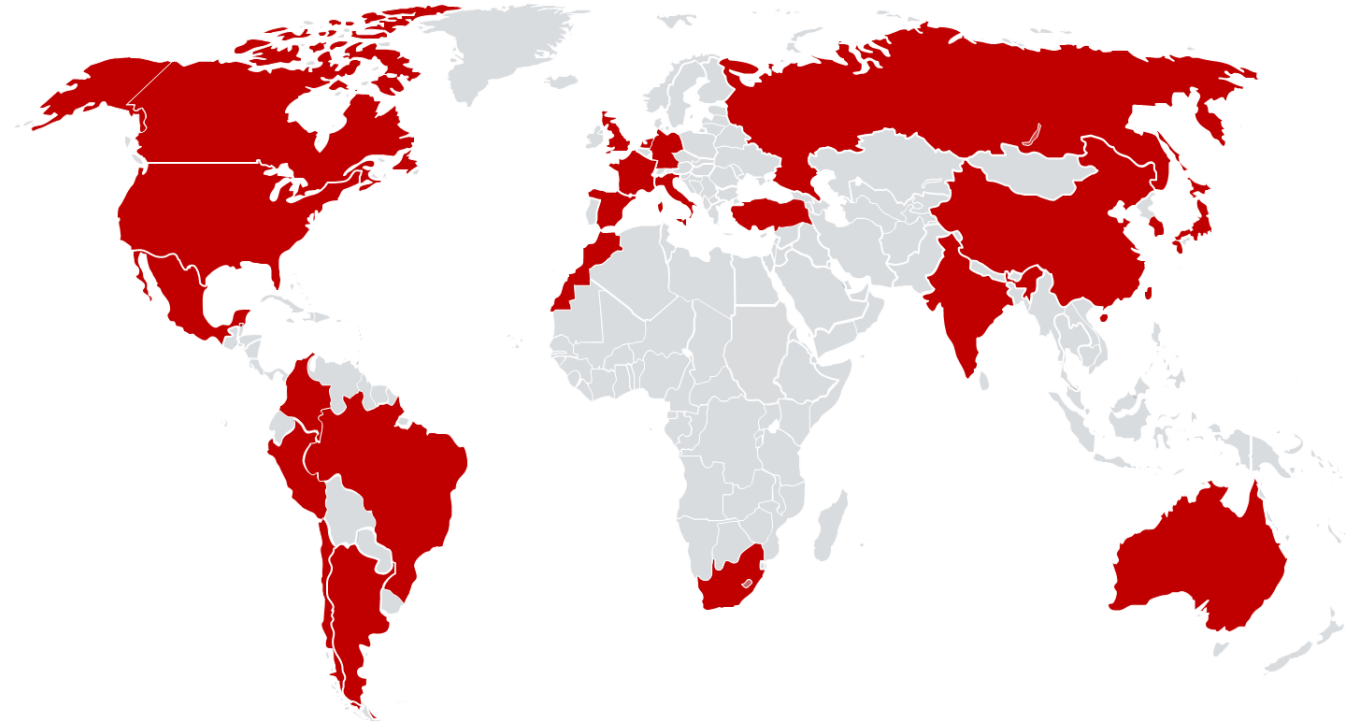


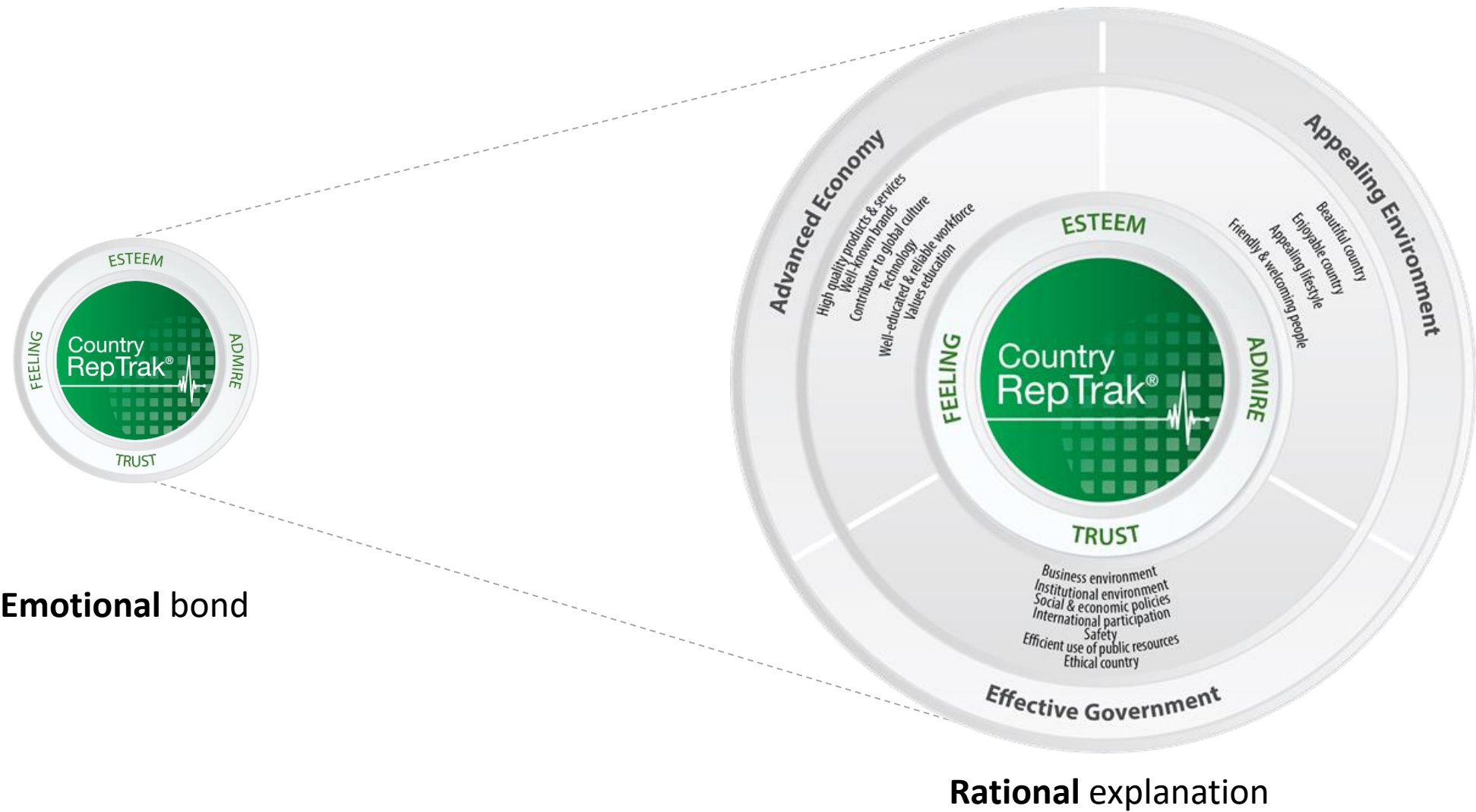
How Country Reputation affects investment attraction *Italy and its «effective government» growing perception*

