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MINISTERO DEL LAVORO
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AUTORITÀ RESPONSABILE



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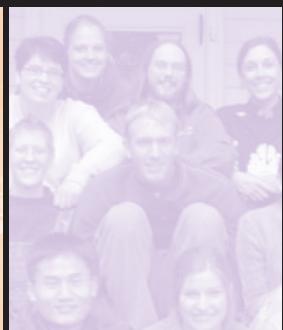
AUTORITÀ RESPONSABILE

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Self-employment and extra-EU citizens: guide to procedures, tools and opportunities

2019



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delle Ricerche

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ABLE OF CONTENTS

PRESENTATIONS	pag. 7
INTRODUCTIONES	
definition of self-employment	pag. 15
Regulated and unregulated businesses	pag. 15
Regulated and unregulated liberal professions	pag. 15
1. PROCEDURES	
how to obtain legal residency in italy for self-employment	pag. 17
<u>Recognition of regulated businesses</u>	
List of regulated businesses	pag. 17
Who to contact to obtain recognition of a professional qualification	pag. 18
<u>Self-employment residence permits for immigrants who are already in Italy</u>	
Holders of a residence permit for study or training purposes or an EU work residence permit for long-term residents released by another EU country	pag. 20
INFOBOX	
CASE STUDIES	pag. 25
Other self-employment residence permits	pag. 26
INFOBOX	
NEW SELF-EMPLOYMENT RESIDENCE PERMITS INTRODUCED BY THE SAFETY DECREE	pag. 27
Setting up an innovative startup company (Italia Startup Hub Program)	pag. 28
<u>Self-employment residence permits for immigrants awaiting an entry visa</u>	
Self-employment visa according to the entry quotas established by the Flows Decree	pag. 29
INFOBOX	
COUNTRIES WHOSE CITIZENS ARE EXEMPT FROM THE SHORT STAY VISA REQUIREMENT	pag. 31
Self-employment visa for particular categories of workers	pag. 32
Visa for setting up an innovative startup company (Italia Startup Visa Program)	pag. 32
INFOBOX	
FLOWS DECREE	pag. 33

INFOBOX	
CERTIFICATION OF FINANCIAL PARAMETERS	pag. 34
INFOBOX	
DECLARATION OF NO IMPEDIMENT TO THE EXERCISE OF BUSINESS	pag. 36
INFOBOX	
POWER OF ATTORNEY	pag. 37
INFOBOX	
IDENTITY DOCUMENTS	pag. 38

2. TOOLS

useful digital tools for entrepreneurs pag. 41

Digital identity

Public Digital Identity System (SPID)	pag. 41
National Service Card (CNS) and digital signature	pag. 41
Wireless token	pag. 42
Certified e-mail (PEC)	pag. 43

Digital services

Business Register Simplified Procedures	pag. 43
Entrepreneur's digital drawer (impresa.italia.it)	pag. 44
E-invoicing	pag. 45

Web marketing

Online business: first steps in promoting your business on the web	pag. 46
Google My Business	pag. 46
Company website	pag. 50
Social networks for businesses	pag. 51

3. COSTS

main business startup and operating costs pag. 69

Setup costs (notary)	pag. 69
Registration costs (Chamber of Commerce)	pag. 70
Administrative fees	pag. 70
Annual fees	pag. 71
Accounting costs (accountant)	pag. 72
Costs for social security contributions (INPS)	pag. 72
Costs for insurance contributions (INAIL)	pag. 73

4. OPPORTUNITIES ACROSS THE TUSCAN TERRITORY

financing, training and services for entrepreneurs pag. 75

"Businesses" pages of the Regione Toscana website	pag. 75
Youth	pag. 75
Microcredit	pag. 75
Training	pag. 75
Open calls	pag. 76
Job requests/offers	pag. 76
Business Check-up	pag. 76
Coworking	pag. 77

5. USEFUL REFERENCES

contacts of institutions in charge of immigration procedures and self-employment pag. 79

INFOBOX

"PAeSI" portal for public administrations and immigrant foreigners	pag. 85
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6. GLOSSARY

words in pink are listed in the glossary pag. 87

7. REGULATION

pag. 91

STATISTICS APPENDIX

foreign entrepreneurship in the province of Florence: a look at the number pag. 93

PRESENTATION by the Prefect of Florence

Presentation by Prefect Laura Lega on the manual titled "Self-employment and extra-EU citizens: guide to procedures, tools and opportunities". Foreign entrepreneurship continues to grow year after year in our region, showing how immigrants are becoming increasingly involved both in the self-employment sector in general and in small/medium enterprises. Tuscany, who sees the largest concentration of immigrant individual entrepreneurship due to the incidence of foreigners on the total number of entrepreneurs, is at the top of the list (21.4%); in particular, Florence ranks second (26.9%) followed by Prato, at the regional level, and third at the national level. We are speaking of lively, proactive and dynamic entrepreneurs, with an increasingly growing presence of young people (most business owners are under 35) and women (the number of female foreign entrepreneurs accounts for a quarter of the total number of entrepreneurs under consideration). Flexibility and adaptability are the main strengths of immigrant-run businesses, which are mainly found in the service, industry, commerce, manufacturing and catering sectors. In fact, besides the increase in foreign entrepreneurship, which definitely represents a value in terms of growth of our economic system, the introduction of ethnic craftsmanship and new work skills into a territory characterized all along by artisanal excellence makes it possible to measure know-how and trade secrets against a potential result of a true renaissance. The aim is to incorporate the development of new entrepreneurial and artisan realities with a view to the cultural and social integration of the entire population. Clear, easily legible and unequivocal rules should accompany the new social and economical set-up while giving priority to the aspects of safety, health and salubrity in the workplace and endeavouring to facilitate financial access for those who wish to set up new economic activities. In such respect, initiatives aimed at bridging knowledge gaps and fostering training and formation initiatives are very welcome in our territory. This Guide was devised in such perspective thanks to the excellent and tested partnership between the Prefecture of Florence, the Chamber of Commerce of Florence, Unioncamere and Regione Toscana, which all truly stand out as valuable steering instruments. The 2020 edition also contributes to this process focused on promoting the consolidation of existing realities and the birth of new challenges for the future. The publication "Self-employment and extra-EU citizens: Guide to procedures, tools and opportunities" was revised in collaboration with the National Research Council. In addition to this, its content was updated and its language simplified to make it easy to consult at all times.

The Prefect of Florence

Laura Lega

PRESENTATION

by the Chairman of the Florence Chamber of Commerce

The purpose of this edition of the Guide for foreign entrepreneurs, published four years after the previous one and for the first time ever, also in English, is to help entrepreneurs become more familiar with the rules for setting up and running a business in our territory. The new publication "Self-employment and extra-EU citizens: guide to procedures, tools and opportunities", realized with the well-established collaboration of the Prefecture of Florence, provides support to aspiring immigrant entrepreneurs who want to start a business activity, both those who are already living in Italy and those awaiting an entry visa. The Guide offers an overview of the digital tools provided by the Chamber of Commerce to allow foreign entrepreneurs to interface more effectively with the institutions right from the start. It also outlines the costs for setting up and running their own companies. Furthermore, the Guide is an opportunity to highlight financing and training opportunities, as well as the services available to those who operate in the Florentine and Tuscan territory in general. A special section is dedicated to web marketing aspects to help entrepreneurs manage their company websites and social networks autonomously. Data provided by the Chamber of Commerce on foreign companies registered in the Florence Business Register (the Guide provides a statistics appendix) show a gradual and constant rise in the number of extra-EU entrepreneurs who are willing to establish a business in Italy. This phenomenon enriches the business landscape and validates the choice of making our territory an ideal place for welcoming "a citizen of the world" and fostering his/her growth. Newly added contents enrich the "PAeSI" Portal of Regione Toscana managed by the Institute of Legal Informatics and Judicial Systems (IGSG) of the CNR in collaboration with the Prefecture, which has become a well-established reference point on immigration issues at the national level. The manual will also be available both on the Prefecture's website at: [www.prefettura.it/nze](http://www.prefettura.it火nze) and the website of the Chamber of Commerce at: www.fi.camcom.gov.it. I wish to thank all those who have contributed to creating this Guide, written in a straightforward and easy-to-read-style, and give a special mention to the Notarial Council of Florence, Pistoia and Prato and the Board of Chartered Accountants and Bookkeeping Experts for their priceless collaboration.

The Chairman
Leonardo Bassilichi

PRESENTATION

by the immigration Council Member of Regione Toscana

Foreign entrepreneurship in Italy and Tuscany is constantly growing.

As highlighted during the conference on “Immigration, Business, Labour. Transformation Scenarios in Tuscany”, organized last June within the scope of the project named #AccoglienzaToscana, more than 700,000 foreign-born entrepreneurs (which account for 9.4% of the total number of entrepreneurs in Italy) are currently present in the territory. This number, which has grown by 40% in recent years against a 10.5% drop in the number of native-owned businesses, holds even more true for the Tuscan region, which currently ranks third for number of foreign-born entrepreneurs, followed by Lombardy and Lazio.

Regional law 29/2009 on “Rules for the reception, participatory integration and protection of foreign citizens in the Tuscany region”, already pointed out how the widespread presence of foreign entrepreneurship is a clear testimony of a highly advanced integration process such as to require particular attention from the institutions, in terms of promotion of specific information and support services for foreign entrepreneurs.

The manual, titled “Self-employment and non-EU citizens: Guide to procedures, tools and opportunities” stems from the project launched by “TEAMS - Tuscany Empowerment Actions for Migrants System (funded by FAMI 2014-2020), which sees Tuscany in a leading capacity in partnership with ANCI Toscana, ISIS Leopoldo II di Lorena of Grosseto, PSTP E. Fermi-G Giorgi of Lucca, ISIS A. Gramsci-J.M. Keynes of Prato, Municipality of Florence, Municipality of Prato, Health Society of the Pisa Area and the Institute of Legal Informatics and Judicial Systems (IGSG) of the CNR.

“TEAMS”, which is focused on creating integration paths based on the valorisation of multiculturalism, equal opportunities, sharing and socio-economic development dynamics inclusive of the territory, has developed four lines of action, more specifically, WP: social-educational inclusion of foreign minors; qualified services to facilitate access thereto by foreign users; development of institutional communication and information channels for third-country citizens and lastly, empowerment of active migrant participation and foreign associations.

The Guide under consideration - created by the IGSG-CNR partner with the collaboration of the Prefecture of Florence and the Chamber of Commerce of Florence in their capacity as participants in the “TEAMS” project – is included within the

framework of the WP3 activities aimed particularly at strengthening, improving and making known, to foreign users and service operators alike, qualified and certified information on services and opportunities available across the national and regional territory, including the relevant procedures for accessing the same. It represents a successful example of collaboration between multiple Administrations which, according to their peculiar competences, made great efforts to develop clear, informative content for aspiring foreign entrepreneurs who are willing to set up business in our territory.

Communicating with citizens in a streamlined, understandable and effective manner is extremely important, of course, but perhaps it is even more important for foreign citizens, who, as "new" residents in the host society, are more likely to encounter greater obstacles when interfacing with the public administration.

The Guide, which enriches the content of the PAeSI portal www.immigrazione.regione.toscana.it, represents an innovative and, hopefully, useful communication tool for developing new entrepreneurial realities, with a particular focus on young people as can be seen in the space dedicated to the regional project "Giovanisi - Fare impresa".

Vittorio Bugli
Immigratio Council Member
Regione Toscana



INTRODUCTION

DEFINITION OF SELF-EMPLOYMENT

Italian law allows **extra-EU citizens** to become self-employed workers in Italy, and also set up corporations or partnerships and hold corporate positions¹.

Self-employment is the state of working for oneself with no subordination restriction, and as such, without the involvement of an employer.

Self-employed activities may include:

- entrepreneurial activities (i.e. artisan, agricultural and trade activities);
- liberal professions

Please note:

- in Italy, self-employed work may be regulated or unregulated;
- to start a self-employed business of whatever kind, you must hold a self-employment residence permit (see "[Procedures](#)", chapter 1 page 12).

Regulated and unregulated businesses

Regulated businesses can be performed in Italy provided you hold a specific diploma, certification or qualification.

Regulated businesses include, for example, electricians, plumbers and hairdressers.

Unregulated businesses instead can be performed autonomously.

Unregulated businesses include artisan activities (i.e. whitewasher, photographer, framer, construction worker, blacksmith, carpenter, leather goods manufacturer, shoe repairer, tailor, upholsterer), activities pertaining to the fashion sector (designer and stylist) and the advertising, communication and marketing sectors.

Regulated and unregulated liberal professions

Liberal professionals provide services through intellectual work falling under the category of "liberal professions", (i.e. **notary**, lawyer, **accountant**, doctor).

Liberal professions may be either regulated or unregulated.

To exercise a regulated profession, you must possess certain requisites or be enrolled

with specific registers or lists².

Regulated professional activities include professions of technical, legal-juridical or administrative-economic nature, as well as medical and social-health professions and other professions.

See the list of regulated professions in Italy and the competent authorities at: www.politicheeuropee.gov.it/media/4620/professioni-regolamentate-sito_190308.pdf

¹ Article 26, paragraph 2, of legislative decree of 25 July 1998, n. 286 (Consolidated act of provisions concerning regulations on immigration and alien status).

² Article 2229 of the Italian Civil Code.

