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South Tyrol is a bridge between north and south, a tourist destination, and a thriving business location with a colourful history. The Italian province, which is located just south of the vital Brennero Pass (Brenner), has developed today into one of the wealthiest regions in Europe largely due to its unique autonomous status granting wide-ranging administrative and legislative power.

When Johann Wolfgang von Goethe’s travels took him to Italy in 1786, he commented that Bolzano (Bozen)—already an important trading town at that time—was a place “where everyone revolves around the marketplace” and where “there is a gentle mild breeze throughout the land”. Southern Tyrol, which the celebrated poet traversed, was part of the Habsburg Empire at that time. This land has always been a connecting route between northern and southern Europe—and has thus been a perpetual object of great desire for great nations. The Romans and the Franks have left their footprints here, as have the Counts of Tyrol. South Tyrol became part of Italy in the wake of World War I, and has thus been the country’s northernmost province since 1919. The Fascists seized power in Italy in 1922 and instituted later in 1939 what was called the Option: either remain in South Tyrol or emigrate to Nazi Germany. The ruthless assimilation policy wounded the region and its people deeply, a scar that is still felt today. After World War II, Italy promised South Tyrol self-rule in order to protect and give equal rights to the German-speaking majority. They implemented this policy very poorly, though, resulting in an international dispute that was eventually heard by the United Nations. Since 1972, South Tyrol has had a new autonomy statute that guarantees extensive legislative powers to the minority and is now seen as a model for minority delegations throughout the world. Today, South Tyrol has truly arrived: the province has a thriving economy with virtually full employment. Tourism is booming, well-known international companies have settled here—ranging from Brennero in the north to the Chiusa di Salorno (Salurner Klause) in the south—and the population’s multilingualism is now considered to be a godsend.

The Italian Constitution protects South Tyrol’s autonomous status and gives the province power over a number of aspects of public administration including culture, education, land use, and economic policy. German is an official language in the courts and in public administration—something that is seen as a major achievement. A system of proportional ethnic representation ensures equal rights for the German, Italian and Ladin-speaking populations in job allocation for public offices.

The Project of the Century

Twelve million automobiles, two million trucks, and net loads of up to 50,000 tonnes: this is the burden the Brennero Pass bears over the course of just one year. The Brenner Base Tunnel (BBT) is a controversial, multibillion-dollar construction project designed to shift freight traffic from road to rails along this critical north-south route. The EU, Austria and Italy are jointly funding the BBT project. When the tunnel is connected to the Innsbruck bypass tunnel, it will be 64 kilometres in length, making it the longest underground railway tunnel in the world. Construction is slated for completion in 2025.

A vibrant commercial town: Corso Libertà in Bolzano (1)
A view of Venosta Valley (Vinschgau) (2)
A World Natural Heritage Site  South Tyrol is a mountainous region with wildly juxtaposing landscapes: it is extremely steep and barren in some places and lush with a very mild climate in others. The population in this, the largest of Italy’s provinces, is concentrated mainly in the main valleys along the Adige (Etsch), Rienza (Rienz) and Isarco (Eisack) Rivers. At an elevation of 3,905 metres, Mount Ortler is the highest peak in South Tyrol. In the east are the celebrated massifs of the Dolomite Mountains, atop which the mountaineering legend Reinhold Messner won his first spurs. UNESCO’s World Heritage Committee listed the Dolomites in 2009, citing the range as “a series of unique mountain landscapes of exceptional beauty”.

Ötzi – the Iceman  (3)

The most famous South Tyrolean these days is more than 5,000 years old and lived during the Stone Age. At that time, copper was fundamentally changing man’s way of life, hunting was absolutely vital to survival, and there were already trails crossing the Brennero Pass. The discovery of Ötzi the Iceman in 1991 sent shock waves rippling through the archaeological world. Ötzi is one of the world’s oldest mummies—but it is his natural mummification that makes him of such critical value to science. His body tissue is still elastic, and the ice even preserved his clothing and equipment. The media named the man, who probably fell victim to a murder, after the site of his discovery on the South Tyrolean side of the Ötztal Alps. Since that time, thousands of people flock to the Archaelogical Museum in Bolzano every year to view the mummy. In addition, the find sparked the founding of the world’s first institute for mummy research in South Tyrol’s capital city.

South Tyrol at a Glance

Area: 7,400 sq km
Population: 511,750 inhabitants
Populated Area: 21,096 ha = 2.85%
Population Density: 68 inhabitants / sq km
Capital: Bolzano (105,652 inhabitants)
Cities with over 20,000 inhabitants: Merano (Meran), Bressanone (Brixen), and Brunico (Bruneck)
Number of Municipalities: 116
Language Group Affiliation:
German (69.1%)
Italian (26.4%)
Ladin (4.5%)
Percentage of Foreigners: 8.7%
Life Expectancy for Men: 80.5 years (Italy: 79.4)
Life Expectancy for Women: 85.8 years (Italy: 84.5)
Major Political Parties:
Südtiroler Volkspartei (48.1%),
Die Freiheitlichen (14.3%),
Popolo della Libertà (8.3%)
Province Governor: Luis Durnwalder (since 1989)
Religious Denomination: Roman Catholic majority
International Dialling Code: 0039
Main Arteries:
Brenner Autobahn: A22
Trains: Munich-Bolzano-Verona
Airports: Bolzano, Innsbruck, Verona

→ www.provinz.bz.it
→ www.suedtirol.info
→ www.bls.info
Economy

Services, artisans, industry and agriculture: South Tyrol’s economy is built on many different pillars. The province’s businesses, which are mostly small to midsize, generate the highest gross domestic product per capita in Italy.

South Tyrol’s economy is the best in Italy. That isn’t hyperbole. Nowhere in Italy is there a higher labour force participation rate, lower unemployment, or a higher GDP per capita: euro 36,604 in 2011. A vast number of small and midsize businesses, many of which are family run, generate this gross domestic product. One reason for South Tyrol’s striking economic success and booming job market is its balanced economic structure: agriculture, artisans, industry, commerce, hospitality, services, and public administration all maintain a rough balance. It’s a good mix that has proven to be very successful, even in times of crisis—when things get particularly difficult for the sectors individually. Other success factors include: a solid education system; the steadily increasing qualification level found in the general population; the province’s system of dual training for apprentices, which is based on German and Austrian models; and the presence of the Free University of Bolzano and the European research institute EURAC. For some time, South Tyrol’s politicians have been zeroing in hard on the sector of research and development. A technology park will provide additional momentum for this branch in the future. The coalescence of all these factors—together with sound measures for economic development and Italy’s lowest taxes—has made South Tyrol the most investor-friendly region in the country, according to a study performed by the Italian artisans’ association Confartigianato.

Artisans
Artisans in South Tyrol generally function on a small scale. Traditional craftsmen such as wood carvers and quill embroiderers work side-by-side with those engaging in innovative trades such as climate-house experts and media designers. Approximately 13,000 artisanal companies are currently operating in about eighty different trades. With almost 44,000 employees, artisanry is number one in the private sector: it generates around 2.4 billion euro and represents 15.4 percent of the value created.

Industry
South Tyrol’s approximately 500 industrial companies employ a total of 33,000 people and range from manufacturers of niche products to suppliers for the automotive industry and from steelmakers to producers of high-purity silicon. Industry represents a 15.4 percent share of the GDP, the highest of all sectors. The value added per worker is 59,600 euro, and 90 percent of sales are generated outside of South Tyrol.

Long-Standing and Family Businesses
Tradition is still very much alive and well in South Tyrol: the large number of successful family businesses in the province is evidence of this fact. These companies produce quality products for the domestic and international market in keeping with a common motto: “Committed to tradition, with the future in mind”. The name Loacker has been synonymous with wafers and sweets since 1925; Daunenstep has provided for cosy warmth in bed for more than a century; Speck cured ham and sausages from Senfter have a tradition dating back 150 years and inspire the Americans and the Chinese even today; and Thun’s beloved angels have fans all over the world.

South Tyrolean Glass Blower (1)
Traditional crafts are one of the pillars of the South Tyrolean economy.

The Province Vocational School for Industry and Handicrafts in Bolzano (2)
Höller & Klotzner Architects; winners of the 2008 Dedalo Minosse Architecture Prize.
**Education**

South Tyrol’s dual apprenticeship training system comprises 120 occupations in every sector of the economy. Apprentices hailing from the province regularly win medals at the World Skills Competition. South Tyrol’s PISA scores are on par with those of the other European regions that serve as role models in many different fields. About 30 percent of South Tyrol’s students enrol in Italian universities and around 40 percent enrol in Austrian universities; approximately 20 percent attend the trilingual Free University of Bolzano. In addition to multilingualism, South Tyroleans generally bring a great deal of intercultural expertise into the workplace. Continuing education is likewise very well developed: over 270,000 adults participate in more than 16,000 training courses every year.

**Research**

The Free University of Bolzano offers courses conducted in German, Italian or English in five different departments: economics; computer science; engineering and natural sciences; education sciences; design and the arts. The university comprises three different locations: Bolzano (Bozen), Bressanone (Brixen) and Brunico (Bruneck). About 750 professors, lecturers and associates serve the university’s approximately 3,500 students.

The European Academy of Bolzano (EURAC) is a post-graduate research and training institute. EURAC’s approximately 130 researchers, who hail from ten different countries, conduct basic interdisciplinary research within eleven different institutes.