Fabio Ventoruzzo

Director - Reputation Institute

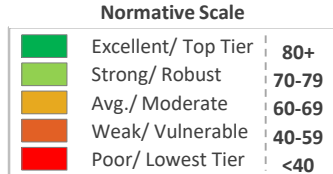
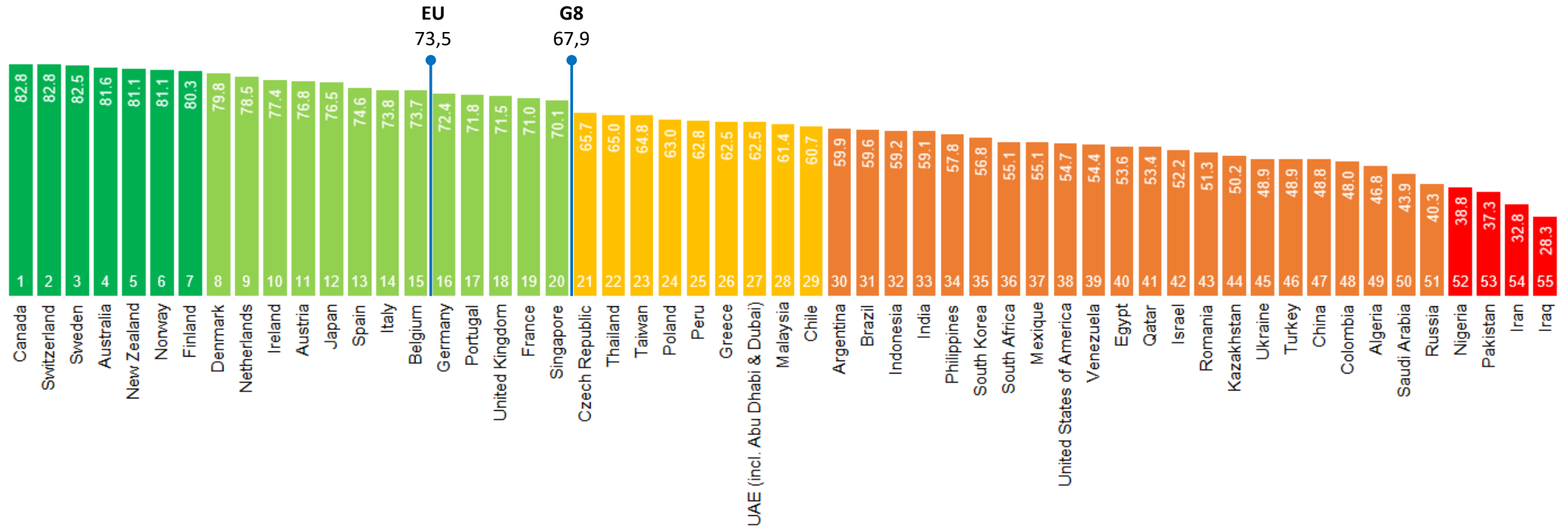
- **Stakeholder Group (Target):** General public and opinion elites balanced to the country population on age and gender, and was also controlled for region.
- **Country Selection:** 55 largest economies by GDP.
- **Data Collection Method :** CAWI (online interviews).
- **Data Collection Period:** March 2017.
- **Sample:** Over 39,000 consumers from G8 countries.
 - Additional samples in specific markets.