P ROCEDURES

HOW TO OBTAIN LEGAL RESIDENCY IN ITALY FOR SELF-EMPLOYMENT

Recognition of regulated businesses

List of regulated businesses

A professional qualification is required for exercising any of the businesses listed below:

- Hairdresser
- Agent and sales representative
- Auto repairer (i.e. mechanic, body shop, auto electrician and tire dealer)
- Installer (i.e. electrician, plumber, elevator service, fire extinguishing service)
- Food and drinks administration
- Pest, rodent control and sanitation
- Dry-cleaning and dyeing services
- Truck driver
- Beautician
- Tourist guide
- Tour leader
- Travel agency technical manager
- Green area maintainer

Please note:

You are allowed to perform the business you want to undertake provided you obtained the necessary qualification in Italy.

If such professional qualification was not obtained in Italy, you must have it recognized (in Italy) by the competent Ministry.

If you do not hold the professional qualification for the business you want to undertake, you can obtain it by attending specific training courses such as those organized by Regione Toscana.

For info on training courses, see:

<https://servizi.toscana.it/RT/catalogo-formativo/#/catalogo/lista/ultimiCorsi>

Who to contact to obtain recognition of a professional qualification

CASE 1

To obtain recognition of the following professional qualifications:

- Hairdresser
- Agent and sales representative
- Auto repairer (i.e. mechanic, body shop, auto electrician and tire dealer)
- Installer (i.e. electrician, plumber, elevator services, fire extinguishing services)
- Food and drink supplier
- Pest, rodent control and sanitation
- Dry-cleaning and dyeing services

you must contact:

THE MINISTRY OF ECONOMIC DEVELOPMENT
Directorate-General for Competition and Consumers
Office VI – Services and professions

For info on the procedure and required documents, see:

<https://www.mise.gov.it/index.php/it/mercato-e-consumatori/titoli-professionali-esteri/documentazione-per-il-riconoscimento>

CASE 2

To obtain recognition of the following professional qualification:

- Truck driver

you must contact:

THE MINISTRY OF INFRASTRUCTURE AND TRANSPORT
Ministry of Infrastructure and Land Transport
Directorate General for Motor Vehicles

To carry out road haulage activities as a truck driver on behalf of third parties, you must register with the Truck Drivers Registry of the competent Civil Motorization Office of the territory where the company's registered office is located.

For info on the procedures and required documents, see:

www.mit.gov.it/come-fare-per/trasporti/autotrasporto-merci/iscrizione-allalbo-degli-autotrasportatori-di-cose-per-conto-terzi

Please note:

you must convert your driving license if it was obtained in a country other than Italy.

For info on driving licence conversion, see:

<http://www.mit.gov.it/come-fare-per/patenti-mezzi-e-abilitazioni/patenti-mezzi-stradali/conversione-patente-estera>

CASE 3

To obtain recognition of the following professional qualification:

- Beautician

you must contact:

THE MINISTRY OF LABOUR, HEALTH AND SOCIAL POLICIES
Directorate General for Social Safety Nets and Formation Division III

For info on the procedures and required documents, see:

www.lavoro.gov.it/temi-e-priorita/ammortizzatori-sociali/focus-on/riconoscimento-delle-qualifiche/Pagine/default.aspx

You can also send an e-mail to: riconoscimentoqualifiche@lavoro.gov.it

Please note:

the following professional qualifications: aesthetic massager, nail technician, nail reconstruction or other professional figures pertaining to the aesthetic sector, are not eligible for recognition.

CASE 4

To obtain recognition of the following professional qualifications:

- Tourist guide
- Tour leader
- Travel agency and tourism technical manager

devi rivolgerti al:

THE MINISTRY OF AGRICULTURE FOOD FORESTRY POLICIES AND TOURISM
Tourism Department

For info on the procedures and required documents, see:

<https://www.beniculturali.it>

Please note: the procedure may differ depending on your country of origin.

CASE 5

To obtain recognition of the following professional qualification:

- Green area maintainer

you can attend one of the training courses organized by Regione Toscana.

See: www.regione.toscana.it/-/catalogo-dell-offerta-formativa

Please note:

info on the recognition of professional titles and qualifications can be obtained from the National Contact Point for professional recognition

See: www.politicheeuropee.gov.it/it/attivita/riconoscimento-qualifiche-professionali/centro-di-assistenza/

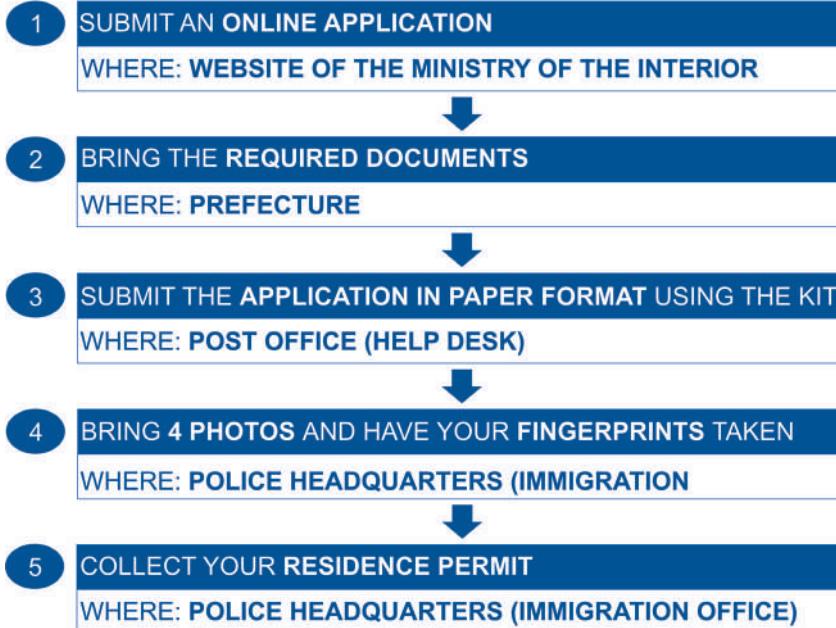
Residence permits for immigrants who are already in Italy

- ... holding a residence permit for study or professional training purposes
or
- ... holding an EU residence permit for long-term residents released for work purposes by another EU country.

If you hold a residence permit for study or professional training purposes or an EU residence permit for long-term residents released for work by another EU country and want to become self-employed, you must apply for conversion of your permit online at the Single Desk for Immigration c/o the **Prefecture**.

See the steps below:

PERMIT CONVERSION STEPS



WHEN TO APPLY

Case 1

You can apply for conversion of your residence permit into a self-employment residence permit only if the Flows Decree is active (see infobox Flows Decree at page 33).

Please note:
to find out whether the Flows Decree is active, contact the **Prefecture** of your province.

Case 2

You can apply for conversion of your residence permit for study into a self-employment residence permit at any time, provided you turned 18 while you were in Italy or you obtained one of the following qualifications in Italy:

- Second Degree Secondary School Diploma;
- Bachelor's Degree (3 years, 180 academic formative credits)
- Specialist or Master's degree (300 academic formative credits including 180 credits (Bachelor's degree) or 180 UFC (Bachelor's degree), besides 120 UFC (Master's degree);
- Postgraduate specialist qualification (at least 2 years);
- PhD (at least 3 years);
- 1st level University Master's Degree (minimum duration: 1 year - 60 credits) accessible with a bachelor's degree;
- 2nd level University Master's Degree (at least 60 university credits) accessible with a bachelor's degree, a Specialist degree or a Master's degree;
- Certificate or Diploma for advanced studies (annual duration - 60 credits) accessible with a bachelor's degree or a Specialist degree.

HOW TO APPLY

1. You must submit a first online application for permit conversion.

See the steps below:

- make sure you own a SPID; ([see what a SPID is about and how to obtain it at page 41](#))
- to send your application, go to the website of the Ministry of the Interior at the following address: <https://nullaostalavoro.dlci.interno.it/Ministero/Index2>
- login with your username and SPID password;
- click on "Single Desk for Immigration";
- choose either form Z or form Z2 (if you turned 18 while you were in Italy, or if you graduated or obtained post-graduate degrees in Italy - case 2) or form LS2 (if you hold an EU residence permit for long-term residents released for work purposes by another EU country);
- fill out and submit the form online (complete instructions can be found in the "User Manual").

Please note:

to fill out and submit your online application, you can request assistance from the **Municipal Immigration Help Desks** or a tax assistance center. Remember to include your e-mail address and phone number in your application.

NEXT STEP

After submitting your application, if you are eligible for a position among those available established by the Flows Decree, the Prefecture will schedule an appointment by letter or e-mail.

WHAT TO DO WHEN YOU RETURN TO THE PREFECTURE

On the day of the appointment, bring:

1. the € 16 revenue stamp you bought when you submitted your application plus another € 16 revenue stamp;
2. your unexpired or expired residence and the renewal request receipt;
3. an unexpired identity document.

Depending on the type of self-employed work you are interested in, the following documents will also be required:

a) ENTREPRENEUR (i.e. MERCHANT OR ARTISAN)

- certification of financial parameters ([see what it's about and how to request it at page 26](#)) issued by the Chamber of Commerce of the province where you wish to set up business;
- proof that you own the financial resources indicated in the certificate issued by the Chamber of Commerce (i.e. an Italian bank statement);
- if the business you want to set up requires a qualification, a licence or an authorization, you must provide a declaration of no impediment to the exercise of such business ([see what it's about and how to request it at page 27](#)), issued by the competent Administration (i.e. the Chamber of Commerce in the case of installation activities);
- a document, such as an Italian bank statement, proving that your income exceeds € 8.500,00 (for the year 2019).
- VAT registration certificate

b) SHAREHOLDER, COMPANY DIRECTOR OR HOLDER OF CORPORATE POSITIONS

The Certification of financial parameters is not required for those who intend to become self-employed as directors in companies and cooperatives that are already operational or for those entrusted with corporate functions.

The following documents are required instead:

- **Business Registration certificate** of the company you intend to work for. The company must prove to have been in operation for at least three years;
- a copy of the Company's Articles of Association;
- a copy of the **declaration of responsibility** sent by the legal representative of the company/ cooperative to the **Territorial Labour Inspectorate (ITL)** stating that no employment relationship will arise out of the contract;
- a declaration by the company's legal representative guaranteeing compensation of

over € 8.500 (for the year 2019) for the working partner or office holder;

- a copy of the latest Financial Statements filed with the **Business Register** in the case of corporations, or a copy of the latest tax return in the case of partnerships, proving the company's ability to pay compensation.

c) LIBERAL PROFESSIONALS REQUIRED TO ENROLL ON A PROFESSIONAL REGISTER

To perform professional activities which require enrolment on a professional register, you must deliver a Certification of financial parameters and a Declaration of no impediment to the exercise of the profession, issued by professional associations.

- A document (i.e. an Italian bank statement) proving that your income exceeds € 8.500 euros (for the year 2019).

d) LIBERAL PROFESSIONALS WHO ARE NOT REQUIRED TO ENROLL ON A PROFESSIONAL REGISTER

- a diploma obtained in Italy for the self-employed business you wish to undertake;
- a detailed Curriculum Vitae (CV) and documentation showing your work history and your training and professional experiences;
- personal operational plan, including contacts and clients' proposals;
- VAT registration certificate;
- a document (i.e. an Italian bank statement) proving that your income exceeds € 8.500 euros (for the year 2019).

e) LIBERAL PROFESSIONAL WHO IS NOT REQUIRED TO ENROLL ON A PROFESSIONAL REGISTER AND OPERATES UNDER A PROFESSIONAL SERVICES/ CONSULTANCY SERVICES CONTRACT

- a **business registration certificate** of the company you intend to work for. The company must prove to have been in operation for at least three years;
- an employment contract guaranteeing that the liberal professional will receive compensation for an amount exceeding € 8.500 per year (for the year 2019);
- a copy of the company's latest Financial Statements (in the case of a corporation) filed with the **Business Register** or a copy of the latest tax declaration (in the case of a partnership or individual company) proving the ability of the enterprise/ company to pay compensation;
- a copy of the declaration of responsibility submitted to the Territorial Labour Inspectorate (ITL) stating that no employment relationship shall arise out of the contract
- filed with the Business Register or a copy of the latest tax declaration (in the case of a partnership or individual company) proving the ability of the enterprise/ company to pay compensation;
- a copy of the declaration of responsibility submitted to the Territorial Labour Inspectorate (ITL) stating that no employment relationship shall arise out of the contract.

The Prefecture checks that the declarations stated in the online form (Form Z, Form Z2 or

Form LS2) are consistent with those stated in the documents you submitted. After that, you are given a kit (form 209 and an envelope) to apply for a residence permit, which you must sign.

NEXT STEP

You must go to a post office where a “**Help desk**” is present and from where you can send the residence permit application (form 209) and the documents listed below, using the envelope you were given at the **Prefecture**:

- a photocopy of your passport (only pages bearing photos, visas and stamps);
- a photocopy of your residence permit for study purposes or EU work residence permit for long-term residents issued by another EU State;
- payment receipt of the residence permit fee.

After that, the post office clerk schedules your first appointment with the Immigration Office of the **Police Headquarters** and gives you the postal receipt for your residence permit application.

Please note:

This receipt is important as it proves that you live in Italy legally.

WHAT HAPPENS WHEN YOU GO BACK TO THE POLICE HEADQUARTERS

You will be asked to provide 4 passport-size photographs, a copy of your residence permit application (form 209) and have your fingerprints taken.

HOW TO KNOW WHEN YOUR PERMIT IS AVAILABLE FOR COLLECTION

The **Police Headquarters** will send you an SMS telling you the date when your permit is available for collection at the Immigration Office.

You can also check the status of your application on the State Police website at:
<http://questure.poliziadistato.it/stranieri>

FOR FURTHER INFO

For info on your application for residence permit conversion, contact the **Prefecture** (Single Desk for Immigration).