**Innovation** A new technology park in Bolzano’s industrial zone, which could grow to as large as twelve hectares, is going to hit South Tyrol’s economy with a wave of innovation: the universities, public and private research facilities, and companies housed in the park are expected to catalyse know-how in key sectors such as renewable energy, sustainable mobility, alpine technologies and food technology. TIS Innovation Park operates this innovation area. Business Location Südtirol – Alto Adige (BLS), the government agency charged with promoting South Tyrol as a business location and helping domestic and international companies settle into the province, is responsible for marketing the park. TIS in Bolzano is an incubator for start-up companies like 3D Pixel, a company that has developed—in conjunction with the forensic laboratory of the carabinieri (the national gendarmerie of Italy) in Parma—an innovative 360-degree camera system for documenting crime scenes. In addition, TIS advises companies, connects industry and science by building networks for cross-sector projects, and helps with patent strategies and analysis of materials.

**German-Italian Business Forum**

In late October of 2011, we held the first Italian-German Economic Forum, which brought leading Italian and German economic figures together in Bolzano (Bozen). In addition to the presidents of Confindustria and Bdi, Giorgio Squinzi and Hans-Peter Keitel, participants in the second forum, which took place a year later, included Economic Development Minister Corrado Passera, European Commission Vice-President Antonio Tajani, Senate Vice-President Emma Bonino, Vice-Chancellor and Minister of Economics Philip Rösler. Today, the forum has become a set annual event; the initiative has identified South Tyrol as its ideal location.

**Library of the Free University of Bolzano (3)**

The former Alumix building in Bolzano (4)

In 2008, the European art biennale, Manifesta 7, was held in the Alumix building. In the future, it will house the technology park.
The EURAC European Academy in Bolzano

The think-tank carries out research and maintains ongoing contact with businesses for a competitive Europe.

Headquarters of Finstral, a window and door manufacturer in Unterinn (Renon)

6

Pfanner, Cea, Warsteiner, Nils, Develey, Makino, Velta, Loewe and Vetter.

Taxation and Finances

A healthy economy is a prerequisite for sustainable growth and economic success. All of the major rating agencies regularly give South Tyrol good credit ratings. With a GDP of nearly 18.6 billion euro, South Tyrol ranks among the top 25 regions in Europe. The IRES stands at 27.5 percent, while the IRAP is the lowest in Italy at 2.98 percent, falling to 2.5% in some cases and even reducing zero for the first 5 years for anyone starting up a new business in South Tyrol. The tax burden in South Tyrol is thus the lightest of any part of the boot. This translates to annual tax relief of around 78 million euro. South Tyrol supports its businesses with direct grants amounting to over 90 million euro annually. Between 10 and 40 percent of expenditure on research and development is tax deductible.

Labour Market

South Tyrol has an unemployment rate of 3.3 percent, which is the lowest in the EU and represents de facto full employment. Skilled employees in engineering are very much in demand, as are those with other technology-based training. The employment rate is a healthy 71 percent, well above the EU average. About 91 percent of South Tyrol’s workers describe themselves as “fairly satisfied” or “very satisfied”, and the average workweek is nearly 42 hours. The number of self-employed and freelancers is above average, at nearly 28 percent.

Business Etiquette

The Dos and Don’ts of Business in South Tyrol

1. A Slippery Slope: never refer to a German-speaking South Tyrolean as “Italian”. Identity in South Tyrol is a very delicate issue—and gets political very quickly.
2. Talk About It First: your business partners are generally extremely reliable…with a couple of centuries of cunning behind them.
3. No Abstainers: A morning’s deal will always be toasted with a glass of wine—take at least one sip.

The multilingualism of the public administration, potential business partners, and business-related service providers all make it easier for entrepreneurs who speak German, Italian or English to set up shop in South Tyrol. German is an official language of the province—right alongside Italian. The paperwork necessary to form a business and the company’s financial statements may be filed in German, and the workforce is mostly bilingual or multilingual. South Tyrol’s function as a bridge between German-speaking Europe and Italy and its strategic location along the Berlin-Munich-Verona axis have led to large international companies establishing their Italian headquarters here. Some examples of these companies include Würth, Doppelmayr, Hoppe, GKN, Bayernland, Miele, Monier, MEMC, Pompadour, Röchling, Schenk, Röfix, Fendt Italiana, Exquisa, Julius Meinl, M-Preis, Wenatex, Achard, Pfanner, Cea, Warsteiner, Nils, Develey, Makino, Velta, Loewe and Vetter.

Identity in South Tyrol is a very delicate issue—and gets political very quickly.

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The EURAC European Academy in Bolzano (5)

The think-tank carries out research and maintains ongoing contact with businesses for a competitive Europe.

Headquarters of Finstral, a window and door manufacturer in Unterinn (Renon) (6)
From Small Business to Global Player

Dr. Schär is a world market leader in gluten-free nutrition: the company produces 300 gluten-free products ranging from bread to fish fingers under the labels DS, Schär, Glutafin, Glutano, and TruFree. The company’s latest numbers showed more than 100 million euro. Ulrich Ladurner (pictured), formerly a pharmacist in Merano, founded the company. The entrepreneur also sets standards in quality tourism with his five-star Vigilius Mountain Resort. Ladurner is clearly one of the giants of South Tyrol’s economy, yet has kept his feet firmly on the ground. He works hard and only rarely ventures into the limelight. He is now conquering the east with his Dr. Schär Company.

International Success Stories

Some of South Tyrol’s other triumphs on the international market include Duka, a manufacturer of shower enclosures; Intercable, a manufacturer of plastic; Finstral, which makes windows and doors; Rubner, which specialises in wood construction; Schweitzer Projekt, a developer of premium equipment systems; Ivoclar Vivadent, working in the dental sector; and Maico, a company based in Val Passiria (Passeiertal) that supplies technical components of windows and doors. Internationally successful companies include Autotest (car accessories), Seppi M (shredders), Atzwanger (environmental and housing technologies), and Microgate, the global leader in professional chronometry.

Funding in South Tyrol

<table>
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<tr>
<th>Category</th>
<th>Percentage</th>
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<tr>
<td>Physical Capital</td>
<td>up to 23%</td>
</tr>
<tr>
<td>Research and Development</td>
<td>50 to 90%</td>
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<tr>
<td>Operational Innovations</td>
<td>up to 30%</td>
</tr>
<tr>
<td>Training and Continuing Education</td>
<td>up to 30%</td>
</tr>
<tr>
<td>Export and Internationalisation</td>
<td>up to 50%</td>
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<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
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</thead>
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<tr>
<td>Favourable loans to start-up</td>
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<tr>
<td>South Tyrol’s annual funding</td>
<td>euro 500 million</td>
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<tr>
<td>for energy efficient</td>
<td></td>
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<tr>
<td>Overall mean for direct funding</td>
<td>euro 84.67 million</td>
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<td>2011</td>
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</tbody>
</table>

South Tyrol’s Economy in Figures

- Gross domestic product or GDP (nominal): euro 18,664 billion (2011)
- GDP per capita (nominal): euro 36,604 (2011)
- Business investment, as share of GDP: 26.7% (2011)
- GDP by economic sector (2009):
  - Agriculture: 4.1%
  - Industry (including handicrafts): 21.9%
  - Services (including tourism): 74%

Bolzano’s Commercial Area

The success story of South Tyrol’s economy began after World War II. The mid-1950s brought what was known as il miracolo economico, or the Italian “economic miracle”, in which there was an extended period of economic growth. By 1971, industrial companies had risen to 46 percent of businesses and industrial workers to 35 percent of all employees. Thereafter, the industrial sector experienced a gradual decline. The developing service sector and the tourist boom helped to absorb this loss. Today, thriving industry with many successful companies is another important factor in South Tyrol’s economic strength.
Energy

South Tyrol is Italy’s Green Region—a model province in the renewable energy sector and well on its way towards becoming energy self-sufficient.

South Tyrol already meets more than half of its energy needs through renewable energy. By 2020, the province will meet three quarters of its electricity and heating demand with renewable energy sources. The government is committed to being a driving force, and financial support is growing: 465 South Tyrolean companies and a wide range of research projects and institutions are already working in the green sector. Many Italian provinces look to South Tyrol as a model not only because of its government’s commitment but also because the KlimaHaus agency operating in the province sets national standards for energy-efficient building.

It’s no wonder that an increasing number of companies, including foreign businesses, are using the border region as a springboard into the Italian energy market. Although Italy is an international leader in the fields of mechanics and electronics, the country is still dependent on foreign know-how when it comes to the production of renewable energy. The German company Ralos, which has a branch in Merano, has supplied the Italian market with photovoltaic systems for years. The German energy giant RWE has been working with Fri El Green Power, which operates a vast number of wind turbines and wind parks as well as biogas and biomass plants.

The Province of South Tyrol covers up to 30 percent of costs incurred for energy-efficient remediation measures. The following categories are eligible for funding:

- Thermal insulation of roofs and walls
- Replacement of doors and windows
- Installation of doors and windows
- Installation of solar thermal systems
- Installation of an automatic heating system equipped for solid biomass
- Mounting a wood-burning gasification boiler
- Installation of a geothermal heating pump

Green Businesses

In addition to the wind power and biogas specialist company Fri El Green Power, there are a number of other South Tyrolean businesses that are leaders on the national and international energy markets. Leitwind, a subsidiary of Leitner Technologies, has installed over 100 gearless wind turbines to date worldwide. The company from Vipiteno (Sterzing), with annual sales of euro 137 million (2010), has attained distinction for its innovativeness and research. And MEMC from Merano manufactures silicon, the raw material for solar panels.