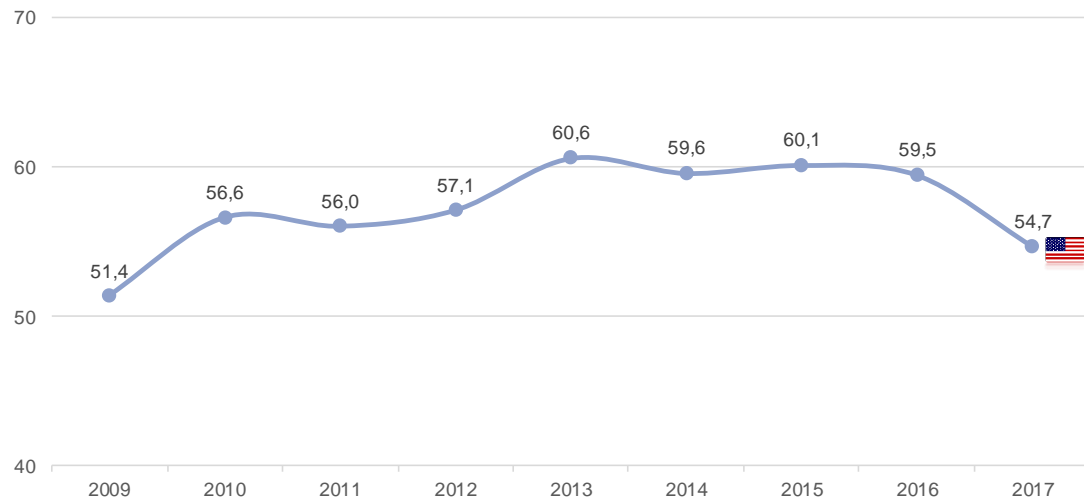


Emotional bond

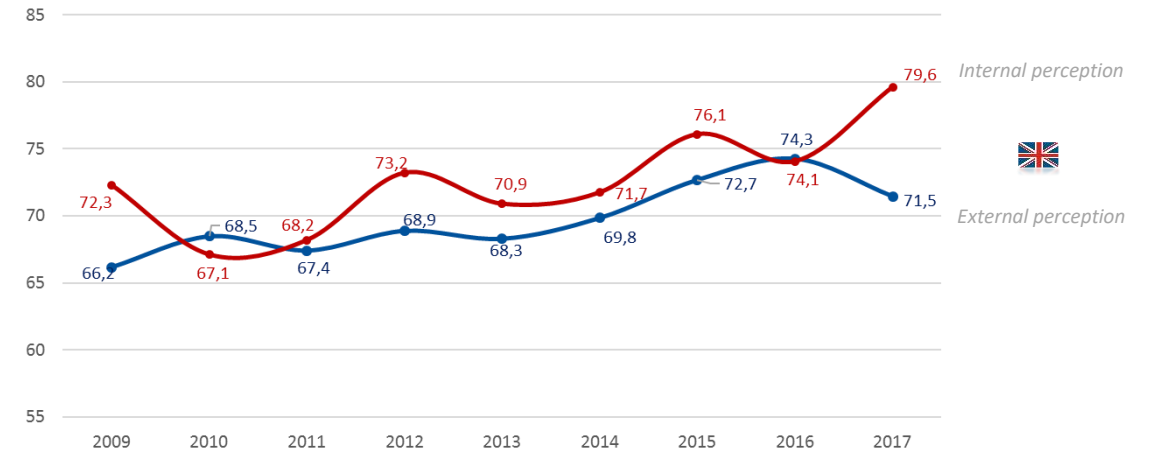
Rational explanation



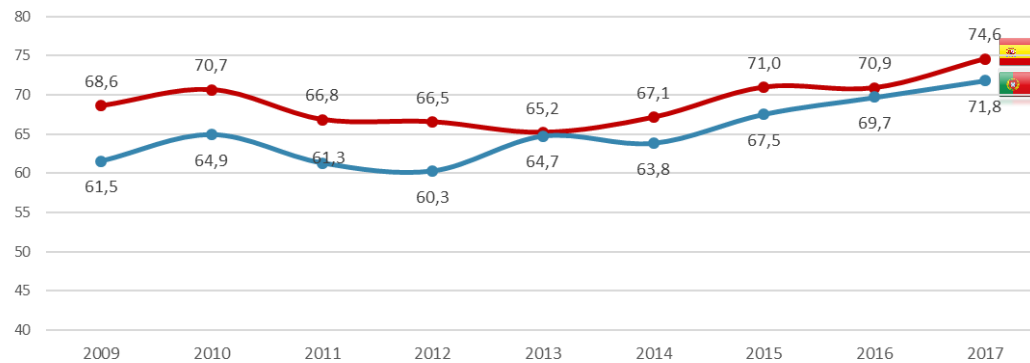
USA is the Country with the highest reputation drop in 2017



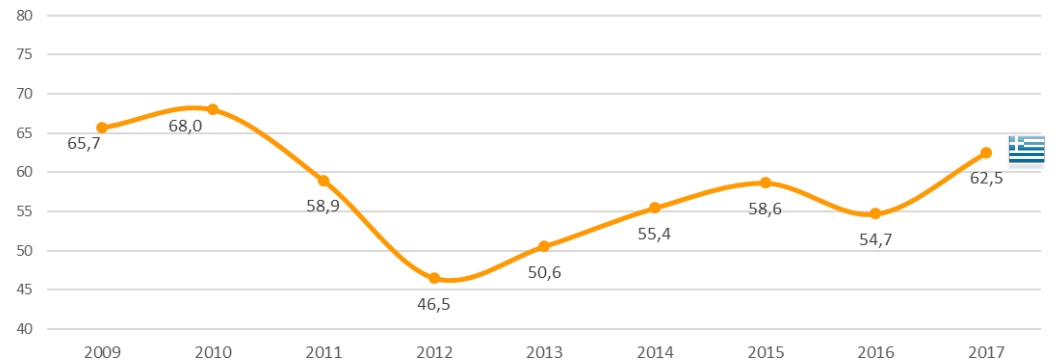
The Brexit effect on the UK reputation: it falls externally, but it grows internally