For info on your residence permit application, contact the **Police Headquarters** (Immigration Office).

CASE HISTORIES: REQUESTS FOR CONVERSION OF A RESIDENCE PERMIT FOR STUDY PURPOSES INTO A SELF-EMPLOYMENT RESIDENCE PERMIT - MAIN DOCUMENTATION

John

An American citizen who obtained the conversion of his study permit into a self-employment permit to work as an **independent professional painter**.

What steps did he take? He delivered a copy of his diploma in Painting obtained from the Academy of Fine Arts of Florence, along with his professional resume and the letter of an art gallery -which exhibited and intends to continue exhibiting his works - as additional documentation certifying to his artistic activity. He also delivered his Italian bank statement, showing an income exceeding € 8,500, plus a copy of his VAT number.

Nadiya

An Ukrainian citizen who obtained the conversion of her study permit into a self-employment permit to work as a **private physician**.

What steps did she take? She delivered a copy of her degree in Medicine and Surgery obtained from the University of Florence along with a copy of her certificate of enrollment with the Order of Medical Surgeons of Florence, a copy of her VAT number and her Italian bank statement (showing an income exceeding € 8,500).

Lirjeta

An Albanian citizen who obtained the conversion of her study permit into a self-employment permit to start a **tailoring business**.

What steps did she take? She delivered the Certification of financial parameters issued by the **Chamber of Commerce of Florence** along with the documentation proving she owns the required resources (free loan contract for the laboratory; house rental agreement; documents proving the possession of the necessary equipment, etc.) and her Italian bank statement (showing an income exceeding € 8,500).

Ahmed

An Iranian citizen who obtained the conversion of his study permit into a self-employment permit to start work as an **itinerant vendor of bags**.

What steps did he take? He delivered the Certification of financial parameters issued by the **Chamber of Commerce** along with a declaration of no impediment to the exercise of said activity released by the Municipality, documentation proving he owns the necessary resources, his Italian bank statement (showing an income exceeding € 8,500) and a copy of his VAT number.

Yumiko

A Korean citizen who obtained the conversion of her permit to set up a **graphic design company**. What steps did she take? She delivered the Certification of financial parameters issued by the **Chamber of Commerce of Florence** and the documentation proving she owns the necessary resources (free loan contract for the studio, house rental agreement, documents proving the possession of the necessary equipment etc.), plus her Italian bank statement (showing an income exceeding € 8,500).

Other types of self-employment residence permits

If you are holding any of the permits listed below, you are entitled to perform self-employed work according to the permit validity period, with no need for conversion:

- Residence permit for non-seasonal employment
- Residence permit for family reasons
- EU residence permit released in Italy for long-term residents
- Residence permit for minor child assistance
- Residence permit for asylum seekers
- Residence permit for pending employment
- Residence permit for subsidiary protection
- Residence permit for stateless persons
- Special protection permit
- Permit for natural disaster
- Residence permit for acts of high civil value
- Residence permit for special cases

At the time of renewal, these permits can be converted into self-employment permits, except for permits for minor child assistance, special protection permits, natural disaster permits, and EU residence permits for long-term residents.

To obtain conversion of a residence permit, depending on the type of self-employed work you wish to undertake, you must deliver the documents listed ([on page 22](#))

Please note:

family members of EU citizens are also entitled to perform self-employed work provided they hold a Residence card for extra-EU family members of an EU citizen.



INFOBOX

NEW SELF-EMPLOYMENT RESIDENCE PERMITS INTRODUCED BY THE SAFETY DECREE

SPECIAL PROTECTION RESIDENCE PERMIT

This permit is granted to asylum seekers when neither the refugee status nor the subsidiary protection status can be recognized, but the person is at risk of persecution or torture. It lasts one year (renewable according to the Territorial Commission's opinion) and allows applicants to perform either paid or self-employed work. It cannot be converted into a work residence permit.

PERMIT FOR NATURAL DISASTER REASONS

It is granted when the country to which a **non-EU citizen** should return is in a situation of natural disaster (i.e. an earthquake, a tsunami or the eruption of a volcano) and as such, hinders his/her safe return. The permit lasts six months and can be renewed for another six months if the conditions of exceptional calamity continue. It is valid only in Italy and enables applicants to perform either paid or self-employed work. It cannot be converted into a work residence permit.

RESIDENT PERMIT FOR ACTS OF HIGH CIVIL VALUE

It is granted to **extra-EU citizens** who are known to have performed acts of particular civil value, putting their lives at risk to save endangered people, prevent or reduce the damage of a severe public or private disaster, restore public order, arrest or participate in the arrest of criminals, contribute to the progress of science and, more in general, to the benefit of mankind, to uphold the good name and prestige of the Fatherland. The permit lasts two years and is renewable. It enables to perform either paid or self-employed work and can be converted into a residence permit for paid or self-employed work.

SPECIAL CASES PERMITS

These permits are granted to:

- extra-EU citizens to help them escape from violence or from the influence of a criminal organization, and also allow them to access social assistance and integration programs (Social Protection Permit).
- extra-EU citizens to help them stay away from a situation of domestic violence or an abuse that could endanger their lives (Residence permit for victims of domestic violence).
- extra-EU citizens who are exploited workers in Italy and intend to report their employer (Residence permit for severe labour exploitation).

Special cases permit enables to work and can be converted into a permit for self-employed or paid work.

... Setting up an innovative start-up (Italia Startup Hub Program)

OVERVIEW OF THE ITALIA STARTUP HUB PROGRAMME

The Italia Startup Hub program simplifies the procedures for immigrants who want to set up an innovative startup company and are already living in Italy.

For example, an extra-EU student who is finishing his studies in Italy and wants to stay in Italy to set up an innovative company can have his/her residence permit converted into a permit for "startup as self-employed".

The procedure does not take long (no more than 20 days from the application date) and the student does not have to return to his/her own country to get a new entry visa.

The student's company will be entitled to the benefits provided by the laws on innovative startup companies.

HOW TO JOIN THE ITALIA STARTUP HUB PROGRAMME

For info on the programme and the relative procedure, see:

<http://italiastartuphub.mise.gov.it/#ISHhome>

Residence permits for immigrants awaiting an entry visa

Self-employment visa according to the entry quotas established by the Flows Decree

HOW TO OBTAIN A RESIDENCE PERMIT FOR SELF-EMPLOYMENT

If you want to come to Italy and become self-employed, first of all you must ask the Italian Embassy or Consulate in your country if there are any positions available - among those established by the Flows Decree - for the self-employed work you want to undertake (see infobox page 33: Flows Decree).

Please note:

for some types of self-employed work there are no limits to the number of positions (see page 32 - Self-employment visa for particular categories of workers).

If a position is available, you must apply for a provisional **go-ahead** for self-employment at the **Police Headquarters** in order to obtain a self-employment residence permit.

You will need the **go-ahead** to apply for a self-employment visa at the Italian Embassy or Consulate in your country.

After entering Italy with the visa, you can apply for a self-employment residence permit at the **Police Headquarters**.

See the steps below:

STEPS FOR APPLYING FOR A RESIDENCE PERMIT

1

APPLY FOR A PROVISIONAL GO-AHEAD FOR SELF-EMPLOYMENT

WHERE: POLICE HEADQUARTERS (ITALY)



2

APPLY FOR A SELF-EMPLOYMENT VISA

WHERE: ITALIAN EMBASSY OR CONSULATE (OF YOUR COUNTRY)



3

APPLY FOR A RESIDENCE PERMIT FOR SELF-EMPLOYMENT

WHERE: POLICE HEADQUARTERS (ITALY)

Please note:

when applying for a visa, if you want to obtain the necessary documents in Italy, you can:

- enter the country with a short-stay visa (citizens coming from certain countries do not need a visa - see infobox at page 31);

or

- appoint an attorney – who resides in Italy - to retrieve the documents on your behalf (see infobox at page 37 - Power of attorney).

HOW TO APPLY FOR A PROVISIONAL GO-AHEAD FOR SELF-EMPLOYMENT

1. Fill out the form you are given at the Police Headquarters or download it from: <https://www2.immigrazione.regione.toscana.it/sites/default/files/ModuloNullaostaQuesturaFirenze.pdf>
2. Deliver the following documents to the Police Headquarters:
 - passport;
 - if you have appointed an attorney, bring the power of attorney authorization letter duly translated and legalized by the Italian Embassy or Consulate of your country ([see infobox at page 37 - Power of Attorney](#))

and any other document depending on the type of work you wish to undertake:

REGULATED BUSINESSES (FOR WHICH AUTHORIZATIONS, LICENSES OR ENROLLMENT ON APPosite BUSINESS REGISTERS OR ASSOCIATIONS ARE REQUIRED):

- a declaration of no impediment (the so-called "go-ahead") to the exercise of regulated businesses ([see info at page 36](#)), issued by the competent Administration (i.e. the Chamber of Commerce in the case of installation activities);
- the Certification of financial parameters ([see what it's about and how to apply for it at page 34](#)), issued by the Chamber of Commerce, Industry, Crafts and Agriculture;
- a certification of recognition of foreign qualifications or attestations of professional skills.

LIBERAL PROFESSIONALS:

- contract (if stipulated with an Italian company, the certificate of registration with the Business Register is also required; if the contract is stipulated with a foreign company, it must be authenticated by the Italian Embassy or Consulate);
- client's declaration of responsibility stamped by the Territorial Labour Inspectorate (ITL) stating that the contract shall not give rise to a subordinate employment relationship.

COMPANIES:

- a copy of the company's latest Financial Statements (in the case a corporation) filed with the Business Register or a copy of the latest tax declaration (in the case of a partnership or individual company), showing the company's ability to pay compensation;
- business registration certificate;
- a copy of the declaration of responsibility sent by the legal representative of the company/ cooperative to the Territorial Labour Inspectorate (ITL) stating that the contract shall not give rise to a subordinate employment relationship;
- a declaration by the company's legal representative guaranteeing compensation of over € 8.500 (for the year 2019) for the working partner or office holder.

3. After you (or your attorney) have delivered the above documentation, the Police Headquarters issues the provisional go-ahead for self-employment (within 20 days).
4. Within 180 days from the day you were granted the provisional go-ahead for self-employment, you must apply for a self-employment entry visa at the Italian Embassy or Consulate in your country. You will be asked to provide:

- a document proving that you have a place where to live in Italy on a regular basis;
- a document proving that your income exceeds € 8.500 (for the year 2019).

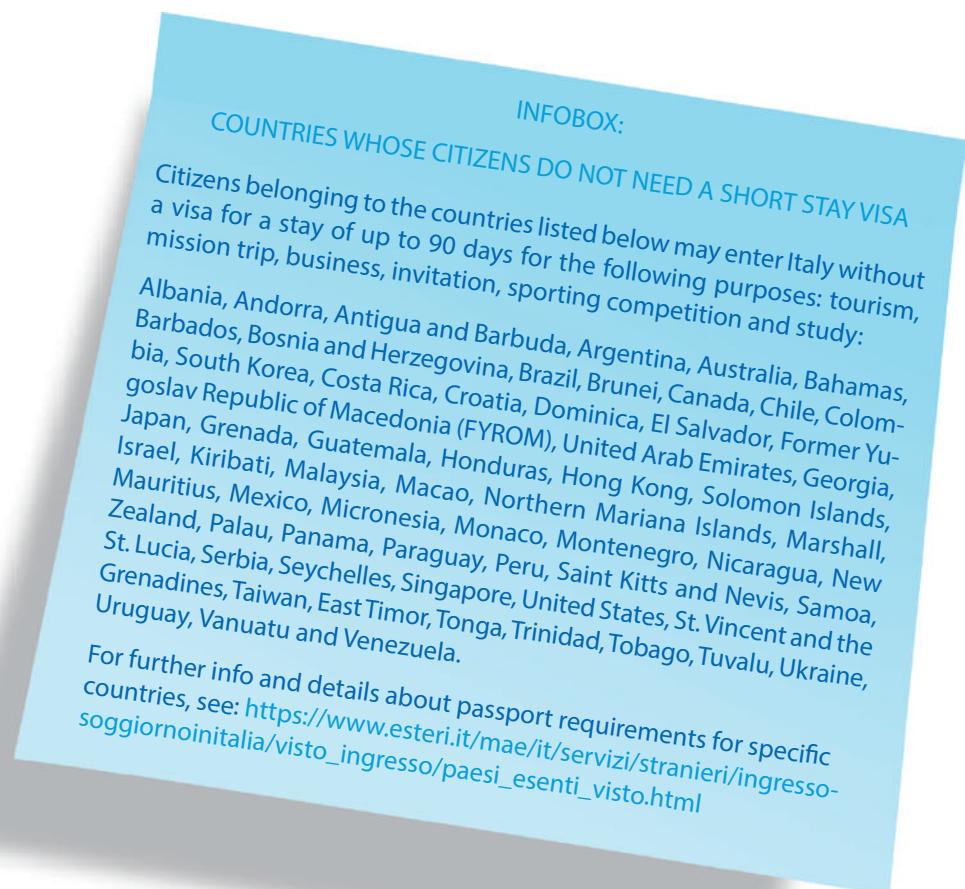
5. The Embassy (or Consulate) grants you a self-employment visa stating the business activity you have chosen, plus a certificate proving that you hold the necessary qualifications for obtaining a residence permit for self-employment.

Please note:

The visa must be used within 180 days from its issue date.

The Embassy or Consulate may request other documents besides those listed above.

6. Within 8 days of your entry into Italy, you must go to a post office where a **Help Desk** is present to fill out and send the kit for requesting a self-employment residence permit.