Renewable Energy in South Tyrol

<table>
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<th>Type</th>
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<tr>
<td>Hydropower plants</td>
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</tr>
<tr>
<td>Biomass district heating</td>
<td>71</td>
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<tr>
<td>Photovoltaic systems</td>
<td>6,912</td>
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<tr>
<td>Solar thermal systems</td>
<td>18,716</td>
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<tr>
<td>Private geothermal plants</td>
<td>6,682</td>
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<tr>
<td>Wind turbines</td>
<td>6,682</td>
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Government Funding

The Province of South Tyrol covers up to 30 percent of costs incurred for energy-efficient remediation measures. The following categories are eligible for funding:

- Thermal insulation of roofs and walls
- Replacement of doors and windows
- Installation of doors and windows
- Installation of solar thermal systems
- Installation of solar heating and cooling
- Installation of an automatic heating system equipped for solid biomass
- Mounting a wood-burning gasification boiler
- Installation of a geothermal heating pump

The Juval Fruitgrowers’ Cooperative in the Venosta Valley (1)

The photovoltaic specialist Ralos Northern Italy installed panels on the facade and roof resulting in an output totalling 843 kWp.

A wind power station made by Leitwind in Puglia (2)
As an alternative, a 55 percent national tax deduction may be claimed for the renovation of old buildings. The subsidy and the deduction may not be taken together.

**Research Support**

- EURAC Institute for Renewable Energy helps companies optimise innovative technologies. The think-tank has been conducting trails over the last year at Bolzano Airport, where there is photovoltaic testing facility with 24 different types of modules. There is also a similar project going on not far from Venice. Together with a South Tyrolean company called Elpo, EURAC is testing different solar panels situated on a large rooftop taking into account the effect of various methods of positioning, orientation and climatic conditions.

  ➔ www.eurac.edu

- The energy and environment area of TIS Innovation Park supports companies working in the sectors of renewable energy and energy efficiency through feasibility studies and technology transfer, and serves in an advisory capacity for innovative projects. Feasibility studies for the thermal processing of bran are also available.

  ➔ www.tis.bz.it

- The Free University of Bolzano offers the first KlimaHaus master’s degree program. Points of focus include energy-efficient construction and sources of renewable energy.

  ➔ www.unibz.it

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**Energy-Efficient Construction**

South Tyrol sets standards throughout Italy and beyond with its KlimaHaus initiative. KlimaHaus introduced minimum standards for energy consumption of buildings and a way to perform checks. Several Italian regions have also followed suit. Classification of buildings into category A, B or C—a similar principle to that of household appliances—made the energy efficiency of buildings easier for the consumer to understand, as well. To date, there have been more than 3,100 new buildings and about 2,800 refurbished buildings certified in South Tyrol. This has brought in additional income amounting to about 64 million euro per year. The future potential is huge, especially in Italy, where energy prices are among the highest in Europe. Attractive tax incentives for renovations that improve energy efficiency also lend a helping hand. The energy certification of new buildings has been required since 2009.

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**The KlimaHaus and Klimaenergy Trade Fairs in Bolzano**

- KlimaHaus is the leading trade fair for energy-efficient and sustainable construction in Italy. In 2012, KlimaHaus attracted 40,000 visitors to Bolzano, with over 60 percent of attendees coming from other Italian provinces. The trade fair’s success is no mystery: according to an extrapolation performed by the independent research company CRESME, Italy can continue to expect massive investments in this sector.

  There are 173 million square metres of exterior walls and 600 million square metres of roof and floor surfaces alone that must undergo energy-efficient renovations by the year 2020.

- Klimaenergy is a trade fair focusing on renewable energy for commercial and public use. Since 2011, the exhibition has enjoyed even more popularity, thanks to Klimamobility, a platform for sustainable mobility. In 2012, there were 196 exhibitors and 5,000 trade visitors that came from 71 different Italian provinces and six countries—mostly German speaking—to network in the capital city.

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**Enertour**

Enertour is a project of the TIS Innovation Park, which promotes innovative solutions in the renewable energy sector. Designers and carriers direct the use of renewable energies through energy-efficient equipment and buildings in all of South Tyrol and shed light on the economic and technical benefits of technology. Since 2007, Enertour has been part of the Sustainable Energy Europe campaign, which the Italian Ministry for Environment coordinates at a national level.

**Kindergarten in Terento (Terenten)**

Architecturally sophisticated and energy-efficient construction (KlimaHaus A) from feld72 architectural studio.
Alois Lageder (pictured) produces world-class wines and is president of the Ökoinstitut in Bolzano. The winemaker has lived and worked close to nature and uses biodynamic farming principles. Today, his estate in the Bassa Atesina (Unterland) has a new building that sits side-by-side with the historical structures: a low-energy house built out of wood and stone that meets green building standards. The photovoltaic panels on the roof meet 60 percent of the winery's day-to-day electricity needs. A bare wall of stone in the cellar keeps the fermenting area cool throughout the whole year. Lageder strives to bring nature into his interior spaces, and seeks dialogue with art. Artists from around the world have found themselves inspired by his philosophy right on the spot: resulting works adorn the estate. Lageder was also president of the Museion, the museum of modern and contemporary art in South Tyrol's capital, for a number of years.

**Visionary**

Dobbiaco (Toblach) (pictured) in Val Pusteria is known mostly as a hot winter sports destination, but the village is one of very few energy self-sufficient municipalities in Italy. The local tourist bureau is now promoting a special environmental protection project: People who come to Dobbiaco on holiday can request a calculation of the carbon footprint of their trip to the town, their stay, and their trip home. The tourist bureau assumes the cost of balancing out the CO₂ emissions of their holiday, which it determines with a special calculator. The local district heating plant then makes enough clean energy to neutralise those emissions.

**A CO₂ Neutral Holiday**

Champions League Winners  Brunico (pictured) is one of only 23 municipalities in Italy that meet energy demand with 100 percent renewable energy sources, and even won the 2011 RES Champions League for renewable energy. The capital of South Tyrol's Val Pusteria (Pustertal) has won this international competition in the category of small cities with populations between 5,000 and 20,000 inhabitants—against competitors all across Europe. The deciding factor was the most environmentally friendly mix of energy use: three small hydroelectric power plants, a district heating system, solar and photovoltaic panels, and a biogas plant provide the town's residents with green energy. The municipality plans to invest even more into geothermal resources in the future.

**Champions League Winners**

**Solar Recharge**

CO₂-free mobility is still a dream for the future, but large energy suppliers can already smell a billion-euro business. A South Tyrolean company, E-Move, installed a prototype solar charging station in Bolzano and Brunico that is powered exclusively by solar energy. Drivers of electric vehicles can connect via a standard AC outlet into the prototype, which consumes a total power of 1,761 kWp—about half that of a single-family household. The company wants to build a small network of solar energy charging stations in Bolzano.

**A Shift in Energy Usage**

In keeping with the European Union’s 20-20-20 targets, Italy has committed to meeting 17 percent of its energy needs with renewable sources by the year 2020. According to ISTAT, the national statistics bureau, the percentage as of 2010 was only 10.1 percent. The government has since responded and adopted attractive incentives. Conditions in Italy are ideal to accomplish this: the country has more than enough sunny days for operating photovoltaic systems and many kilometres of coastline for wind power.

**Potential Under the Earth**

Italy has neglected geothermal energy production in the past. This was clearly a mistake because Italy is one of the countries with the most potential for geothermal energy in Europe—second only to Iceland. The largest plants for district heating and electricity production are located in the regions of Tuscany and Veneto.
**Energy Supply**

For some years now, renewable sources represent one of the most important sectors of energy supply (after oil and gas) for Italy; this is the sector that shows the highest increase among all energy sources. The highest growth was that of photovoltaics, which has developed exponentially since 2010 chiefly due to the strong impetus given by the Conto Energia, and energy bill that gives incentives for feeding energy into the public grid. As in other European countries, however, this trend is experiencing a change. Although they still remain attractive, incentives are undergoing a gradual reduction. Italy is getting closer to achieving grid parity, however, so it will be one of the first countries to have a market that can survive without incentives in this area.

**Alternative Sources of Energy**

Wind power, biomass, and biogas are predicted to have potential for energy production similar to that of solar power. South Tyrol subsidises these alternative energy sources either through what are called Green Certificates or through Comprehensive Tariffs, depending on the type and size of the plant.

- **Green Certificates:** These are used mainly with larger scale facilities and are traded on a special stock exchange. The number of certificates is calculated based on the effective rate of flow and a specific coefficient, which varies depending on the energy carrier. The actual remuneration per kWh is derived from this base.
- **Comprehensive Tariffs:** These are used mainly with smaller scale facilities and—like Green Certificates—have a term of 15 years. This system provides for a fixed payment for biomass, biogas, wind power, and geothermal energy.

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**Photovoltaics**

Annual newly installed total output of the Italian photovoltaic market from 2006 to 2010:

- 2006: 9.6 MW
- 2007: 79.6 MW
- 2008: 418.1 MW
- 2009: 1,137.2 MW
- 2010: 3,469.9 MW
- 2011: 12,773.4 MW (12.12.2012)

Government objectives for 2020 pursuant to the government’s 2007 position paper: 9,500 MW

Already installed capacity by 7 December 2011: 11,700 MW!
Energy from Biomass (5)

Electricity, heat and fuel are obtained from agricultural and forest residues such as wood, charcoal, and manure or from crops like corn and rapeseed. As can be seen on the left side of the illustration, liquid manure and crops end up in biogas plants, which convert biomass to biogas through a process of fermentation; the biomass, in turn, is used to generate electricity and heat (hot water here). Vegetable oil is produced from agricultural crops such as rapeseed and converted to biodiesel with the help of methanol, in a process known as transesterification, represented by the two containers in the centre of the illustration. Solid biomass, such as the wood in this example, is burned in biomass power stations and used to meet electricity and heating needs.
Alpine Technology

Amidst 3,000-metre-plus peaks and the most modern of ski carousels, technologies arise in South Tyrol that make modern winter sports as we know them possible.