Spain and Portugal climb in the reputation ranking as their economies improve and have greater political stability











Greece improves its reputation after leaving the media headlines





Appealing Environment

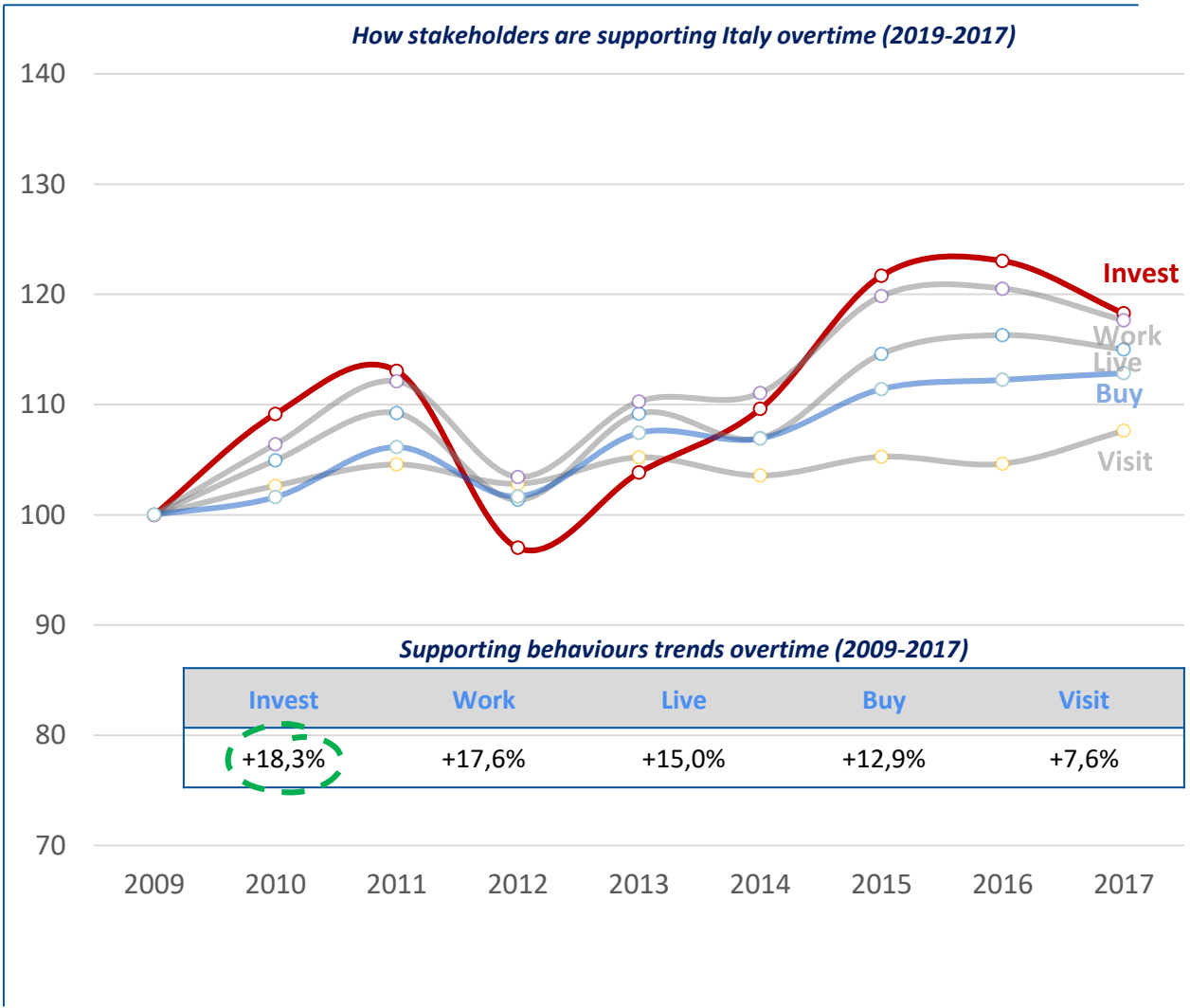
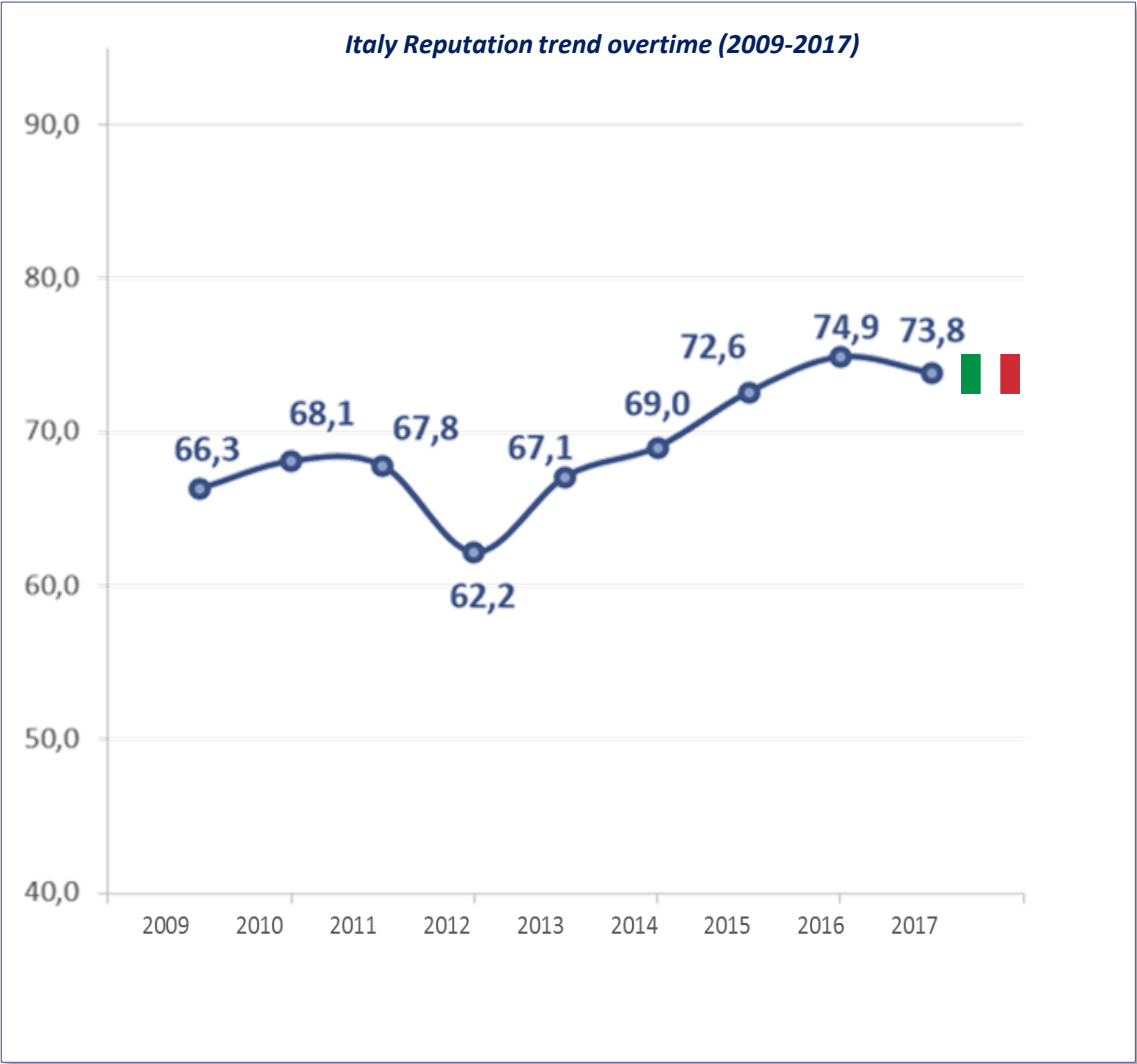
1	Australia	
2	Canada	
3	New Zeland	
4	Sweden	
5	Italy	
6	Switzerland	
7	Norway	
8	Finland	
9	Ireland	
10	Netherland	