Self-employment visa for particular categories of workers

The following categories of workers can request permission to enter Italy for self-employment purposes at any time:

a) executives or highly specialized personnel employed by:

- companies with registered offices or branches in Italy;
- representative offices of foreign companies with head offices located in the territory of a Member State of the World Trade Organization;
- Italian companies or companies from another EU Member State with head offices located in Italy.

b) university lecturers, engaged in an exchange program or native speakers;

c) university professors and researchers called to carry out an academic assignment or a paid research activity at universities or educational and research institutes in Italy;

d) translators and interpreters.

HOW TO APPLY FOR A SELF-EMPLOYMENT PERMIT

You or your attorney (if appointed) must request a provisional go-ahead for self-employment from the **Police Headquarters** of the province where you intend to work. You must deliver a copy of your passport or any other equivalent identity document plus a certification of **the contract form for the provision of professional services** you are called to perform in Italy, issued by the **Territorial Labour Inspectorate (ITL)**.

After that, you must bring the **go-ahead** to the Embassy or Consulate of your country to apply for a self-employment entry visa. Once you have entered Italy with the visa, you can apply for a self-employment residence permit at the **Police Headquarters**.

Visa for setting up an innovative startup company (Italia Startup Visa Program)

OVERVIEW OF THE ITALIA STARTUP HUB PROGRAMME

The Italia Startup Visa programme is addressed to **extra-EU citizens** who want to set up an innovative startup company in Italy. Thanks to a new, simplified procedure, the self-employment visa is granted within 30 days. It is free and completely online.

HOW TO JOIN THE ITALIA STARTUP HUB PROGRAM

For info on the program and the relevant procedure, see:

<http://italiastartupvisa.mise.gov.it/#ISVhome>

**INFOBOX:
FLOWS DECREE**

The Flows Decree is an act by which the Italian State establishes the maximum number of extra-EU workers allowed to enter Italy to perform paid or self-employed work during the current year.

As regards self-employed work, the decree also establishes:

- the maximum number of residence permits that can be converted into self-employment permits;
- the maximum number of self-employment visas granted to **extra-EU citizens** residing abroad and falling into the categories listed below:
 - a) entrepreneurs who intend to invest at least € 500.000 in Italy and create at least three new jobs;
 - b) liberal professionals who intend to carry out regulated or supervised professions, or unregulated professions that are represented at the national level by associations and registered on lists kept by public administrations;
 - c) holders of corporate offices of administrative and supervisory nature;
 - d) well-known or highly qualified artists hired by public or private bodies;
 - e) **extra-EU citizens** willing to set up innovative startup companies.

INFOBOX:

CERTIFICATION
OF FINANCIAL PARAMETERS

WHAT IT'S ABOUT

The certification of financial parameters is a statement issued by the Chamber of Commerce indicating the minimum financial availability that an extra-EU citizen must have in order to start a business activity (liberal professions are excluded). Such activity is required by law to register with the Business Register.

The minimum financial availability required is currently set at € 17.862.

HOW TO APPLY

You must request the Certificate of financial parameters from the Chamber of Commerce of the province where you want to set up your business.

Florence:

If you are already in Italy and hold a residence permit that can be converted into a self-employment permit:

- download the application form here: www.fi.camcom.gov.it/richiesta-dellatestazione-dei-parametri-economico-finanziari
- submit your application:
 - through the Help Desk located in Piazza dei Giudici 3
 - or
 - by email at the following address cciaa.firenze@fi.legalmail.camcom.it.

Please note:

Applicants must go to the front office with a valid identity card or passport and a hardcopy of valid visa for study purposes. If the visa is expired, it must be exhibited together with a copy of the application for renewal. In addition, applicants must exhibit proof of the payment of 10 Euros as administrative fees. An amount of 16 Euros as stamp tax shall be paid at the front office by way of Bancomat or Credit Card (admitted circuits: Maestro, Visa and Mastercard);

If the application is sent to the certified mail address cciaa.firenze@fi.legalmail.com.it, all the above documents shall be attached.

Warning: before sending the application, it is necessary to communicate your name, surname, address, fiscal code and email address at visure регистрационной компании@fi.camcom.it. You will receive a payment notification of (€16,00) of amount which can be executed through the "PagoPA" circuit, available, inter alia, by bank branches, home banking, ATMs, SISAL's sail points, Lottomatica



If you are NOT in Italy at the time you need to request the documents, you may:

- enter Italy with a short-stay visa ([citizens from certain countries do not need a visa](#)
[see infobox at page 31](#))
or
 - appoint an attorney (residing in Italy) to retrieve the documents on your behalf
([see infobox at page 37: Power of attorney](#))

Facsimile of certification of financial parameters for the “Music Services” activity
(this activity includes, for example, musical services offered during events and ceremonies)

[...]to identify, as regards foreign citizens who wish to engage in the provision of “Musical services”, besides the availability of the sums necessary for paying the contribution for registering with the National Health Service or insurance policy for medical treatment and hospitalization valid throughout the national territory and for the period of stay, pursuant to art. 4 of the Directive of the Ministry of the Interior dated March 1, 2000, the following parameters:

- availability of accommodation proven by a document certifying possession of the same (ownership, lease or free loan contract, etc.). Alternatively, € 420.00 per month; such subsistence costs shall not be taken into account if the interested party benefits from free hospitality;
- costs for administrative obligations and tax payments that can be quantified at a flat rate of € 2.100,00 per year;
- costs for equipment for an amount equal to € 4.000,00;
- rental fee of the premises where the business will be carried out, if not owned by the applicant or if the business is not carried out at the applicant’s home, equal to € 800.00 per month;

It should be noted that, pursuant to the Decree of the Ministry of Foreign Affairs dated 11.05.2011, the amount relative to the economic parameters of reference must be more than three times the annual amount of the social allowance (approx. 17.862,00 euros).

INFOBOX



DECLARATION OF NO IMPEDIMENT TO THE EXERCISE OF BUSINESS

WHAT IT'S ABOUT

The declaration of no impediment to the exercise of business is a document issued by the **Chamber of Commerce** stating that you meet the necessary requisites for carrying out the regulated business you want to undertake.

Please note: depending on the type of businesses, this declaration can be issued by other administrations

The **Chamber of Commerce** also issues declarations for unregulated businesses.

HOW TO APPLY

The declaration of no impediment to the exercise of business must be requested from the **Chamber of Commerce** of the province where you intend to set up your business.

Florence:

If you are already in Italy and hold a residence permit that can be converted into a self-employment permit:

- download the application form here: www.fi.camcom.gov.it/richiesta-dellattestazione-dei-parametri-economico-finanziari
- submit your application:
at the Help Desk located in Piazza dei Giudici 3 .
or
by email at the following address cciaa.firenze@fi.legalmail.camcom.it.

Please note:

Applicants must go to the front office with a valid identity card or passport and a hardcopy of valid visa for study purposes. If the visa is expired, it must be exhibited together with a copy of the application for renewal. In addition, applicants must exhibit proof of the payment of 10 Euros as administrative fees. An amount of 16 Euros as stamp tax shall be paid at the front office by way of Bancomat or Credit Card (admitted circuits: Maestro, Visa and Mastercard);

If the application is sent to the certified mail address cciaa.firenze@fi.legalmail.com.it, all the above documents shall be attached.

Warning: before sending the application, it is necessary to communicate your name, surname, address, fiscal code and email address at visure регистрационные@fi.camcom.it You will receive a payment notification of (€16,00) of amount which can be executed through the "PagoPA" circuit, available, inter alia, by bank branches, home banking, ATMs, SISAL's sail points, Lottomatica.

If you are NOT in Italy at the time you need to request the documents, you may:

- enter Italy with a short-stay visa (citizens from certain countries do not need a visa - see infobox at page 31).
- or
- appoint an attorney (residing in Italy) to retrieve the documents on your behalf (see infobox at page 37 - Power of attorney).

To find out which types of economic activities you are allowed to perform, consult the ATECO database at the following address <http://ateco.infocamere.it/ateq20/#!/home>

INFOBOX:**POWER OF ATTORNEY****WHAT IT'S ABOUT**

A power of attorney is a legal document by which a person entrusts another person (attorney) to perform legal acts on his/her behalf.

When applying for a self-employment residence permit, you will need the power of attorney when you are abroad and cannot come to Italy to request certain documents, or you are in Italy but cannot request them in person for whatever reason.

PROCEDURE

If you are in Italy

To appoint an attorney, you must have the relevant power of attorney drawn up by a **notary** in the Italian language.

If you are abroad

You must have the power of attorney drawn up by the competent authority of your Country.

If the power of attorney is drawn up in a foreign language in the form of a notarial deed ((public deed or **authenticated private deed**):

• it must be legalized (or bear the **Apostille stamp**) by the Consulate or Embassy and translated into Italian. The translation must be certified by the Consulate, the Embassy or an official translator.

If the power of attorney is drawn up in a foreign language:

• it must be legalized (or bear the **Apostille stamp**) by the Consulate or Embassy and translated into Italian. The translation must be certified by the Consulate, the Embassy or an official translator.

If the power of attorney is drawn up in Italian:

• it must be legalized (or bear the **Apostille stamp**) by the Consulate or Embassy

INFOBOX:**IDENTITY DOCUMENTS**

In Italy you can use your Italian identity card or similar identification documents as proof of identity, such as:

- *passport;*
- *driving licence;*
- *boating licence;*
- *pension booklet;*
- *gun licence;*
- *license to operate thermal plants;*
- *identification cards released by a State administration bearing photo and stamp.*

Please note:

- the EU residence permit for long-term residents can be used as proof of identity for five years from the date of issue or renewal.
- the residence permit, on the other hand, is not an identity card but a simple identification document and as such, cannot be used as proof of identity.





T OOLS

USEFUL DIGITAL TOOLS FOR ENTREPRENEURS

Digital identity

Public Digital Identity System (SPID)

WHAT IT'S ABOUT

SPID is a digital identity system and functions as an identity card when you use online services.

It enables the unambiguous identification of any individual.

To use the SPID you will need a username and a password.

PURPOSE

It allows citizens and businesses alike to access the online services of the public administration (i.e. to request conversion of a residence permit through the website of the Ministry of the Interior, access various digital services of the **Chamber of Commerce** such as the entrepreneur's digital drawer, e-invoicing, digital books, the Single Help Desk for Productive Activities, consult lists of deeds filed by collection agents, etc).

HOW TO OBTAIN A SPID

- you can request a SPID directly through the website www.spid.gov.it
- you can apply for a SPID with the free help of the Chamber of Commerce of Florence. In this case, you must ask for an appointment online (see: <https://www.fi.camcom.gov.it/spid>). On the day of the appointment, bring the following documents: valid identity card, residence permit, active Health Card with an active PIN number, Tax ID and Smartphone to which you can install the app;
- you can apply for a SPID with the free help of the Municipality of Scandicci, which operates in collaboration with the Chamber of Commerce. In this case, you must go to the ComCam Digital Help Desk of the Municipality of Scandicci.

See: <https://www.comune.scandicci.fi.it/images/stories/commercio/20190702-ComCam-SPIDpromoOK.pdf>.

National Service Card (CNS) and digital signature

WHAT IT'S ABOUT

The CNS is a digital identity system and functions as an identity card when you use online services. It enables the unambiguous identification of any individual.

The National Service Card (CNS) can come in the smart card or USB token format.

To use the CNS as a smart card, you will need a smart card reader; otherwise a USB input is all you need if you want to use it as a USB token

PURPOSE

It allows citizens and businesses alike to access the online services of public administrations and obtain documents, services and information (i.e. how to access finance).

HOW TO OBTAIN IT

- to obtain the National Service card, you must have your **Health Card** activated either by the Local Health Authority (ASL), a municipal pharmacy or any of the Municipalities of the Tuscany Region that have joined the project;
- you may request it from the **Chamber of Commerce** of Florence. In this case, your National Service card will also have a digital signature function. The digital signature is the online equivalent of a handwritten signature on paper.

To obtain a CNS from the **Chamber of Commerce**, you must ask for an appointment. Make sure you carry a valid identity card, Tax ID, e-mail address and Smartphone with you. To schedule an appointment, see www.fi.camcom.gov.it/firma-digitale-0.

Your digital signature enables you to:

- sign electronic documents (i.e. before forwarding them to the **Business Register**);
- verify a signee's identity;
- verify a document's origin;
- verify that no changes have been made to document content.

Please note:

for entrepreneurs, the first CNS is free of charge. However, after registering your company with the **Business Register**, you can request a refund for administrative fees from the **Chamber of Commerce**.

Wireless token**WHAT IT'S ABOUT**

A wireless token is a digital identity system consisting of a flash drive and an App.

PURPOSE

It enables to use online services, affix digital signatures, check, store and share documents and any kind of paperwork from whatever device, including mobile devices (i.e. Smartphones, tablets and laptops). There is no need for a smart card reader or a USB port.

For further info, see: www.card.infocamere.it.

HOW TO OBTAIN IT

You can request it from the **Chamber of Commerce** of Florence (appointment needed).

To ask for an appointment see: <https://www.fi.camcom.gov.it/firma-digitale-0>.

On the day of the appointment, bring your valid identity card, Tax ID, e-mail address and Smartphone.

Certified e-mail (PEC)

WHAT IT'S ABOUT

PEC is digital mail system.

PURPOSE

PEC can acquire the same legal value as a registered letter with return receipt.

When you send a PEC e-mail, the system returns a receipt confirming despatch and reception of your document.

Documents are considered to be validly despatched by PEC mail only if both the sender's and the recipient's boxes are Certified Electronic Mailboxes.