From lifts to artificial snow, from functional clothing to timing devices: because of international market leaders such as Leitner, TechnoAlpin and Salewa, South Tyrol has developed into one of the major global sites for mountain-related business. Alpine technology, which is a key sector for the province, now comprises more than eighty businesses, including local companies as well as those that have a branch in South Tyrol, ranging from global players to innovative niche players. A competency centre for Alpine technology, which is under the umbrella of the TIS Innovation Park service agency, strengthens this accumulation of know-how. Two major venues for the international ski industry also play an important role—both are trade fairs held in Bolzano: Alpitec, for mountain and winter technologies, and Prowinter, for winter sports rentals and services.

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*Technical Snowmaking (1)*

TechnoAlpin supplies 42 countries with snow guns, supply lines, and control systems.

*The Beast (2)*

A snow groomer built by Prinoth (Leitner Technologies)

*The MiniMetro by Leitner Technologies (3)*

In 2008, the world’s first minimetro cable car, built by Leitner Technologies, began operating in Perugia.

**Leitner Technologies**

A market presence that includes the brands Leitner Ropeways (cableways), Prinoth (groomers), MiniMetro (cable-drawn trams), Demac and Lenko (snow machines) makes this South Tyrolean business headquartered in Vipiteno one of the international stars in the Alpine technology sector. A sales volume of 700 million euro, a total of more than 2,500 employees worldwide, 70 subsidiaries, almost 100 points of sale and service, and eight production facilities all bear witness to this fact. In 2010 alone, the company invested 19 million euro into research and development.

**TechnoAlpin**

In the beginning, there were two technical directors of a South Tyrolean ski resort who fashioned a snow cannon out of commercially available materials from a hay blower. Twenty years after its founding in 1990, TechnoAlpin is the world leader in artificial snow. TechnoAlpin, which is headquartered in Bolzano, is the “go to” company when it comes to snow guns, supply pipe systems, and control systems for more than a thousand customers in 42 countries—including numerous World Cup and European Cup destinations. Around 160 of the company’s 260 employees worldwide work in Bolzano. About two thirds of its sales volume of more than 100 million euro is earned abroad.
Whether you are talking about functional clothing, tents, backpacks, or crampons, you can be sure that products made by this popular mountain sports outfitter have been developed in close cooperation with research institutes and tested by well-known mountaineers. Bolzano’s Oberalp Group has owned the brand, which was founded in Munich, for more than 20 years. Salewa recently reported sales of more than 170 million euro, together with its sister-brands Dynafit and Silvretta. The company’s main market is Europe, but the number of partner stores is growing rapidly in North America and Asia. In 2010, the company emphasised Bolzano’s role as its European base by building an 18,000-square-metre headquarters—complete with state-of-the-art architecture and the largest indoor climbing centre in Italy.

Salewa

The new Salewa headquarters in Bolzano, which is also the group’s European headquarters, is the work of renowned Italian architectural offices Cino Zucchi and Park Associati. The architecture is expressive and contemporary with a pointed reference to the company’s main focus of development: mountain sports. The new corporate building, which was presented at the 12th Architecture Biennale in Venice in 2010 and opened in October 2011, is more than a work space: the Salewa Cube climbing gym and the Bivac Bistro are both open to the public.

Reusch

This German producer of high quality winter sports and goalkeeper gloves is the official supplier for successful international ski federations and top goalkeepers. Reusch’s production of winter gloves with smart heating technology is clear evidence that the company is on the cutting edge technologically. Reusch moved its international distribution business from Valencia to Bolzano in 2009. The reason? Better integration into the Alpine technology sector and proximity to key target markets.
Doppelmayr Italia

The Italian branch of the Austrian world market leader Doppelmayr arose out of the 2001 merger of three companies that manufacture cable cars. The company does production, sales, and research and development in the South Tyrolean municipality of Lana. In 2011, Doppelmayr Italia received its biggest contract to date, as part of a consortium: the construction of a cable car up Mont Blanc.

Visionary Clusters

There is also a competence centre for Alpine technology under the umbrella of South Tyrol’s TIS Innovation Park service agency. The goal is to offer turnkey winter sports centres and more innovative, higher-grade solutions with South Tyrolean know-how. In addition to the Alpine technology cluster, there are clusters in the fields of wood and technology, construction and civil defence, and Alpine safety.

Mountain Emergency Medicine

The EURAC European Academy has been home to the world’s first Institute for Mountain Emergency Medicine since 2009. The facility’s tasks include the promotion, coordination and implementation of scientific projects, their publication in medical journals, and the organisation of conferences and workshops. The institute has set a goal of improving the rescue and treatment of accident victims—especially in high-mountain areas where emergency medicine has its own protocols. The research focuses on topics like cold injuries or the logging and treatment of injuries and illnesses in difficult terrain for epidemiological purposes.

Solutions to Gridlock

South Tyrol’s leading cable car companies have also been conquering the urban space for quite some time. In the Californian city of Oakland, Doppelmayr is building a new railway that runs on rails, yet is pulled by cables. It connects the city airport with Coliseum Train Station and will be completed in 2014. In Venice, a cable-hauled Doppelmayr railway transports up to 3,000 passengers per hour between Tronchetto Island and Piazzale Roma. Leitner Technologies is also hard at work: the company has built a cable car in Perugia that stops at seven stations every few minutes over a distance of 3.5 kilometres.

A Multi-Million-Euro Contract for Doppelmayr

With a grand total of 265 million euro being paid for the construction and operation of the new light rail in the U.S. city of Oakland, this is the largest contract in the history of the Doppelmayr group. The transportation system in California runs over a distance of 5.1 km and carries nearly 1,500 people per hour in each direction. The city railway connects Oakland International Airport and Oakland Coliseum Station, a transport hub of the city, reaching a maximum speed of 50 km/h. Completion and commissioning are slated for 2014.

Aerial Cableways

Doppelmayr is the global market leader in the production of cableways.
South Tyrolean society is multifaceted, with Tyrolean and Italian influences. The people are multilingual, the education system is ambitious, and the wealth is dignified.

As soon as you journey across the border, whether coming from the north or the south, you’ll see that all the signs are bilingual. German and Italian are the official languages of South Tyrol, but there is one more language in use here: Ladin makes three. These language groups live together here in Italy’s northernmost province: each group cultivates its own culture and each enjoys the advantages of the respective “other world” as people go about their daily lives. Italian and Tyrolean flavours influence the cuisine just about equally. Both groups mutually enjoy music, film and theatre. The local language variants make use of loan words and take on each other’s respective attitudes.

This has resulted in a South Tyrolean Italian and a South Tyrolean German. Both display a young South Tyrolean attitude towards life, which walks a line—always conscious of tradition and ever ambitious—between north and south, between the German-speaking countries and Italy, and increasingly far beyond.

**The Community**

**Cities, the Province, and Dialects**

While the German-speaking population lives scattered all over the province, the Italian population lives mainly in the cities and municipalities in the southern part of South Tyrol.

Members of the Ladin ethnic group are found primarily in Val Gardena (Grödental) and Val Badia (Gadertal). The province itself is divided into eight administrative districts, which vary according to geography. The landscape of Val Pusteria (Pustertal) to the east is lushly verdant wooded terrain through which a steady stream of Alpine tourists flows the whole year round. Orchards and vineyards line the Oltradige-Bassa Atesina (Unterland-Überetsch) to the south. To the west lies the dry and sunny Val Venosta (Vinschgau), through which one reaches the Passo Resia (Reschenpass) that leads to Austria. The dialects spoken in the valleys are clearly distinguishable from one another. If you understand a little German, you may be able to hear that South Tyrolean dialect sounds slangy, with a very strong southern German accent.

**Quality of Life**

*Il Sole 24 Ore*, Italy’s most important financial newspaper, ranks South Tyrol year after year as Italy’s most liveable town. In 2012, South Tyrol ranked number one again, with the highest scores in the sectors of employment and the economy, just as in the previous year. Another of South Tyrol’s strengths is its low crime rate. ISTAT, Italy’s statistics institute, rates South Tyrol as the safest province in Italy based on perceived safety. Most people in South Tyrol feel “very safe” on the street. In terms of satisfaction with the quality of public administration, the province ranks likewise in first place. Italy’s highest incomes ensure households in South Tyrol strong purchasing power.

**Education**

The mother tongue is usually the language of instruction in South Tyrol; it does occur, though, that parents send children to school in the other language group. English is on the curriculum as early as elementary school, together with the two official languages: German and Italian. The province has also built its own university in service of higher education.
South Tyrol, which lived almost exclusively on agriculture as recently as a century ago, has spawned solid craft-based industries. Since early on, vocational training has been oriented towards the model of the German-speaking countries, thus ensuring that the apprenticeship system produces good craftsmen in comparison with the rest of the world.

**Transportation and Energy Supply**

As part of South Tyrol’s autonomy package, schools and roads that were previously the responsibility of the Italian state came under the control of the province. Public transport now has attractive and modern equipment like the trains on the Venosta and Pusteria Lines and the cable car that goes up to the Renon (Ritten) Plateau. Public corporations are responsible for the public power supply: these include SEL (Società elettrica altoatesina/Südtiroler Energiegesellschaft), which belongs jointly to the province and a few municipalities, as well as the Azienda Energetica (Etschwerke), which serves Bolzano and Merano. The Brenner Autobahn leading to Modena, which is run by a company called Autostrada del Brennero (Brennerautobahn) and in which all provinces it runs through have an interest, is one of Europe’s best-equipped highways.

**Population Growth**

In some of South Tyrol’s valleys, the birth rate is 11.4 per 1,000 inhabitants, which is above the EU average. At 9.1, the birth rate in the province capital, however, is below the European average. South Tyrol’s population is still growing, though. The main factors responsible for this are longer life expectancy and immigration. Citizens from non-EU countries have discovered the other face of Italy, especially since 2002. They take on low-skill work—regardless of their qualifications—raise families, and help regenerate the population. Immigrants now make up eight percent of the population.