Advanced Economy

1	Japan	
2	Sweden	
3	Switzerland	
4	Germany	
5	Canada	
6	Norway	
7	United Kingdom	
8	France	
9	Finland	
10	Denmark	
15	Italy	

Effective Government

1	Sweden	
2	Switzerland	
3	Norway	
4	Finland	
5	Canada	
6	Denmark	
7	Australia	
8	Netherland	
9	New Zeland	
10	Austria	
20	Italy	



What contents are impacting Italy Reputation

EFFECTIVE GOVERNMENT

REPUTATION CONTENTS	WEIGHT	Imp. Rank
Offers a favorable environment for doing business	8,7	1
Is run by an effective government	7,8	2
Operates efficiently –it does not impose unnecessary taxes or waste resources	7,2	3
Ethical country with high transparency and low corruption	6,9	4
Has adopted progressive social and economic policies	6,1	9
Is a safe place	5,8	11
Is a responsible participant in the global community	5,7	12

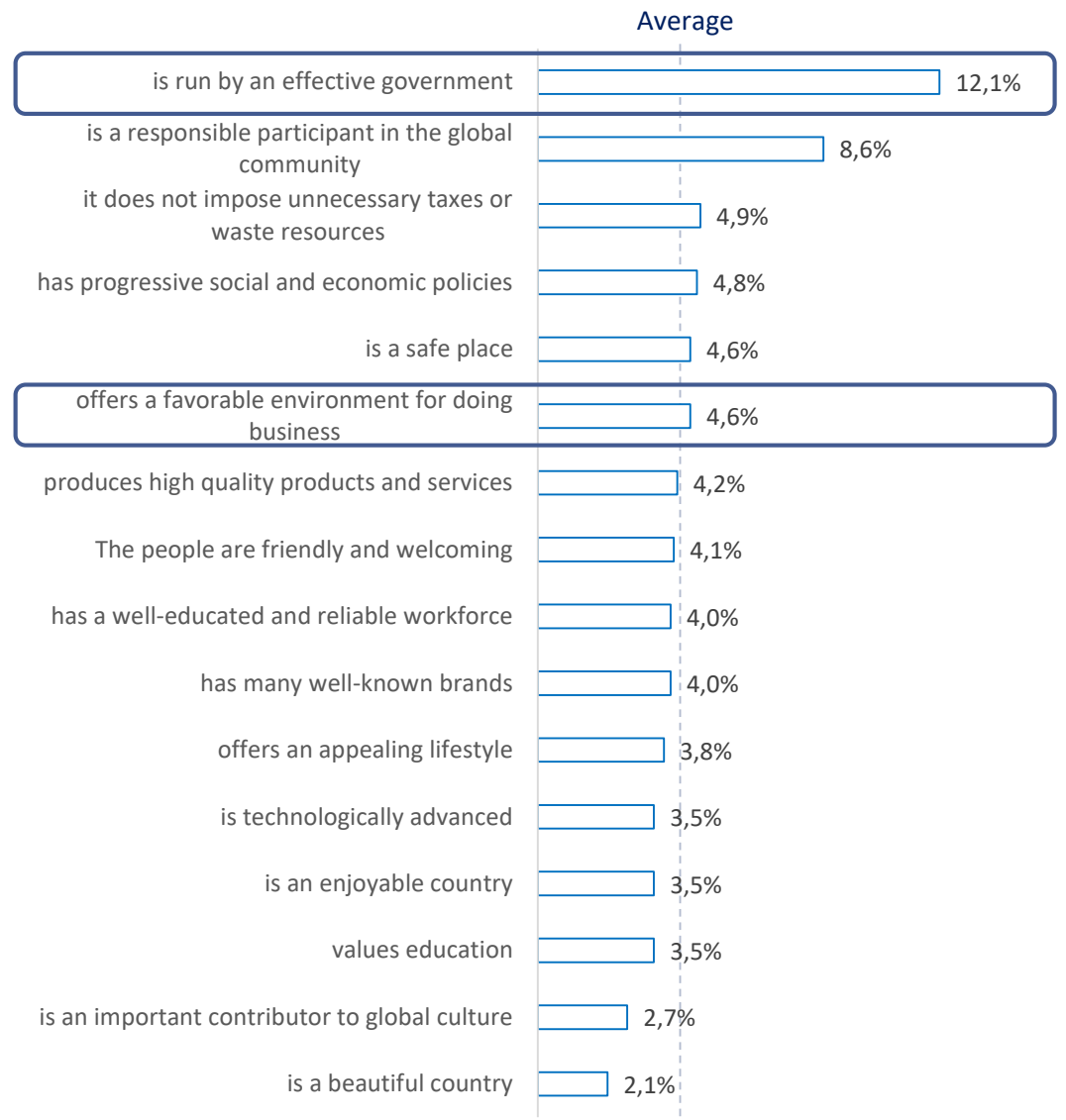
ADVANCED ECONOMY

REPUTATION CONTENTS	WEIGHT	RANK
Has many well-known brands	6,7	5