Please note:

- all enterprises must own a PEC mail box, which must be included in the **Business Register**;
- you can register a PEC address with the **Business Register** free of charge through the following website: www.registroimprese.it/pratiche-semplici. You must have a digital signature device and the Internet Explorer browser;
- the PEC mail box must be registered in the name of the individual company owner or the legal representative of the corporation.

PROCEDURE

To obtain a PEC mailbox you will have to:

- choose from the list of PEC mail providers that can be found in the Public List kept by GID (Agenzia Italia Digitale);
see the list of providers here: <https://www.agid.gov.it/it/piattaforme/posta-elettronica-certificata/elenco-gestori-pec>
- follow the instructions provided by the selected PEC provider.

Digital service

Business Register Simplified Procedures

WHAT IT'S ABOUT

It is a set of simplified digital procedures aimed at guiding the user step by step.

The following procedures can be managed through this digital service:

- registration or cancellation of an individual company ;
- PEC registration for corporations or individual companies.

PURPOSE

Through the "Individual Company Registration / Cancellation" service, you can register certain types of individual companies with the Business Register (with notice of commencement of activity if there are no employees) or cancel them (if the company has no employees and is not an artisan business).

Business owners can fill in, digitally sign and send their own registration/cancellation documentation and check progress.

Through the "PEC Registration service for Corporations/Individual Companies", the owner of an individual company or the legal representative of a corporation can register the company's PEC address with the **Business Register** for free.

HOW TO ACCESS THE SERVICE

- 1) be the owner of the individual company;
- 2) have a valid digital signature device;
- 3) own a PEC mailbox;
- 4) hold a credit card.

For further info, see: www регистраimpresa.it/pratiche-semplici

Entrepreneur's digital drawer (impresa.italia.it)

WHAT IT'S ABOUT

The service allows legal representatives, shareholders or holders of corporate offices employed by **registered companies** to freely access all their official business documents.

The service is used with the SPID or CNS and is free of charge.

PURPOSE

The service enables legal representatives to access the following documentation:

- My enterprise: **company registration report** (also in English), substitute statement, deeds and financial statements related to one's own business;
- Business dossier: composition of the company's dossier and documents contained therein;
- Business Register: status of paperwork and receipt documents relative to files forwarded by the company to the **Business Register**;
- Productive activities: status of the latest documents forwarded by the company to SUAP (Single Office for Productive Activities) managed by the Chambers of Commerce, along with any attachments (application, summary, power of attorney and receipt);
- My invoices: status and documentation related to invoices issued by the company to Public Administrations, enterprises and individuals, or received through the specific tool made available to the Chambers of Commerce;
- Annual Fee: summary of payments broken down by year and simulation calculation of the current amount;
- Innovation: info on innovative start-ups and small/medium enterprises.

HOW TO ACCESS THE SERVICE

The service is accessible through the following website impresa.italia.it with the SPID or the National Service Card (CNS).

For further info, see: <https://impresa.italia.it/cadi/app/login>

E-invoicing

WHAT IT'S ABOUT

It is a free online service offered by the Chamber of Commerce and dedicated to small/medium enterprises.

PURPOSE

It enables to manage invoices issued to companies, individuals and the Public Administration, and also receive suppliers' invoices.

Through this single online service, you can manage, draft and transmit invoices through the Interchange System.

The service includes the conservation of accounting documents and relative notifications pursuant to law.

HOW TO ACCESS THE SERVICE

The service is accessible through your SPID or National Service Card (CNS), which is also used to digitally sign invoices.

To access the service, connect to the following website: <https://fatturaelettronica.infocamere.it/fatt/>

Web marketing

Online business: first steps in marketing your business through the web



Internet is a tool that offers endless possibilities. It's all about recognizing and seizing opportunity.

To begin with, it is essential to have a clear vision of the goals you want to achieve and bear in mind the following three criteria before publishing any content to the web:

- legibility and easy understanding of the text;
- consistency of the content with the company's activity;
- content appealingness and attractiveness.

Thanks to these simple rules, you can encourage direct engagement with clients and potential clients while telling your company's story in a clear and concise manner.

Google My Business

The first step is often the most basic and underrated, that is: being present on search engines and online maps.

Thanks to a variety of specifically designed tools for businesses, such as Google My Business, you can specify the address of your physical locations, be reachable by phone and provide details such as opening hours, type of business, post videos, images, reviews, while giving a brief overview of the content visitors will find on your company website.

This will make your business visible and easily identifiable both by potential customers and search engines, with immediate results in terms of online presence. This often represents the company's business card. That is why keeping relevant information updated such as opening hours, contact details, website, and telephone numbers is vital for any type of business. By doing so, you can immediately convey important information to the online visitor, such as the attention and care you put into your company's online image.

Google My Business helps businesses and organizations get in touch with prospective customers who are searching a business on Google.

When a user looks up a business through the search engine (both on PC and mobile device), the result page displays a box with the company's main information.

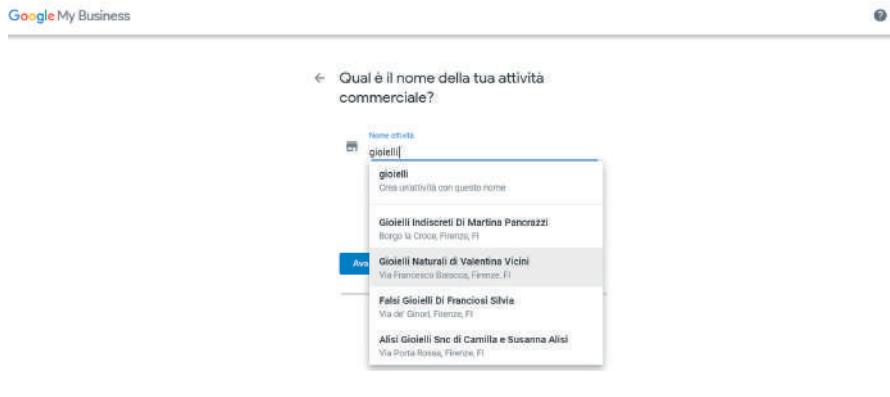
Besides this direct contact, you can also assess customer/user appreciation and scores thanks to the possibility of adding ratings and reviews.

To create a Google My Business profile, follow the steps below:

1. First of all, to verify a listing (or claim one that is already present on Maps) just log in through your own Google account. Go to <http://www.google.com/business/> and click on "MANAGE NOW". Of course, you must own a Gmail account.

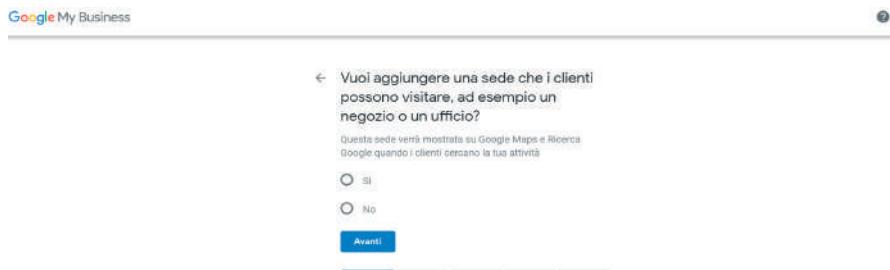
The screenshot shows the Google My Business dashboard. At the top, there are navigation links: Panoramica, Profilo-dattinaria, Sito web, Dommene frequenti, Accedi, and Gestisci ora. Below this, a large banner features the text "Trova clienti gratuitamente su Google" and a small explanatory text about Google My Business benefits. A blue button labeled "Gestisci ora" is visible. To the right, a smartphone displays a screenshot of a cake shop's Google My Business listing, showing photos of cakes, a 5-star rating, and operational status. Next to the phone, a woman in a white chef's coat is shown decorating a large, colorful cake.

2. Enter your business name and verify whether a listing already exists. In this case, it will immediately appear under the input field.

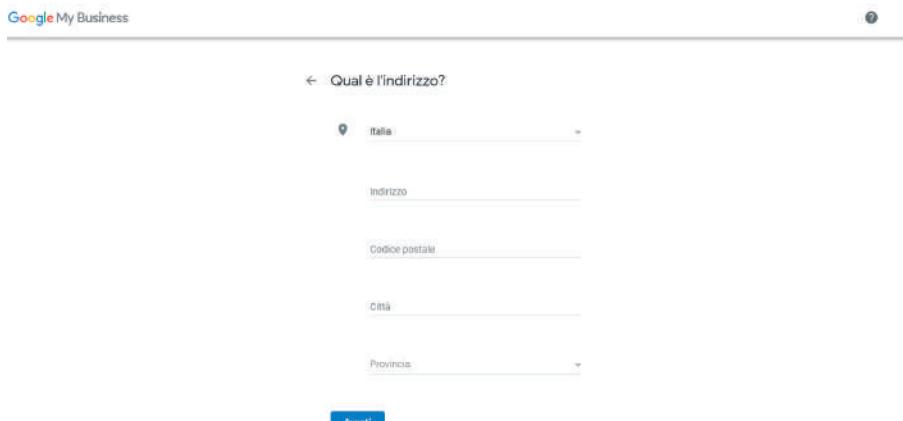


If a listing shows up, click on it to claim it, otherwise select “Create a business under this name” and add your business.

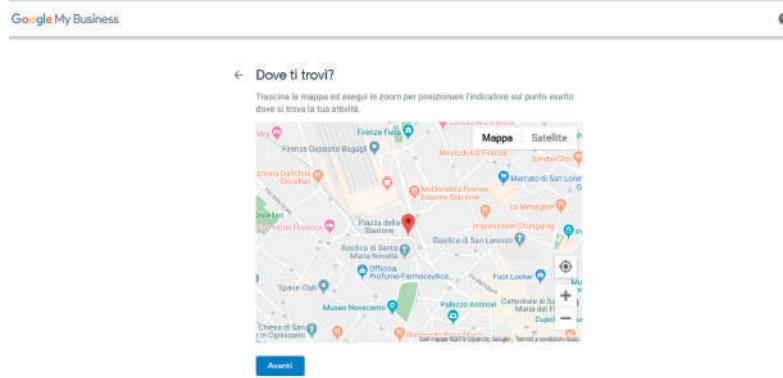
- Now answer Google's questions; the first concerns the physical location of your business activity (if you own one).



- After answering the questions, add your business address then click Next.



- Drag and zoom the map to place the marker over the exact point where your business



6. Select the category that best describes your business.

Scegli la categoria che più si adatta alla tua attività

Questo aiuta i clienti a trovarci quando cercano un'attività come la tua. [Ulteriori informazioni](#)

Categoria attività

Avanti

7. Now you can enter all your contact information such as telephone and website address.

Google My Business allows you to create a mini website inside the platform, a sort of "business card" website that can turn out useful for those who do not have a website of their own yet. The feature is preset and is the same for everyone. Obviously, it cannot replace a proper company website, which will have a unique design and will be tailored to the company's peculiar needs and goals.

8. At this point, you must verify the ownership of your newly listed business. You can choose among different options, such as phone verification - by phone call or SMS - or address verification by postcard. In any case, you will be asked to enter a code and follow the instructions according to the selected verification method.

9. Now that your company is listed on Google My Business, you can follow the guided tour to discover all its features.

Thanks to Google My Business message boards, you can:

- Look up and reply to users reviews;
- Use Google Analytics to analyse statistics related to the popularity and use of a Google My Business profile;
- Post pictures of the interior and exterior of your premises, work team photos, etc;
- Create and post photo, video and text content that remains visible for up to 7 days;
- Publish “local” ads linked to your business’s geographical location. In this case, you will have to associate a Google Adwords account.

Google My Business provides an excellent user guide: <https://support.google.com/business/>

Company website

A well-designed website is paramount for promoting your business online. Websites are virtual showcases for making yourself known and promoting your products and as such, should be carefully designed around your business and in line with the goal you want to achieve.

Conveying clear, descriptive content is the best starting point. Simplicity, personality and functionality are the key features to bear in mind when setting up a business website.

SIMPLICITY: Ease-of-use and intuitiveness lie at the heart of an engaging website.

Graphics should be easy to read and have a good contrast to avoid eye strain. It is a good idea to eliminate unnecessary content and diversions that may distract the reader;

PERSONALITY: Tell your company’s unique story and underlying philosophy, update contents and connect the site to an e-commerce platform and / or social network pages;

FUNCTIONALITY: A well-structured website can improve online shopping experiences as long as it is optimized for such purpose. It can also facilitate customer engagement (by phone or email). To meet today’s demand for high-quality user experience, a site should be easily navigable and allow visitors to find the information they need in the blink of an eye and in just a few clicks.

Menu items play a vital role and should be selected and ordered with a view to making user search as fast and intuitive as possible.

Tip 1: The majority of searches today are done from mobile devices. For this reason, it is important to choose a responsive graphic theme (template) i.e. optimized for smartphones and tablets as well. An increasing number of users are starting to use different devices to browse and discover new business activities often through multiple browsing channels at the same time (for example PCs and smartphones).



Tip 2: Pick the right keywords making sure they are consistent with your business activity so as to optimize website content indexing on search engines. Thanks to a keyword analysis tool, you can gain insight into the most searched words in relation to the type of product involved and be found more easily. If the majority of web users look up the word "shoes", what's the point of entering "footwear"? Google Trends, a free and intuitive web tool, is worth giving a try.

Tip 3: The web is full of free useful tools for tracking website visitors, their geographical origin, the keywords used and website of origin. Google Analytics, for example, enables to collect data on visitor behaviour, discover which products appeal most to users and which pages on your site are performing best, so that you can develop the best online marketing strategies.