**Quintessential South Tyrol**

Although they are closely connected to their homeland, South Tyroleans live a cosmopolitan lifestyle that enables them to see the bigger picture. Friends and business partners alike, both here and abroad, value South Tyroleans for their reliability and motivation. Some managers of global companies frequently jet off to modern art auctions in New York. Others spend their Sundays playing in the village band or marching in traditional dress with the historical Schützen, or local militia association. Many South Tyroleans are members of clubs or engage in volunteer work. Others are active in political parties such as the Südtiroler Volkspartei (SVP), which has led the province since the end of World War II and represents South Tyrol’s interests in the Italian and European parliaments. The other parties in South Tyrol’s parliament are: Freiheitliche (The Libertarians), Popolo della libertà (People of Freedom), Partito Democratico (Democratic Party), Grüne (Greens), Süd-Tiroler Freiheit (South Tyrolean Freedom), Bürgerunion (Citizens’ Union), Lega Nord (Northern League), Unitalia (Italian Unity).

**The Lighting Designer**

Flora Kröss (pictured) comes from Val Sarentino (Sarntal), a large rural mountain valley north of Bolzano known for its traditional culture and distinctive dialect. Today, Kröss and her husband run a company called Ewo, which is headquartered in Cortaccia (Kurtatsch). The company has produced high-quality customised lighting systems since 1996, primarily for outdoor public areas. Ewo focuses on research and development and works with international architects and designers to create innovative lighting solutions. “Always the very latest—in all things,” says Flora Kröss. The company is also very successful in terms of exports: the Ewo signature is seen in Copenhagen, Prague, Graz, Wolfsburg and Dubai.

**Bolzano’s Piazza Walther**

There is no place in South Tyrol quite so bustling and lively as Bolzano’s Piazza Walther: here, you’ll find hubbub and relaxation coexisting side by side. Who knows whether you’ll hear the sound of a zither, jazz melodies, or Peruvian folk music? On a Sunday, it’s very likely that you’ll hear some Alpine music. On public holidays, the proud fleet of the Alpini, or mountain warfare soldiers of the Italian Army, is sure to parade through. Senior citizens enjoy each other’s company, children splash in fountains, and teenagers chill out on benches. The bars—as cafes are usually called in this area—invite you to linger and watch the show: life in South Tyrol.
With nearly 6 million visitors a year, South Tyrol is among the leading tourist regions in the Alps. The holiday region stands out in a competitive field with an enticing mix: juxtaposing landscapes, rich cultural diversity, and a lot of fun in the sun.

Palms and cypresses against a backdrop of snow-blanketed peaks, the choice of South Tyrolean Knödel dumplings or Italian pasta for lunch, and fine dining in the evening: the province profits from its location on the crossroads of north and south just as much in terms of tourism as does its climate on the southern side of the Alps. The holiday destination offers tourists the wide range of recreational activities available in an Alpine region and a way of living that focuses on the good things in life. In combination with other attractions like the World Natural Heritage Dolomite Mountains, there is a rich diversity found in South Tyrol that makes the region one of the few holiday destinations in the Alps to record nearly continual growth over the past 20 years. Part of South Tyrol’s formula for success is a conscious fusion of landscape, products, and the region’s centuries-old farming tradition. Its positioning as a paradise for recreation and sports, in particular, has given South Tyrol more and more market exposure in the past decade. Many tourists from Eastern and Western Europe have now joined the region’s regular—and loyal—tourist base from Germany and the rest of Italy. In addition to the usual mountain climbers, hikers and skiers, South Tyrol is now drawing a new breed of tourist such as golfers, wellness devotees, and foodies—to the tune of 29.3 million overnight stays.

The Free University of Bolzano  South Tyrol has one of the youngest universities in Europe, born in 1997 from a local reality and international demand. The programme of the university is quite elite: anyone who cannot demonstrate knowledge of three languages—English, German and Italian—after a few semesters is not in the right place. Five departments offer undergraduate degrees as well as a master’s programme. The school works closely with other universities and educational institutions, especially in Innsbruck, Milan and Trento. In additional to teaching, the university is increasingly involved in research and has already established several areas for which it is internationally renowned.

Per Capita Income
South Tyrol’s households rank 23 percent above the national average, with an annual per capita income of over euro 21,465. The gross domestic product (GDP) per inhabitant is 37 percent above the European average.

Health Services
South Tyrolean residents are guaranteed quality medical care—either in the central city of Bolzano or at one of six associated hospitals—through a public health system that utilises a method of cost-sharing in which a co-payment is made by patients. There are additional health care facilities that offer high-quality medical care through an agreement with the province. Low-income, socially vulnerable, or elderly people all have access to health services, even if they cannot afford the co-payment.

1 A Törggelen party in South Tyrol (1)
Climate

“Enmity with the wind and a great friendship with the sun.” Stefan Zweig wrote these words at the turn of the twentieth century in reference to the climate in Merano. Today, Zweig’s words are linked to the Land of 300 Sunny Days marketing campaign and really do make the point. The fact is that South Tyrol is located on the sunny side of Alps. Mountain ridges to the north and south shield many of its valleys from cold air and the humidity coming off the Mediterranean. The record holder in terms of nice weather was the municipality of Nova Ponente (Deutschnofen) when it recorded 2,360 hours of sunshine in 2010. Germany saw an average of 1,300 to 1,900 hours of sunshine that same year.

Tourism

On average, tourists stay for five days and spend €122 a day. The millions of tourists who visit the South Tyrol every year (5,996,000 in the 2011/2012 season) represent an important contribution to the creation of added value. The main markets are Germany (almost half) and Italy (over a third). In addition to the Swiss and the Austrians, more and more new visitors are discovering South Tyrol as a holiday destination: these new-comers hail from Poland, the Czech Republic, the Netherlands, Belgium, France and England. About 60 percent of the total 29.3 million overnight stays are recorded in summer; by contrast, winter brings more than a third of revenue. More than 10,000 facilities for lodging and their suppliers live from this revenue. About one in six employees in South Tyrol works in the hospitality industry.

A Land for Active People

With over 1,000 kilometres of ski runs, 400 lifts and 13,000 kilometres of pristine hiking trails, South Tyrol is known mainly as a mecca for skiers, mountain climbers, and hikers. The range of options in winter and summer alike, however, goes far beyond these classics. Cross-country skiers will find a wide selection of stomping grounds to love; ski touring and snowshoeing enthusiasts will find plenty of excursions far from the madding crowd. Summer is even more diverse: the rich array goes from climbing in the Dolomites to popular swimming lakes nestled into vineyards and forests, and from trekking to Nordic walking to rafting or kayaking on the Isarco or Rienza Rivers. Golfers have seven courses to choose from in South Tyrol, and cyclists have extremes ranging from the narrow passes of the Dolomites to 600 kilometres of valley trails.

South Tyrol Superlatives

- DolomitiSuperSki has a total of 1,200 kilometres of slopes, making it the world’s largest ski carousel.
- Alpe di Siusi (Seiseralm) is the largest high plateau in Europe.
- The funicular from Bolzano to Colle (Kohlern) was built in 1908, making it the oldest cable car in the world.
- Caldaro (Kaltern) Lake is the warmest lake in the Alps.

Michil Costa

His La Perla Hotel in Corvara is one of the smartest in the Dolomites. He loves fine wines and cigars—a fact to which the
27,000 bottles in his wine cellar and his stock of 6,000 cigars can surely testify. He has organised the celebrated Bike Marathon of the Dolomites for many years. Hotelier Michil Costa is much more than a honourable representative of his trade, though: he is an environmental activist, a former Green Party parliamentary candidate, a strong proponent of green tourism, a die-hard Frank Zappa fan with punk roots, a Ladin—Costa is a vocal supporter of South Tyrol’s oft-forgotten third language group—and a fundraiser for the benefit of Tibetan refugees. In short, Costa is a perfect representative of South Tyrol’s rich diversity.

Historical Inns

Splendid country estates, castles and palaces, stately grand hotels, and cosy Stuben parlours, with beams that speak to a century of rural history: many an authentic cultural treasure is just waiting to be discovered at South Tyrol’s hotels and eateries.

1 The Elephant Hotel, Bressanone: the name of this magnificent hotel in the town of Bressanone dates back to the 1551 arrival of an elephant in town—an event that is historically recorded. The Elephant is an upscale hotel, with antique furniture and spacious gardens, located at the northern entrance of the old town, which was once the Episcopal See.

2 The Laurin Hotel, Bolzano: This traditional hotel in the heart of Bolzano has a turn-of-the-century flair and is the top address in town for business trips and professional meetings. On warm summer evenings, the magnificent garden and its ancient trees are definitely worth a look.

3 The Alte Post Hotel, Sesto (Sixten):

A jewel of Alpine hotel architecture in the picturesque valley of Val Fiscaîna (Fischleintal). A meticulous renovation has restored this landmark building with a century of rich history back to what is essentially its original appearance.

A Land for Epicures Espresso, Gambero Rosso, Gault Millau, Michelin, and Touring: the Italian-food guides all agree on the excellence of South Tyrol’s restaurants. Proof in the pudding: the rankings, drawn up annually by these leading experts, never fail to award the highest number of points, hats or stars to restaurants in South Tyrol. The high quality of the province’s cuisine reflects South Tyrol’s focus on high quality: for years, in fact, South Tyrol has been one of the most-awarded provinces in Italy—perhaps thanks to the combination of different cultures by which it is characterised. What distinguishes South Tyrolean cuisine as a whole is the overall gastronomic experience: the quality of its award-winning food and wine, the pleasant and comfortable ambience of its restaurants, and the professionalism and friendliness of the service.