Has a well-educated and reliable workforce	6,4	6
Is technologically advanced	6,3	7
Produces high quality products and services	6,2	8
Values education	5,7	13
Is an important contributor to global culture	4,7	15

APPEALING ENVIRONMENT

REPUTATION CONTENTS	WEIGHT	RANK
Offers an appealing lifestyle	6,0	10
The people of Country are friendly and welcoming	5,2	14
Is an enjoyable country	2,8	16
Is a beautiful country	1,8	17

Italy Reputation Contents trends overtime (2011-2017)



...and the increasing perception of Italy's Government effectiveness will affect the investment attraction

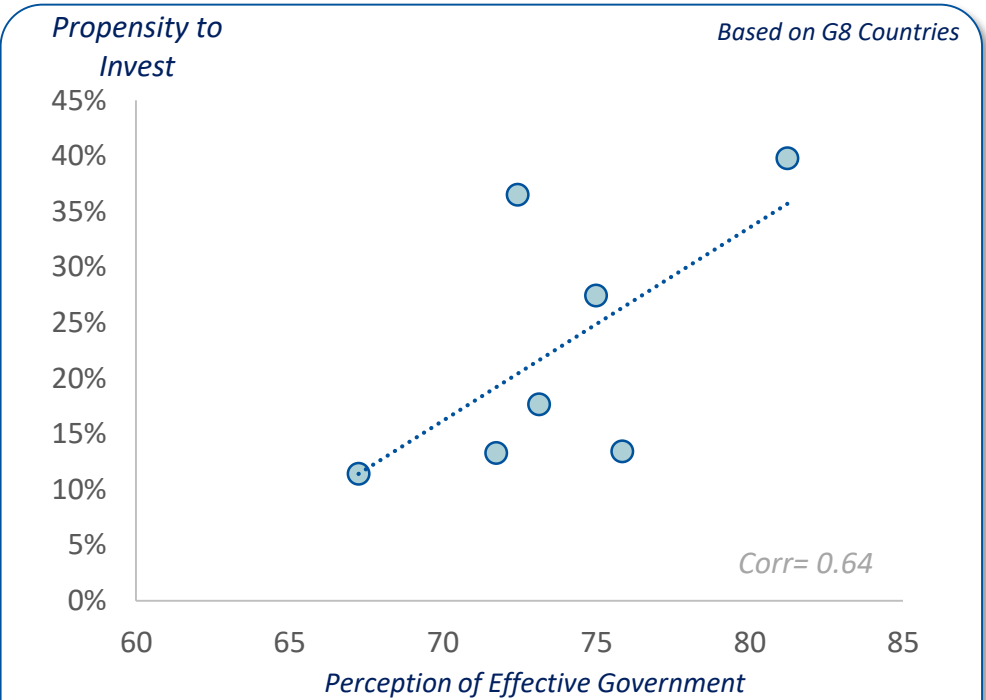
Country Reputation influences supporting behaviors towards Italy

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Italy growing performance on effective government will impact investment attraction



+5pt in Effective Government perception = +8,7% in propensity to invest in Italy