Social network for businesses

Word-of-mouth advertising on the web passes through social media networks, enabling users to easily find content that fits their interests. Social media networks can be considered as bridges for linking demand (personal profiles) and offer (company profiles), thanks to "friends" who know the company personally and act as trusted "ambassadors", or through the so-called influencers, people who focus on specific niches and have knowledge and expertise on a particular topic or area of interest. Thanks to their reputation, charisma and great power of conviction, they are able to influence consumer purchasing decision.

Social media platforms can be used for storytelling and making your business known, provided that the content is fitted to the needs and preferences of visitors and is published regularly. In this way, you can establish an informal relationship with users on a day-by-day basis. The update frequency of your business profile is at your discretion. However, it is advisable to keep the usual pace over time and *datura nel tempo*.

The web is full of social networks and web tools, each with its own user base and peculiar features.

Below is an overview of the best marketing tools for promoting small businesses:

- Facebook page: Unlike personal profiles, a Facebook page (which counts “likes” and not “friends”) makes you easily recognizable also by new users. A regularly curated and updated Facebook page full of engaging content can attract new customers more easily and help retain those who already know your brand. Also, it offers the opportunity to analyse audience data;
- Twitter: The perfect social media platform for real-time storytelling, immediate and impactful at the same time. Thanks to the # (hashtag) symbol used for highlighting a topic, you can identify specific interests that attract your target audience. You can also interact with public figures and famous brands, exploit their notoriety and find new followers (people who follow your business);
- Instagram and Pinterest: Two types of social media based on image sharing, where users can find inspiration, tutorials and much more on topics that are most relevant to them. Through algorithms, the “newsfeed”, that is, the flow of contents generated on a given social network, is extremely personalized and tailored to the user’s interests and tastes;
- LinkedIn: A network designed to create professional relationships, interact and connect with people who share the same business interests. Participating actively in groups linked with your own business is a highly strategic way to make yourself known and interface with colleagues from all over the world;
- YouTube: A social platform for uploading and sharing videos. Companies that have a large amount of multimedia material to share (i.e. tutorials, promotional videos, vlogs, interviews, educational videos, etc.), often take this platform into account for creating a content marketing strategy. YouTube users can comment, rank and add videos they like to their preferred lists, and even report inappropriate content.

To reach your ultimate goal, your business profile should be planned carefully and strategically, taking into consideration where your target audience is mostly located and identifying the most suitable tool for describing your product/service. Needless to say, it is crucial to maintain brand consistency both online and offline while establishing brand uniformity across the platforms you have chosen for making your business known.

Another aim of this Guide is to provide deeper insight into some of the best social media platforms for new businesses.

FACEBOOK

Facebook is one of the most popular and used social networks. Creating a page requires a few simple steps. Through Facebook you can tell your brand story and describe everything that revolves around your product/service with the aid of text, photo and video content. This platform is definitely a smart move for running ad campaigns and monitoring their success. Paid ads, for example, are remarkably important for reaching potential new customers, not to mention the Facebook Messenger app, a valuable platform for customer care.

To promote your business, make sure you set up a BUSINESS PAGE and NOT a PROFILE, which is mainly intended for individual use.

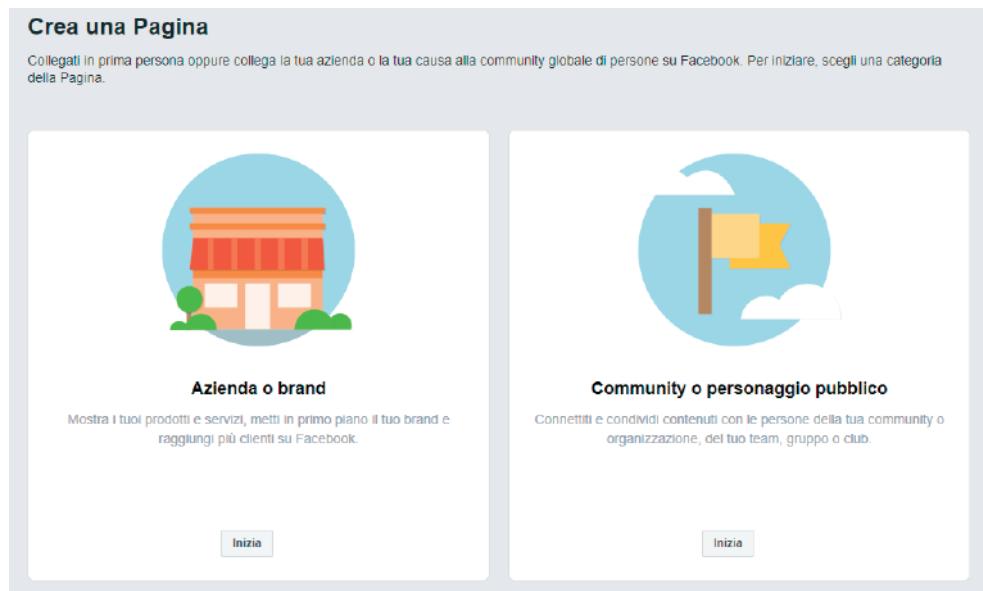
HOW TO CREATE A FACEBOOK BUSINESS PAGE

Creating a Facebook business page takes a few simple steps:

1. Go to www.facebook.com and select "Create page";

If you already own a personal Facebook profile, enter your login credentials; otherwise, you will be asked to register. You will need to choose an email address and a password.

2. Select the type of business;



3. Add your business details;

Enter your company name in the simplest and most intuitive form possible to make your business stand out from among all those listed on Facebook.

Now add your business. Pick a word or two that best describe your Page and then choose a category from among those suggested.

4. Add a profile picture (it should coincide with your company logo);

Aggiungi un'immagine del profilo
Aiuta le persone a trovare la tua Pagina aggiungendo una foto.

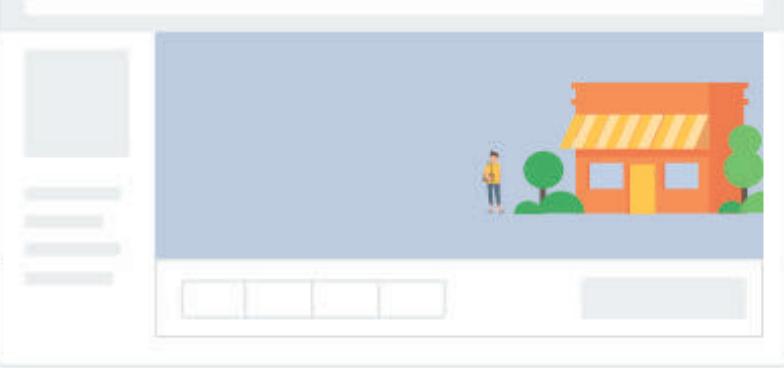


Passaggio 1 di 2

[Salta](#) [Carica un'immagine del profilo](#)

5. Add a cover photo. Along with your profile picture, this is the first thing that will grab your audience's attention and for this reason, it should be curated and updated from time to time. Remember, your cover photo is exactly like a shop window;

Aggiungi un'immagine di copertina
Solitamente, le Pagine con le immagini di copertina ottengono più "Mi piace sulla Pagina e visite.



Passaggio 2 di 2

[Salta](#) [Carica un'immagine di copertina](#)

6. Now enter all your business details in the “Information” section.

You can find the official Facebook Guide at: <https://it-it.facebook.com/business/>

Managing a Facebook business page

Below are a few tips for managing your newly created Facebook page at best:

1. Organize your work

Managing a social network page takes time. It can be useful to set up an effective communication strategy to keep your page active. A page can be managed by different people with different tasks (and functions), such as administrators and job post managers. To assign tasks to collaborators or to whoever is in charge of managing your page, click on “Settings” and then “Roles”.

2. Increase your Facebook fan base

As you can see, setting up a business page is easy. However, building a community of users interested in your business is not that simple. Below are a few useful tips in this respect:

- include the link to your Facebook page on your website. Chances are visitors will be interested in learning more about your business. One of the advantages of using a social media network is that you can maintain a more informal and day-to-day relationship with your audience by sharing posts and photos and updating your business information on a regular basis;
- promote your page by recommending it to regular customers or potential interested parties;
- share the Facebook page link and interact with pages featuring content that aligns with that of your own business and might have an audience of potential interested users (trade exhibitions, specialized trade fairs, professional associations).

3. Create new content

Social media networks enable to communicate rapidly and effectively through frequent, ongoing interaction among users. That is why you should dedicate a few minutes every day to your page. For example, you can develop an editorial plan to be defined on a weekly basis to optimize the addition of new content and above all, develop a more strategic content marketing framework.

- Add appealing and intriguing content to keep your page regularly updated. For example, you can tell your company's story and tradition, share anecdotes, describe the production process, events, participation in trade fairs, and share pictures of your team members while they are at work.
- Sharing images and videos better convey the value of your work and products while involving users directly. Don't forget to add a brief comment to entice visitors and draw their attention.
- Encourage people-to-people interaction, strike up real conversations with your audience making sure you respond as quickly as possible.

4. Build trust and credibility to retain users

The goal of your Facebook page is to tell your brand story, while valorising its quality and history. It is important at all times to respond positively to negative reviews and refrain from removing negative feedback. Remember, it is your chance to show that you are open to criticism and willing to improve users' online experience.

5. Monitor your social activity

Through the "Facebook Insights" feature, you can keep track of page view statistics and find out which of your posts stand out most (number of "likes", comments and shares) or conversely, those that were generally disliked, and adjust accordingly.

TWITTER

Twitter is a microblogging social network that allows users to send short messages with a 280 character limit.

Thanks to real-time transmission of information, this platform is widely used to comment on the latest news and events of the day, interact with public figures and discuss current topics.

Messages sent through Twitter are:

- updated in real time
- frequent
- interactive
- short (maximum length: 280 characters, including spaces and links)

Before creating your business profile, take some time to review Twitter's glossary of most used terms for posting and interacting with users on this platform:

Tweet: A Twitter message fitting up to 280 characters.

Following: Users that are being followed and from whom you receive updates. You can interact with anyone by simply pressing the Follow button.

Follower: Those who view and read your business tweets.

Hashtag: By clicking a word preceded by the # symbol, you can view other Tweets related to the same topic. In this way you can easily identify the keywords and topic of your message and reach potential interested users.

Mention: It is used to refer to and directly involve a user in a message by typing @username

Retweet: Reposting or forwarding a message posted by another user to your own Twitter profile

First steps with Twitter

1. Signing up to Twitter, either as an individual or a company, is easy. Just type your name and e-mail address in the appropriate form and choose a password and a username. Your username should be consistent with your business name and with the name you used for signing up to other social media networks.

For example: "GioielliABC"

Iscriviti oggi a Twitter.

Nome

Inserisci il tuo nome e cognome.

Indirizzo email

Crea una password

Scegli il tuo nome utente

Mantienimi collegato su questo computer.

Cliccando sul pulsante, accetti i termini qui sotto:

I presenti [Termini di Servizio](#) ("Termini") regolano l'accesso e l'utilizzo dei servizi da parte dell'utente, ivi inclusi i vari siti web, SMS, API, notifiche

Versioni stampabili:

[Termini di servizio](#) · [Informativa sulla privacy](#) · [Uso dei cookie](#)

Crea il mio account

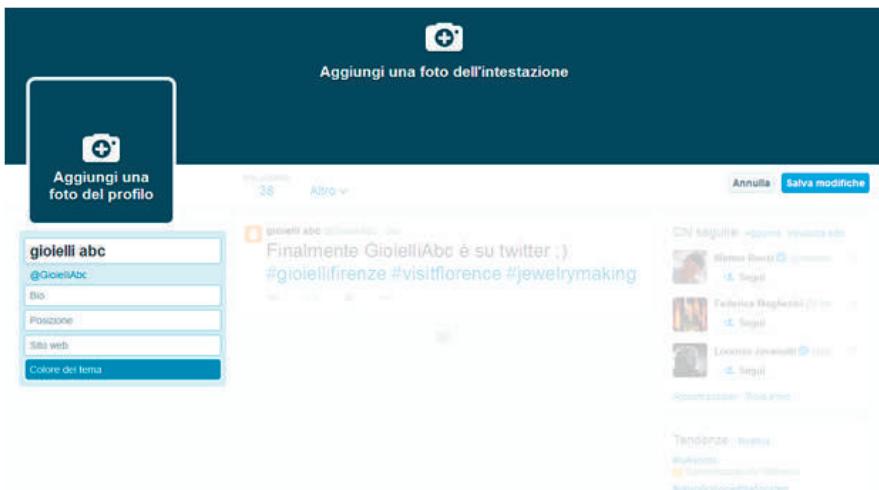
Ricorda: Gli altri saranno in grado di trovarli tramite nome, nome utente o email.
L'indirizzo email non verrà mostrato pubblicamente. Puoi cambiare le tue impostazioni sulla privacy in qualsiasi momento.

2. Select the topics that are most relevant to your business to allow Twitter to suggest matching profiles.

- By associating your e-mail account with your newly created profile, Twitter will automatically search people you may know. i.e. clients, suppliers, colleagues, related industry magazines, competitors and so on.



- Create an appealing and catchy profile image using high-quality photos and a cover picture, making sure they are consistent with your business.



- Now you are ready to post your first Tweet. It is a good idea to use hashtags that fit your brand and choose key themes and sector-related topics also in English.



Final tips:

- 1) Twitter is not a mail box or a blog. So, it is important to respond to users as soon as possible and interact with them in real time.
- 2) Search or follow a trend topic or hashtag to get in touch with other users and discuss topics of shared interest.
- 3) The use of hashtags enables you to track users, hear their thoughts and get feedback on a given event / brand.