Vigilius Mountain Resort

German travel magazine Geo Saison chose this five-star property, which was conceived by renowned architect Matteo Thun, as the best European design hotel; it has also been distinguished for sustainable tourism and ecological standards. Vigilius Mountain Resort is located atop the pedestrian-only Vigilio Mountain (Vigiljoch), at an elevation of 1,500 metres, above the village of Lana near Merano.
Agriculture

Dairy farming, fruit growing, and viticulture are the pillars of agriculture in South Tyrol. The province produces quality goods, and markets them abroad expertly.

Summertime, when the cows and sheep are driven up to their alpine pastures, is probably the hardest time of year for the mountain farmer: young and old alike must help harvest and store enough hay to sustain the cattle through winter. The mountain farmer was once self-sufficient and the custodian of South Tyrol’s cultural heritage; nowadays, farmers are often escaping to other professions. Cow’s milk is mostly sold to the region’s cooperatives. The province government is helping ensure survival on the mountains through subsidies as well. In the fertile valley, apple trees bloom in spring, and fruit farmers harvest the abundant yield in late summer. South Tyrol is Europe’s largest apple-growing region, producing about 10 percent of Europe’s supply. In addition, it is the oldest wine region in German-speaking Europe and one of the Italy’s top wine regions. South Tyrol’s wines regularly walk off with international awards.

Products marked with the province’s Qualität Südtirol seal denote quality control and artisanal craftsmanship. These include Speck ham, wine, milk, bread, apples, and apple juice. South Tyrolean apples and the region’s Speck are both registered with a designation of protected geographical indication (PGI). The South Tyrol Marketing Company (SMG) markets the province and, together with the South Tyrol Export Organization (EOS), also successfully promotes its products abroad. In addition, EOS opens doors to new markets.

Happy Cows

That South Tyrol’s milk comes from “happy” cows is presumably the result of species-appropriate animal husbandry and the lushness of the region’s grasslands. In any case, South Tyrol’s approximately 75,000 cows produce around 370 million kilos of milk per year. That represents 3.3 percent of Italy’s total milk production. The region produces 100 million kilos of yoghurt, more than 40 million litres of fresh and long-life milk and about 25 million kilos of cheese. The top seller, at least in Italy, is yoghurt: one of every four cartons of yoghurt sold in Italy comes from South Tyrol.

The Apple:
South Tyrol’s Export Hit

- Apples are grown on 18,400 hectares, which represents 2.5 percent of South Tyrol’s total surface area.
- Apples are grown at elevations between 250 and 1,100 metres. Integrated farming is practiced by 96 percent of fruit growers; organic farming by 4 percent.
- South Tyrol’s 8,000 fruit growers harvest approximately one million tonnes of apples a year.
- Roughly half of South Tyrol’s apple crop stays in Italy; the remainder is exported, with about a third of those going to Germany.
- Eleven of South Tyrol’s apple varieties bear the European Protected Geographical Indication (PGI) seal of quality.
- The most-produced varieties in 2011 were: golden delicious (300,298 tonnes), gala (184,097 tonnes) and red delicious (123,923 tonnes).

South Tyrolean Speck in Japan

It’s true that you may have to search for a little while due to the size of the selection. The wine department of Harrod’s, London’s most famous department store, has stocked Lindenburg Lagrein, a South Tyrolean red, ever since 2006. South Tyrolean products have long since arrived abroad. Niche products that have already achieved success, such as honey, grappa, and crispy Schüttebrot crackers, are now in search of new markets. South Tyrolean Speck, which accounts for 39 percent of global production, meanwhile, had touched down in Japan.

South Tyrolean apples (1)

The apple is one of South Tyrol’s star products in Italy and abroad.
A DOC Land  The most recent issue of *Gambero Rosso*, which is Italy’s most prestigious wine bible, bestowed its highest honour, the *tre bicchieri* (three glasses) award, to 26 of South Tyrol’s wines. It’s no wonder: just under 99 percent of South Tyrolean wines bear Italy’s quality assurance label, the DOC (*denominazione di origine controllata*). This is quite remarkable given that South Tyrol’s surface area for viticulture is only 5,300 hectares, making it Italy’s smallest wine-growing region. On South Tyrol’s steep slopes and foothills, 20 different varieties of grapes yield about 350,000 hectolitres of wine per year. The number of red and white wines produced is roughly equal. One third of the wine is destined for export; the rest is consumed at home. South Tyrol’s main native varieties—Vernatsch (red), Gewürztraminer (white) and Lagrein (red)—are among its most distinctive.

**Women and Beer**
Margaret Fuchs von Mannstein (pictured) is one of the very few women in South Tyrol who holds the fate of a leading local company in her hands. In 2009, she became the first woman in the province to receive the Manager of the Year award. She is head of the largest beer brewery in South Tyrol, Forst, which has around 450 employees and records total sales of about 120 million euro a year. This mother of two daughters is the fourth generation to lead the brewery, which her family acquired in 1863. The family also owns Forst Castle—practically noblesse oblige in the region of Europe with the densest concentration of castles.

**South Tyrol Agriculture at a Glance**
- 6.1 percent of the labour force works in agriculture.
- In 2009, there were 28,755 tractors registered.
- The province introduced the Südtirol trademark in 1976; the EU approved it as a quality seal in 2005.
- In addition to wine, apples and milk, products marked with the Qualität Südtirol seal include strawberries, raspberries, cherries, assorted vegetables, honey, and herbs.
- More than 21,000 farmers are members of the influential Südtiroler Bauernbund (South Tyrolean Farmers’ Union).
- South Tyrolean farmers are organised into more than 100 different cooperatives, which assume responsibility for marketing of products, among other things.

**Manincor Winery (2)**

**Whiskey Distillery (3)**
Italy’s first whiskey distillery was founded in Glorenza (Glurns), the smallest town in the Alps with a still-intact city wall. This rather unconventional project in the upper Val Venosta supports the area’s tradition of grain cultivation, which—unlike apple growing—is rapidly losing ground. Owner and whiskey aficionado Albrecht Ebensperger expects an annual demand of 600 tonnes of barley, rye and wheat and production of 1,000 barrels a year. The building, which is interesting from an architectural point of view, is also expected to attract tourists.
Architecture and Spatial Planning

In a mountainous province like South Tyrol, space for housing developments and commercial areas is limited. When the province received autonomy, a period of intensive construction began, and high quality architecture developed in the process.

South Tyrol’s architecture reflects its history and society. Monasteries, churches, castles and manors have moulded the Land of the Dolomites since the Middle Ages. There was a simple, rural architectural culture shaped by the landscape and function. Trade and tourism brought prestige and sophisticated architecture to the region: the grand hotels on two well-known lakes, Lago di Carezza (Karersee) and Lago di Braies (Pragser Wildsee), are good examples. In some of South Tyrol’s cities—particularly Bolzano—we find buildings engendered by Fascist rationalism. After WWII, housing became a problem that urgently needed to be solved. Italian architects were already picking up elements of local contemporary architecture, which would be further developed—especially from the 1970s forward—and would elbow out the Tyrolean style of architecture, which was quite romanticised then. Architects work in an area where land for residential and commercial purposes is limited and expensive. Before autonomy, there were few restrictions placed on building. In the 1970s, the province instituted laws for nature conservancy and regional development that tackled urban sprawl in the villages and curbed the destruction of the unique local landscape. Other changes in thinking have taken place as well: a new generation of architects focuses on construction in harmony with the landscape, the incorporation of new elements into old buildings, housing quality, and energy efficiency. Companies that can provide the technology necessary for contemporary architecture have also sprouted up.

Public Buildings

In the last 15 years, publicly advertised bidding competitions have allowed for a variety of architectural solutions and have served to foster contemporary architecture. The construction of the Museion, Bolzano’s museum of modern and contemporary art, is a prime example. Other successful examples include the construction of the University of Bressanone, Messner Mountain Museum at Sigmundskron Castle, the renovation of Tyrol Castle, and the Vocational School for Industry and Handicrafts in Bolzano. These four projects are not only recipients of the prestigious Dedalo Minosse International Prize in architecture, but are also practical examples of good, local execution of design.

Architecture in South Tyrol Today

What is the face of South Tyrolean architecture today? Although new development is indeed demanding, the biggest challenge faced by builders and planners today is the redevelopment and redesign of existing structures. This is happening more and more, not only in commercial and residential buildings located in rural areas but also in South Tyrol’s towns, where there are a number of interesting contemporary examples.

Caldaro

The Viennese architectural collective feld72 attained a successful symbiosis of new and old when it built the Wine-center. The new building consists of a large monolithic body, and the adjacent cellar structures are uniformly covered with a coating of dark red concrete slabs. Inside, the rooms are bright and airy.

Firmiano (Sigmundskron) Castle near Bolzano (1)

Walter Angonese's architectural team also approached the Manincor estate very cautiously since preserving the ensemble was very important. The approach was so careful, in fact, that the new architecture is almost invisible: the three-story structure was built deep below the vineyard and thus disappears almost completely into the earth. The architect’s concept was that a wine cellar should be recognisable as such.
The Father of Contemporary Architecture  The site builds it. This was the credo of South Tyrolean architect Othmar Barth (1927-2010), who brought landscape and architecture together like no other. In the late 1970s, the Bressanone native forged a contemporary architectural style with a unique regional character, influencing a whole generation of architects. He treaded very lightly when it came to historical structures, used local materials, and drew the surroundings and the landscape into his buildings. Barth, who was well known far beyond South Tyrol’s borders, designed the Cusanus Academy in Bressanone, the Seehotel Ambach at Caldaro Lake, and the Aslago (Haslach) housing development near Bolzano. The next generation of architects followed Barth’s credo of holistic building that makes a strong statement—taking it to a whole new level.