Twitter's official guide can be found at: <https://business.twitter.com/it/basics/intro-twitter-for-business.html>

PINTEREST

Pinterest is a social network based on the sharing of one's own interests through images that are sorted by topic and gathered in a virtual album. In the case of a company, images may relate to its products, work team, the city where it operates, its participation in trade fairs and events, ads and articles about its activity, and related topics.

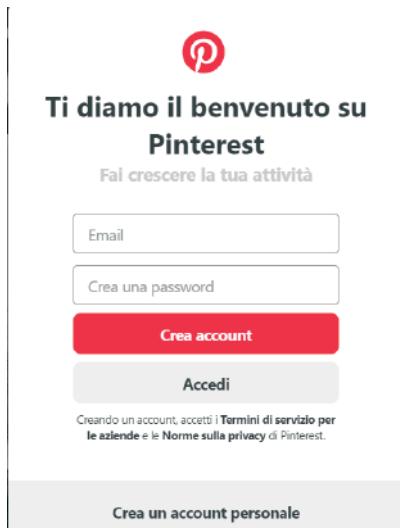
Individual message boards allow you to display your favourite pictures and share pictures posted by other users.

How a company uses Pinterest is linked to the specific characteristics of this social network:

- An increasing number of users turn to Pinterest to find inspiration for their future purchases.
- The most popular Pinterest topics include health and fitness, beauty and fashion, weddings and events planning, design and architecture, food and recipes, travel and nature, and art.
- Pinterest helps increase traffic to your business website, as the images used are always linked to the original site / portal / blog.

Set up a Pinterest account in a few clicks.

1. Connect to www.pinterest.it, click on "Do you need an account? Sign up now". To register as a "Business", click on "Do you want to create a business account?" and add your business e-mail and password. To confirm registration, click on the link you will receive by e-mail at your specified address.

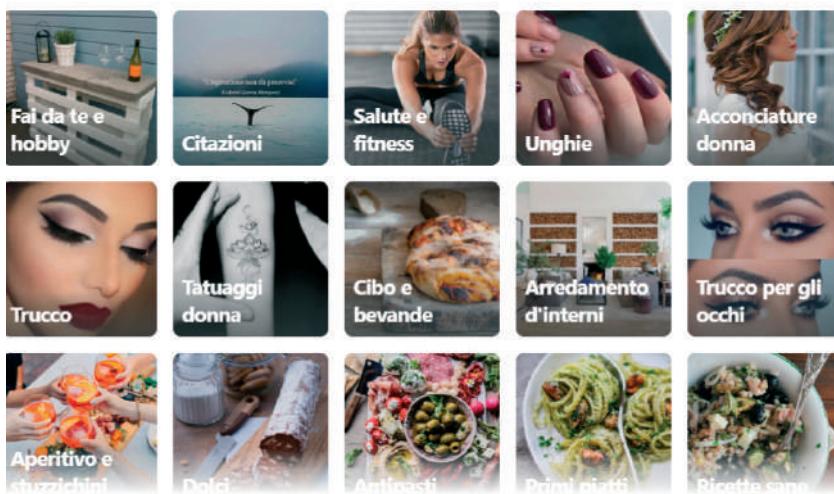


2. Enter all the required information, such as business name and type of business. You can also add the link to the website and connect other social network platforms such as Instagram or YouTube.

3. Choose the topics (at least one) that best represent your company.

Scegli gli argomenti che descrivono al meglio la tua azienda

Passaggio 7 di 8



Scegli almeno 1 argomento

Shared images, known as “pinned content” can refer to any topic, such as a gift, a recipe, or even a price quotation. These little “bookmarks” that users add to Pinterest always recall the websites of origin.

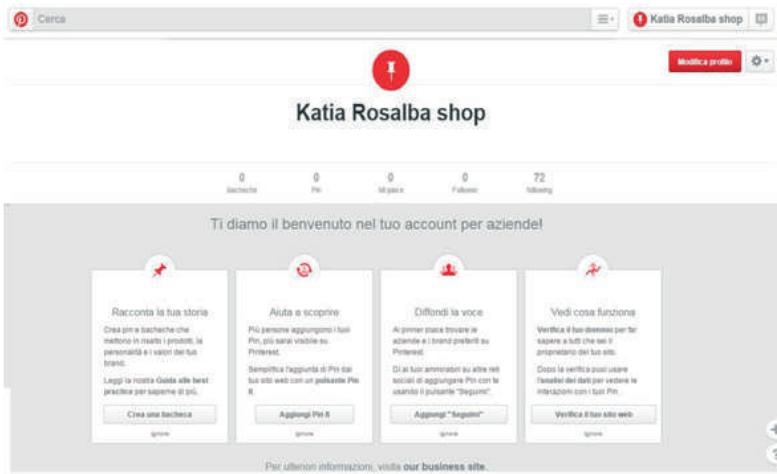
Add the Pin It button to your business website so that users can share your content to their own message boards.

Pinterest helps people discover new products and ideas in a simple and visual way. Pinners (Pinterest users) might find something relevant to them while browsing your boards and scrolling through the categories under which your business is listed, or even through a direct search.

Installing the “Pin it” button on the Google Chrome browser is a useful shortcut that can save you time. To share pictures, just click on the Pin it button that appears on each image displayed on the web. You can also use the button to “capture” images directly from your own website to create message boards featuring business-related content.



To discover more Pinterest features, follow the directions and advice that will appear during your first visits to the social network. You can also consult the official guide at: <https://business.pinterest.com/> where you will find interesting case studies of companies that use Pinterest to expand their markets, determine customer needs, or simply retain customers more effectively through this virtual and empathic social network.



After setting up your Pinterest profile, you can create your first message board. This functions as a thematic photo album where you can tell your brand story through images:

- Click on “Add message board” and fill in the form.

Crea una bacheca

Nome Come Luoghi da visitare o Ricette da provare.

Descrizione Di cosa tratta la tua bacheca?

Categoria Che tipo di bacheca è?

Aggiungere una mappa? No

Vuoi mantenerla segreta? No Utteriori informazioni

Chi può aggiungere Pin? Digitare un nome o un'email Aggiungi

Ulteriori informazioni

 Katia Rosalba shop
hai creato questa bacheca

Annulla **Crea bacheca**

- Add pictures of your company website by using the Pin It button. If you like, you can use the traditional approach and upload pictures directly from your PC.

Use the Pinterest search bar to look up the name of your company and check to see if someone has already shared images regarding your business.

In this case, you can click on the heart-shaped button at the top right of the image and repost it by clicking on the Pin it button. In this way, the user who shared the image will notice your newly-created business page and chances are they he/she will visit it and share other images taken from it.

INSTAGRAM

Instagram is a social media platform where users can share pictures that are often taken from their Smartphones. This allows for immediate, quite informal and professional business communication, exactly what users expect.

The fact that instant sharing is the main feature of this platform makes it the “photo social network” par excellence. If you want your Instagram images to stand out from the crowd, the photos and content you post to the site must be appealing and attention-grabbing. This is where a variety of filters and editing features come in handy. However, to use them at best, you must be acquainted with the basics of photography.

Besides posting content to your own profile, you can also use the Instagram “stories” feature, where photos and videos remain visible for 24 hours before being deleted automatically. Thanks to this tool, users are increasingly driven towards instant, informal and extemporaneous communication.

Just like Facebook, Instagram enables users to spread ad campaigns and track their results.

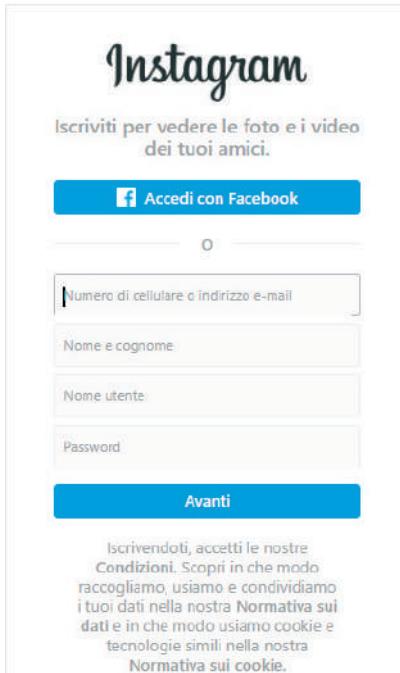
In 2012, the company was acquired by Facebook and from that moment on, both platforms have become closely linked and many features are merged or, in any way, similar.

Setting up a business profile is indispensable if you want to communicate and access dedicated functions, such as analytics, or create paid ads and reach prospective customers more effectively. The “Analytics” feature enables to better understand a user’s reaction to your posts and how a follower (i.e. a person who decides to follow a given company on Instagram) interacts with them.

How to set up an Instagram business profile

1. Download the app and open it on your Smartphone.

You can also access Instagram from a PC. However, Instagram can be managed better from a mobile device, since many features of the platform can only be accessed this way, as for now.



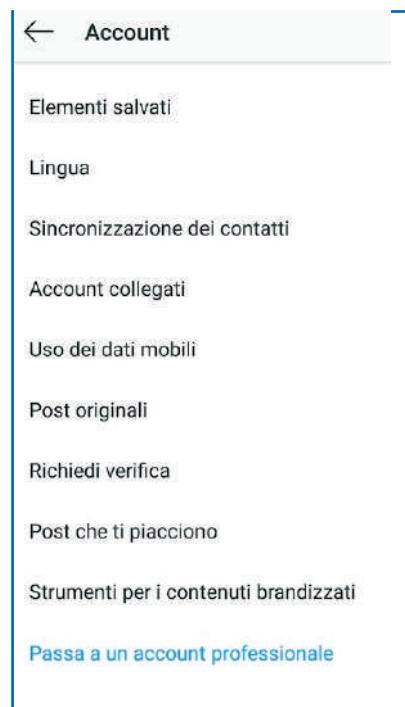
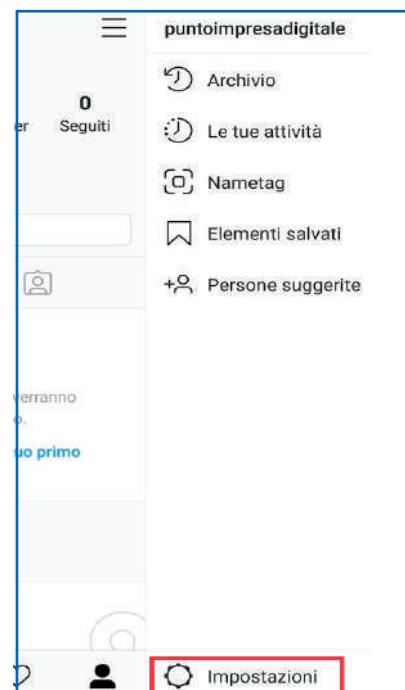
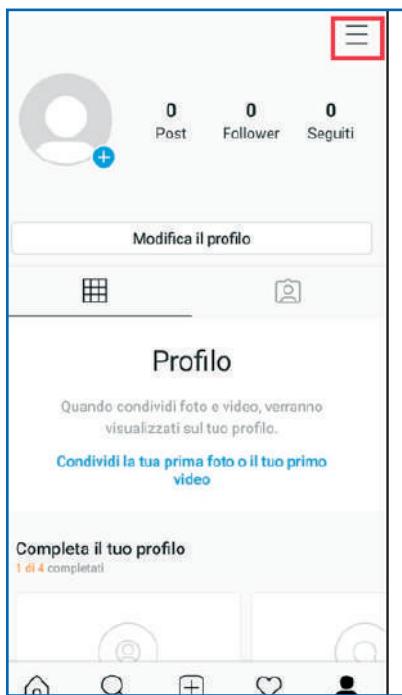
2. Enter all the required information and click "Next" to continue.

3. Now you can start adding information and business-related content to your profile. Instagram will help you to get started.

Primi passi

- Trova i tuoi amici di Facebook**
La scelta degli amici da seguire spetta a te. Non pubblicheremo mai su Facebook senza il tuo consenso.
Connettiti a Facebook
- Aggiungi numero di telefono**
Aggiungi il tuo numero di telefono per poter reimpostare la password, trovare i tuoi amici e molto altro.
Aggiungi numero di telefono
- Aggiungi un'immagine del profilo**
Aggiungi un'immagine del profilo per consentire ai tuoi amici di sapere chi sei tu.
Aggiungi un'immagine del profilo

4. Up to this point, both individuals and companies follow the same steps to sign up to Instagram. Now you can switch your personal account to a business account to access and get the most out of a variety of dedicated functions. To switch to a company profile, click on the three dots on the upper right and then on Settings > Account > Switch to a business account, as shown in the images below.



5. Profile picture: just like Facebook, you can upload a profile picture to Instagram. This should coincide with your company logo or, in any case, with the picture you use across other social platforms. This is a crucial step in boosting your company's visibility on all the other online platforms you use for telling your brand story.
6. Completing your profile in all its parts is the next crucial step. You can add a "bio", that is, a brief description which will be the first thing your potential followers are going to see. Since this platform is based on visual communication, a bio can include some emojis. To recap, you can add a few short sentences to your bio, and if you wish, some emojis and a link. By the way, this is the only space where you can add clickable links.

For further information, see the official Instagram guide: <https://business.instagram.com/>

Now you can start developing your visual and textual content using the right hashtags. Deciding how to style your pictures before posting them, for example: rustic, minimal, total white, etc. is a crucial step.

The next step consists in making your business visible on the social network and letting users know you have opened a new profile. While browsing your own Instagram feed, it is a good idea to follow similar accounts and interact with them. From the outside, you can use e-mail communications or add the social button to the website and to business cards.