Residential building in Aslago, Bolzano (2)
The site builds it: the credo of architect Othmar Barth is reflected in this example in Aslago.

Residential Buildings in Lasa (3)
The interior of an old barn was gutted and a residential building integrated within.

Kobler Winery in Magrè (4)
Two South Tyrolean architects, Lukas Mayr and Theodor Gallmetzer, created another example of successful integration of new elements into a building—this one in the area known as the South Tyrolean Unterland. The local Kobler Winery now has a space for wine tastings that blends into the historical walls in a way that is simultaneously bold, linear, angular and edgy. The exterior and interior can be transformed into one unified space by raising a glass panel.
Originally, the building was one of the signature buildings of the Fascist policy of Italianisation. From 1935 on, it served as a Fascist “training institute” for young women. After the war, the building fell into disrepair. In 1995, the European Academy of Bolzano (EURAC) awarded the renovation project to internationally renowned architect Klaus Kada, who built a glass, concrete and steel contemporary addition to the landmark building. EURAC is now a research centre where scientists from all over Europe come to work.

Laives (Leifers)
The extension of the parish church in Laives, designed by Merano architects Thomas Höller and Georg Klotzner, is now a city landmark. The new nave, outfitted with bronze-coloured metal plates, was added at a 90-degree angle. It is similar to a pyramid and stands a short distance from the old church building, connected by a glass passageway. Despite its dimensions, the structure is still subordinate to the old religious building.

Fascist Rationalism
Italian Fascism was a considerable force in shaping the appearance and character of the city of Bolzano. In 1928, the Victory Monument, in the form of a Roman triumphal arch, was inaugurated as the symbol of the Fascist regime. Marcello Piacentini, the architectural darling of the Fascists, designed the monument after winning a national competition for a new city plan for Bolzano in 1934. His città nuova was supposed to meet both the functional and symbolic needs of the new leaders. Victory Square, with the Victory Monument as its new centre, monumental buildings, axial streets and large Fascist-style squares were all meant to outshine the old town and its medieval arcades in a grand fashion. The città nuova is considered to be one of the densest complexes of Fascist architecture in Italy.

Historical Buildings
Modern architecture in South Tyrol took its first babby steps in Bagni Tre Chiese (Bad Dreikirchen), above Barbiano (Barbian) and overlooking Valle Isarco. In 1920, architect Lois Welzenbacher and South Tyrolean painter Hubert Lanzinger built a row of houses in the Alpine Bauhaus style. The houses are situated amidst meadows and forests at elevations of between 1,100 and 1,300 metres. Pension Briol is a cube clad in larch wood sitting on a slope; the inn’s light shed roof and its porch, which is open towards the valley, serve to loosen up the austere impression. The current owner, Johanna von Klebelsberg, has commissioned Swiss architect Peter Zumthor, who occasionally visits the little mountain inn, with an expansion that respects the original architecture.

Architecture and Technology
In addition to Frener & Reifer, a South Tyrolean company that is now a successful global player in façade engineering, steel manufacturer Pichler has also evolved from a solid workshop into an international company. Founded in 1978, the industrial company delivers intelligent combinations of steel structures and facades. Vienna’s new central train station, with a surface area of 109 hectares, is one of Pichler’s prestigious jobs. The Bolzano-based company’s credits also include the sophisticated and specialised construction required for the Bergisel ski jump in Innsbruck, which star architect Zaha Hadid designed.

View of Victory Square in Bolzano (5)
Briol Pension (6)
Bergisel Ski Jump in Innsbruck (7)
Pichler Steelworks did the specialised construction work for the ski jump.
Inventory of buildings by year of construction

The majority of Italian residences were built years ago, at a time when there were no special regulations about energy efficiency. There is thus a strong market potential in this area, especially for buildings dating from between 1920 and 1980.

- Buildings before the approval of the law 373/76
- Buildings after the approval of the law 373/76

<table>
<thead>
<tr>
<th>Year Period</th>
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<tbody>
<tr>
<td>Before 1919</td>
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<td>1920–1945</td>
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<td>15.4%</td>
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<tr>
<td>2002–2008</td>
<td>9.3%</td>
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</table>
Nova Levante (Welschnofen) There is even good architecture to be found in the commercial arena. The artisanal zone in Nova Levante, near Bolzano, was honoured with the first builder’s prize for commercial spaces, primarily because the overall architectural concept integrates so harmoniously into the environment. Second place in the competition, which is sponsored by the Foundation of South Tyrolean Architects and Business Location Südtirol – Alto Adige, went to the sculptural building in which the offices of Barth, an interior architecture company in Bressanone, are housed. Third place was awarded to the new Ewo corporate building in Cortaccia.

Architecture in South Tyrol:

1. Merano Arte (Kunst Meran): this gallery holds regular exhibitions on contemporary architecture in South Tyrol as well as on international trends.
2. New Alpine Architecture Award: this international architecture prize has been awarded in Sesto (Sixten) in the Alta Pusteria (Hoch Pustertal) Valley since 1992.
3. The KlimaHaus Project: a quality seal at the institutional level for environmentally conscious building and living, established in South Tyrol.
4. StadtLandFluss: a project in South Tyrol’s Valle Isarco that focuses on living with water.
5. The Ordine degli Architetti (Architektenkammer) of Bolzano is a guild for the architects, interior designers, landscape architects, and preservationists of the province of Bolzano.
6. The Fondazione Architettura Alto Adige (Architekturstiftung Südtirol) is aimed at architects and the general public alike. The foundation publishes a magazine called turrisbabel.
South Tyrol’s cultural landscape is in quite an exciting phase: the province has been creating structures and buildings in order to elevate modern, contemporary culture to the level of that of time-honoured tradition. The effect of this fusion is now bearing fruit.

In the last decade, South Tyrol has invested heavily in culture and education: The Civic Theatre of Bolzano opened at Verdi Square in 1999 and houses German and Italian-language theatre companies as well as production companies for opera and dance. The Museion, a museum of modern and contemporary art, opened in 2008 and exhibits such internationally renowned artists as Valie Export, Isa Genzken, and Carl Andre. In 2008, South Tyrol hosted the Manifesta European Biennale in cooperation with the neighbouring province of Trentino, in which 188 artists participated in six different venues. If you wanted to define culture in South Tyrol with one single hallmark, it would probably be the linguistic and cultural diversity of this small province: you’ll find Italian, German and Ladin cultural events on the calendar every day.

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Europeade

South Tyrol has been a land of culture for centuries: the Bavarian-Austrian influence to the north shaped society, as did trade relations with the Italian-Latin south. The existing tradition of everyday rural and artisanal life came slowly into contact with the lifestyle of the urban world. Bolzano, the capital of the province, is the focal point of this culturally diverse amalgamation. The 2010 Europeade, a festival of European folk culture, was held in this city with just under 100,000 residents: music and folk dance groups came from all across Europe for the three-day festival, forming a kaleidoscope of colourful costumes.

The Film Industry

Pier Paolo Pasolini once said, “Movies are like dreams: both are poetic in nature”. In 1970, the celebrated Italian director shot Il Decameron at a number of different locations in South Tyrol. Pasolini was looking for a palace, a monastery, a church, and both rural and urban settings for his bizarre and irreverent film. He found all of this and more in South Tyrol. Today, a division of Business Location Südtirol – Alto Adige (BLS), the government agency in charge of developing the province as a business location, looks after the production crews who come to South Tyrol to shoot feature films and documentaries. South Tyrol’s identity as a film industry venue is relatively new. In the background, however, there have long been institutions like Zelig Film School, Italy’s premier training institution for documentary filmmakers, and the Bolzano Film Festival, a festival for Austrian, German, Swiss, and Italian productions that celebrates 25 years in 2011. Industry giants like Wim Wenders are in regular attendance at the festival.

Incontri and Racconti

In 2011, BLS initiated the first Incontri meeting for co-productions. Incontri, which takes place during the course of the Bolzano Film Festival, is a way for Italian, German and Austrian producers to meet, get to know each other, and plan cross-cultural projects. BLS is also the driving force behind Racconti, the South Tyrol Script Lab, which was conceived to support the development of nascent film material related to the province. To apply for Racconti, young screenwriters don’t even need to have a finished screenplay—simply an idea for a film. The selected projects are developed during a three-day retreat then refined into a treatment ready to be submitted to producers, potentially at Incontri. Once a producer is attached, the projects are eligible for submission to the BLS Film Fund & Commission for developmental funding. At that point, the project may reap the benefits of the generous financial support made available by the province government.

The 2019 Capital of Culture

South Tyrol has applied jointly with the other regions of northeast Italy to be the European Capital of Culture for 2019. The city and province of Venice and the regions of Veneto, Friuli-Venezia Giulia, Veneto and Trentino-South Tyrol are all applying together: this combined area offers a population of seven million, appealing frontmen in the city of Venice and the UNESCO World Heritage Dolomites, and—last but not least—the uniqueness of a multilingual area like South Tyrol. We will know whether northeast Italy’s bid for Capital of Culture has been successful when the EU announces the results in 2013.
The hamlet of Stelvio (Stilfs) is located in the middle of the Stelvio Pass National Park. The Stelvio Pass is the highest mountain pass road in the Alps. In the mountain village, paths are steep, streets are narrow, and houses are perched up high. Here, 15 different clubs have joined forces to organise the Stilfs.vertikal Cultural Festival. It is meant to shine a spotlight on the lifeblood of the village and personal initiative. The festival takes place over the course of four days, and features a variety of musical and artistic presentations.

South Tyrol’s Media

South Tyrol’s media landscape is a reflection of the province’s tri-lingual social structure. The newspaper with the largest circulation is the most popular German-language daily, Dolomiten, which was founded in 1882. Italian-language publications include Alto Adige, founded in 1945, and il Corriere del Alto Adige, the local section of the influential paper Corriere della Sera. The Neue Südtiroler Tageszeitung, in publication since 1996, sees itself as a counterpoint to the powerful Dolomiten. The South Tyroleans also read the province’s only two weekly newspapers: ff-Südtiroler Wochenmagazin, which keeps a critical eye on politics, society, culture and the economy and the Südtiroler Wirtschaftszeitung, a publication about the economy.

Radio and Television: The German-language Sender Bozen is the local television and radio affiliate of the state-owned RAI. Italian and Ladin associates share the local broadcast channel. Südtirol heute airs every day for 30 minutes: it is a news magazine produced by the local South Tyrol affiliate of Austria’s ORF. Südtirol Digital Fernsehen (SDF) is the only German-language private television station in South Tyrol. It belongs to Rosengarten Media Group, which also operates the Italian private broadcaster Video-bolzano33.

Rising Star

South Tyrolean author Sabine Gruber incorporates real contemporary history into her novels. With great success, too: her work Stillbach oder Die Sehnsucht, in which she combined German, Italian and South Tyrolean history from 1943 to 1945, made it onto the German bestseller lists in short order. Gruber’s novel Über Nacht was nominated for the German Book Prize in 2007.

South Tyrolean Authors

Sabine Gruber
Joseph Zoderer
Claus Gatterer
Kurt Lanthaler
Sepp Mall
Gerhard Kofler
Anita Pichler
Konrad Rabensteiner
Josef Feichtinger
Selma Mahlknecht
Herbert Rosendorfer
Maxi Obexer
Josef Oberhollenzer
Brunamaria Dal Lago Veneri

Festivals in South Tyrol

• Antiqua Barock Musik
• Ferruccio Busoni International Piano Competition
• Merano Music Festival
• Gustav Mahler Music Weeks in Dobbiaco
• Transart – Festival of Contemporary Art
• South Tyrol Jazz Festival
• Danza Bolzano – Bozen tanzt
• The Upload Festival for young musical talent

Transart (3, 4)

The Transart culture festival, which has been held every fall since 2001 in and around the province capital, is known for outstanding actors and extraordinary venues.
In addition to established international cultural events such as the Gustav Mahler Music Weeks in Dobbiaco, you’ll also find room for a creative—and sometimes bizarre—niche in South Tyrol. The Second Moon (La seconda luna) has become something of a Europe-wide competition these days. The contest, which the city of Laives (Leifers) runs, honours extraordinary people and their passions. Interestingly, passion itself is the primary focus; the object of passion is relegated to secondary importance. One winner was a Laives resident, the late Alois Clementi, who recreated, maintained and exhibited war ship models to scales of between 1:30 and 1:80. Another was Andrea Caputo from Salerno: he and his camera have been documenting graffiti scribbled on walls and railway carriages for 20 years.

Third place in the “competition of passion” went to Vittorio Napoli, who either walked or swam along the entire Italian coastline, from north to south.
The young musicians participating in the Ferruccio Busoni International Piano Competition enriched Bolzano’s music scene for more than a week. The virtuosos hailed from all over the world and performed piano repertoire ranging from classical to romantic to contemporary. A prestigious jury led by celebrated Argentinian pianist Martha Argerich judged the 2011 competition. Argerich won the first Busoni Competition in 1957, kicking off an illustrious international career at the tender age of 16. The competition has brought the world’s most promising young talents to Bolzano every year since 1949.

The Burgtheater in Bolzano

South Tyrol has a rich and diverse theatrical landscape. In addition to its approximately 230 Volkspuppen (People’s Theatres), there are half a dozen small civic theatres and two larger theatrical production companies: the Vereinigte Bühnen Bozen and the Teatro Stabile di Bolzano. The visiting productions at Bolzano’s Waltherhaus are particularly noteworthy: For several years, the Südtiroler Kulturinstitut has brought some of the most prominent productions in German contemporary theatre to South Tyrol. Berlin’s Maxim Gorki Theater, Schauspiel Frankfurt, the Münchner Kammerspiele and Hamburg’s Thalia Theater are just some of the illustrious theatres that have sent productions to South Tyrol. These guest performances play not only in Bolzano, but also in the smaller towns of Merano, Bressanone, Brunico and Silandro (Schlanders).

Val Gardena Sculptor

Aron Demetz

Aron Demetz, born in 1972, is a good example of how tradition and modernity can be successfully fused. The sculptor has been working with wood since childhood: he learned the art of carving in Val Gardena and later attended the Academy of Fine Arts in Nuremberg. He works his human-sized figures with fire and resins, with silicone and with computer technology: they are archaic and ice cold—the human figure depicted in a state of continual metamorphosis. Aron Demetz participated in the Biennale in Venice and is a member of the promotion committee for the 2019 Capital of Culture.
Many companies are already using South Tyrol as a springboard into the Italian market and are taking advantage of the support offered by Business Location Südtirol – Alto Adige (BLS), the government agency charged with promoting South Tyrol as a business location.

“South Tyrol’s strength is the fact that it is located between two major markets,” says Ulrich Stofner, who became director of the newly formed BLS in 2009. Since then, the agency has used sharp marketing strategies to position South Tyrol as an attractive business and film location and has been actively helping local, national and international companies that would like to settle in South Tyrol or that want to expand their operations. The support services BLS offers run the whole gamut from site selection to consultations about taxes, subsidies, and legislation to networking and establishing contacts with the main service organisations and business associations. BLS services are not limited to successful settlement, though: the agency continues to be available to businesses as a point of contact and a partner. In doing so, BLS successfully carries out its strategic goals of promoting South Tyrol as a business location with expertise. Many companies have settled into this border region, particularly in South Tyrol’s key sectors—renewable energy, for example. This has not only increased South Tyrol’s know-how in these areas and raised productivity in the province, but also created jobs for skilled workers. BLS’s key tasks include developing South Tyrol as a sustainable business location and continually improving its business environment.

**BLS**

The German company juwi Holding is globally active in the renewable energy sector. Juwi recorded sales volume of 800 million euro in 2010. The energy giant from Rheinland-Pfalz also chose Bolzano as its entry point into the Italian market. Arnold Lunger, CEO of juwi’s South Tyrol branch says, “South Tyrol was destined for this. One simple reason is bilingualism. Above and beyond that, however, there is the matter of bridging the cultural gap—because Italy’s business culture is very different from that of Germany.” It is South Tyrolean know-how, above all, that has benefited Bürkle, which specialises in pre-fabricated cellars: the German company has recently opened an office for its Italian market in the municipality of Appiano (Eppan)—thanks to help from BLS. “The prefabricated house was completely unknown in Italy until recently,” says Adalbert Gaus, who is responsible for Bürkle’s Italian operations, “but now a new market is emerging here”. South Tyrol was an ideal point of entry into Italy for the company from Baden-Württemberg: The KlimaHaus Agency, based in South Tyrol, sets standards for energy-efficient homes and many Italian provinces are adopting these standards. Now, Bürkle delivers cellars to match those homes.
Cooperation

South Tyrol’s province government has entrusted Business Location Südtirol – Alto Adige with far-reaching authority regarding commercial areas. BLS settles companies and arranges contacts for them with private landowners and municipalities. Its partnership with South Tyrol’s municipalities is particularly structured: local governments utilise the BLS real estate portal, listing their available commercial spaces online—free of charge. There is also a site-development project called STEP, which is a joint initiative between the province of South Tyrol and the association of local authorities that is supervised and coordinated by BLS. The goal of the STEP project is to strengthen South Tyrol as a business location over the long term. South Tyrol’s municipalities have been grouped into 20 overarching areas with the aim of making intercommunal decisions about location issues in future. Communities should decide together in the future, for example, if and where a commercial zone will be created.

New Technology Park

Developing individual strengths and ensuring South Tyrol’s attractiveness as a business location: these are the goals of the technology park that is being developed in Bolzano’s commercial zone. Here, the Free University of Bolzano, research institutions like the Fraunhofer Institute and EURAC, and a number of innovative companies will advance know-how in the key sectors of renewable energies, energy efficiency, sustainable mobility, and food technology. The TIS Innovation Park will lead this centre for innovation: TIS will take responsibility for management of the park and the transfer of know-how and technology between the park’s various organisations, among other responsibilities. BLS will be responsible for bringing in suitable companies from home and abroad. These companies will, of course, expect to find an advantageous business environment. The architectural concept is another important factor: Contemporary architecture will enhance an industrial building that has been listed as a historical monument, creating a harmonious fusion of old and new. This main complex of the technology park is planned to be a zero-energy structure and energy self-sufficient.

Film Promotion

South Tyrol has always been a shooting location for international film productions: recent examples of films shot in the Dolomites include the German feature film *Schwestern* by Anne Wild, the documentary film *Die Fugger* by André Schäfer, and the Italian features *Diaz* by Daniele Vicari and *Il volto di un’altra* by celebrated director Pappi Corsicato. All of these productions benefited from the substantial film funding being offered by South Tyrol’s new Film Fund & Commission, which BLS has managed since 2010. The province committed five million euro in grants for the year 2012. Funding is targeted towards high-quality productions—often German/Italian co-productions of film or television projects—that are wholly or partially filmed in South Tyrol. The goal of promoting these films is to position South Tyrol as a film location over the long term and to support the province’s film industry. BLS works not only to promote South Tyrol as a film location—helping to further develop it with film funding and financing—but also provides comprehensive production and location services. BLS supports production companies as they scout for locations and look for personnel, provides them with consultation services regarding legal matters and taxation, and helps them obtain film permits.

Filming in South Tyrol (2)

High-quality television and film productions benefit from the substantial film funding offered by South Tyrol.

The building that houses the South Tyrol Chamber of Commerce and the BLS headquarters, on Bolzano’s Verdi Square (3)