Conclusion

When creating an online image, developing an appropriate web marketing strategy is often overlooked. The tools you select should align with specific goals, which must be well-defined and shared with the whole team. This is the only way to successfully manage social networks in the medium / long run. Also, uniqueness and consistency are essential features in online and offline branding. The same principle should be kept in mind when choosing the colours and style for your online and offline marketing materials.

Potential clients can get in touch with your company through various touchpoints, which should be designed to trigger emotions in the user. In fact, emotions come into play when a brand appeals to a customer's feeling, and in the best of scenarios, it can end up influencing his/her purchasing behaviour.

C OSTS

MAIN BUSINESS STARTUP AND OPERATING COSTS

Setting up and operating a business involves five different types of costs. Below are a few indications in such respect.

1. Startup costs (**notary**)
2. Registration costs (**Chamber of Commerce**)
3. Accounting costs (**accountant**)
4. Costs for social security contributions (**INPS**)
5. Costs for insurance contributions (**INAIL**)

Startup costs (**notary**)

To start a partnership or a corporation, you will need to sign a deed of incorporation before a **notary**.

If you want to set up an individual company, the presence of a notary is not required.

Please note:

Since official professional rates do not exist, they must be agreed upon between the **notary** and the client.

Below is a list of indicative costs, based on the company's share capital, in the case of an "ordinary", not particularly complex deed, where the help of an interpreter (which adds to the cost) is not required.

Notarial costs for setting up a partnership (by authenticated private deed)*	
with capital up to € 930	€ 429
with capital up to € 4,650	€ 631
with capital up to € 10,000	€ 775
with capital up to € 20,000	€ 946
with capital up to € 50,000	€ 1,219

*this is the most common form; if a public deed is required, the cost may increase by € 100-150.

Notarial costs for setting up a corporation	
with capital up to € 13,950	€ 1,124
with capital up to € 23,250	€ 1,259
with capital up to € 37,200	€ 1,397
with capital up to € 55,800	€ 1,532
with capital up to € 186,000	€ 2,048
with capital up to € 200,000	€ 2,150

Please note:

These figures include expenses anticipated by the notary (i.e. registration tax, stamp duties, Chamber of Commerce administrative fees) and other taxable expenses, such as social security charges.

To choose the legal form of your business and draw up the relevant by-laws, you can seek advice from a professional in the sector, such as a **notary** or a **chartered accountant**. This service may cost between 500 euros (partnership) and 1,000 euros (corporation).

Please note:

The Board of Notaries of Florence, Pistoia and Prato, in collaboration with the Chamber of Commerce and Crafts of Florence, provide free consultancy to citizens. Starting on October 2, 2019, the **notaries** of the district will be available at the Help Desk every Wednesday from 9:00 a.m. to 11:00 a.m.

To schedule an appointment, see:

<https://consiglio-notarile-di-firenze.reservio.com/>

Registration costs (Chamber of Commerce)

Newly established companies, either individual or corporations, must register with the Business Register of the Chamber of Commerce of the province where they intend to start business.

Costs include administrative fees (for registration) and an annual fee (to be paid every year).

A) Administrative fees

ADMINISTRATIVE FEES (For main obligations concerning registration with the Business Register)	COST
Requests for registration/modification of individual companies.	€ 18.00
Requests for cancellation of individual companies.	not due
Qualifying registrations related to individual companies (installation activities, car repair, cleaning firms, portage and any subsequent declaration or request set forth by qualified individual companies).	€ 9.00
Qualifying registrations related to corporations (installation activities, car repair, cleaning firms, portage) and any subsequent declaration or request relative to economic events set forth by qualified enterprises, and also related to the change of domicile of office holders, transfer or lease of business units, transfer of registered office within the same municipality and request for amendment of deeds and data that have already been registered, submitted by qualified companies.	€ 15.00

Requests pertaining exclusively to INPS, INAIL, and Revenue Agency, submitted either by individual companies or corporations	not due
Requests for registration, modification and cancellation of branches.	€ 90.00
Miscellaneous registrations: - transfer of registered office within the same municipality; - change of domicile of office holders; - requests for amendment of deeds and data that are already registered.	€ 30.00
Declaration filed with REA* of commencement/ modification/cessation of business.	€ 30.00
Declaration filed with REA of opening/ modification/cancellation of local business units of corporations.	€ 30.00
Declaration filed with REA of opening/ modification/cancellation of local business units of individual companies.	€ 18.00

The payment of a stamp duty, which varies according to the type of company, is also required

See table below:

STAMP DUTY ACCORDING TO COMPANY TYPE	
Individual companies	€ 17.50
Partnerships	€ 59.00
Corporation	€ 65.00

b) Annual fee

TYPE OF COMPANY	ANNUAL FEES 2017-2018 -2019 FOR NEWLY REGISTERED COMPANIES			
	NAZIONALI AMOUNTS		FLORENCE CCIAA AMOUNTS	
	REGISTERED OFFICE	UL	REGISTERED OFFICE	UL
Individual companies registered with the special section	44.00 €	8.80 €	53.00 €	11.00 €
Businesses registered with the ordinary section (including individual companies registered with the ordinary section)	100.00 €	20.00 €	120.00 €	24.00 €
Simple non-agricultural businesses				
Lawyer associations				
Simple agricultural businesses	50.00 €	10.00 €	60.00 €	12.00 €
Foreign-owned businesses	55.00 €	55.00 €	66.00 €	66.00 €
ONLY REA subjects	15.00 €	-	18.00 €	-

Accounting costs (chartered accountant)

Individual companies, partnerships and corporations can entrust the management of their accounting records, financial statements and fiscal obligations to a **chartered accountant**

Normally, according to the company's turnover, the professional agrees in advance upon a total annual fee (see table below for an estimate):

Annual fee for professional accountancy - Individual companies or partnerships	
Simplified accounting	Euro 2,000.00
Normal accounting (turnover up to Euro 1,000,000.00)	Euro 3,500.00
Normal accounting (turnover above Euro 1,000,000.00)	Euro 4,500.00

Annual fee for professional accountancy - Corporations (mandatory normal accounting)	
Turnover up to Euro 1,000,000.00	Up to Euro 5,000.00
Turnover between Euro 1,000,000.00 and 3,000,000.00	Up to Euro 6,500.00
Turnover above Euro 3,000,000.00	Above Euro 7,000.00

Please note:

The **Chamber of Commerce** of Florence, through agreements undertaken with the Board of Chartered Accountants and Expert Bookkeepers and through PromoFirenze, the New Businesses Support Service of the Special Agency of the **Chamber of Commerce**, organizes free meetings for aspiring entrepreneurs held by professionals enrolled with the Board (www.commercialisti.fi.it).

The service provides first orientation concerning legal, fiscal, accounting and economic-financial matters related to the business startup phase.

For info see: www.fi.camcom.gov.it/servizi-specialistici-e-di-consulenza

Costs for social security contributions (INPS)

The security contribution (the sum paid into your pension) usually amounts to 24% of your annual income.

Artisans and merchants who are over 65 and are already retired pay half the amount of contributions due.

Every year INPS indicates the sum to be paid based on your income. To pay the amount, use form F24, making sure to comply with the deadlines.

The sums that merchants and artisans are required to pay for the year 2019 is calculated on the minimum income amount of € 15,87 established by INPS.

For each person that works for a given company (owners and contractors), the following percentages must be applied to the above minimum income:

MERCHANTS

24,09 % for owners and collaborators;

21,54 % for collaborators no older than 21.

Therefore, the minimum contribution amounts to:

Euro 3,832.45 per titolari e collaboratori;

Euro 3,427.56 per collaboratori di età non superiore ai 21 anni.

ARTIGIANI

24,00 % per i titolari e per i collaboratori;

21,45 % per collaboratori di età non superiore ai 21 anni.

Therefore, the minimum contribution amounts to:

Euro 3.818,16 for owners and collaborators;

Euro 3.413,27 for collaborators no older than 21.

Please note:

The Chamber of Commerce of Florence, through agreements undertaken with the **Board of Labour Consultants** and through PromoFirenze, the New Businesses Support Service of the Special Agency of the Chamber of Commerce, organizes free meetings for aspiring entrepreneurs held by professionals enrolled with the Board (www.consulentidellavoro.fi.it).

The service provides first orientation concerning social security legislation on employment relationship matters, more specifically, social security costs and obligations for entrepreneurs and employees, inclusion of young people with apprenticeship contracts and staff recruitment

<http://www.fi.camcom.gov.it/servizi-specialistici-e-di-consulenza>

Costs for insurance contributions (INAIL)

For info on insurance contributions, see:

<https://www.inail.it/cs/internet/attivita/assicurazione/premio-assicurativo.html>

O PPORTUNITIES ACROSS THE TUSCAN TERRITORY

FINANCING, TRAINING AND SERVICES FOR ENTREPRENEURS

"Businesses" page of the Regione Toscana website

The "Businesses" page contains useful information on various topics of relevance for entrepreneurs, such as: Agriculture, Economic Activities, National and European Calls, Tenders and Contracts, Financing, Youth and Female Entrepreneurship, Security, Professional Training, Innovation, Schooling and Education, Labour and Training, Simplification, and Tourism, just to mention some.

For info see: www.regione.toscana.it/imprese

Youth

Regione Toscana promotes youth entrepreneurship through laws and finance projects aimed at supporting:

- youth startup businesses;
- entrepreneurial innovation and internationalization projects;
- young people who want to set up an agriculture business;
- startup of new businesses by young professionals.

For info see: <https://givanisi.it/2011/12/le-opportunita-per-fare-impresa-archivio-articoli-correlati-2011/>

A regional guarantee fund is available to young professionals to help them access and exercise the professional activities to which they aspire.

For info see: <https://givanisi.it/bando/fondo-per-giovani-professionisti/>

Microcredit

Through the granting of a microcredit loan, Regione Toscana aims to support young people, women, recipients of social safety nets and liberal professionals in setting up micro and small businesses. The loan amounts to 70% of the total allowable cost and is interest-free. The total allowable cost of the project must be no less than 8,000 euro and greater than 35,000 euro. The loan lasts 7 years and is reimbursed in quarterly instalments.

For info see: <https://givanisi.it/bando/creazione-di-impresa-microcredito/>

Training

Improve your digital skills

This Portal enables members of Garanzia Giovani to attend free online training courses. Garanzia Giovani is a European plan through which both the State and Regional Authorities undertake to provide young people aged between 15 and 29 (unemployed or out of school) with a personalized training course or a job opportunity to help them improve their digital skills

For info see: www.crescereindigitale.it

Open calls

Calls and public notices issued by Regione Toscana

Information on calls and public notices issued by Regione Toscana related to loans, facilities and similar opportunities addressed to companies, citizens and public and private bodies.

For info see: www.regione.toscana.it/bandi/aperti

Job requests /offers

PreNet Work and Paid Traineeship

The Portal of the Metropolitan Area of Florence which matches job offers (for businesses) and demands (for individuals).

For info see: <https://lavoro.toscana.it/Firenze/idol/index-frontend.html>

ARTI, Tuscan Regional Employment Agency

Regione Toscana agency for the management of employment centers throughout Tuscany. The ARTI Portal features various sections, including the "Employment" area where job offers are consultable by geographical area. You can also find the Regione Toscana "Job Exchange" section consisting in a free service for all those who seek /offer jobs.

For info see: <https://arti.toscana.it/home>

Prometeo 4.0 Help Desks

It consists of 55 help desks distributed throughout the regional territory with the purpose of guiding and training workers whose companies are going through a particularly critical situation, or for workers without a stable, subordinate employment contract.

Information on locations, opening times and offers listed in the training catalogue and active courses can be found at: www.regione.toscana.it/-/sportelli-prometeo-4-0

Businesses check-up

"Inside Osmannoro" project

The project provides an info desk for Chinese citizens and businesses in the municipalities of Sesto Fiorentino, Florence, Campi Bisenzio, Prato and Empoli.

In particular, the free "Businesses check-up" consultancy service is useful in verifying potential risks connected to equipment, substances and installations with regard to safety, noise and vibrations. In case of irregularities, technicians give advice on the most appropriate preventive measures.

For info see: <http://www.comune.sesto-fiorentino.fi.it/it/inside/home>

Coworking

Regione Toscana, within the scope of the Giovanisi project, promotes self-employment and self-entrepreneurship also through the creation and use of coworking spaces.

Coworking is an arrangement in which several workers share an office space. This encourages self-employment initiatives through the fostering of relationships and the exchange of ideas.

Regione Toscana grants individual vouchers for accessing accredited coworking spaces (43 in Tuscany).

The initiative is addressed to independent professionals, with no age limit, holders of a VAT number for no more than 12 months from the loan application date, and those who reside or are domiciled in Tuscany.

For info on eligibility requirements, the loans financed by the call and how to apply, see:

<https://giovanisi.it/2018/06/08/coworking-al-via-il-bando-per-coworkers/>

Vedi gli spazi accreditati su: <http://servizi.toscana.it/RT/mappe/coworking/>

Please note:

The "Orientation Guide for Business Incentives" is a periodical published by Regione Toscana, which offers first-hand information on the facilities available to large, small, medium and micro businesses, cooperatives and other subjects

The Guide can be viewed on the "Businesses" page of the Regione Toscana website at:

<https://www.regione.toscana.it/web/guest/-/guida-per-orientarsi-agli-incentivi-per-le-imprese>





U SEFUL REFERENCE

CONTACT PERSONS OF INSTITUTIONS IN CHARGE OF IMMIGRATION PROCEDURES AND SELF-EMPLOYMENT

Departments of reference

MINISTRY OF THE INTERIOR

Piazza del Viminale 1 - 00184 RomE - Tel. 064651
www.interno.gov.it/it/temi/immigrazione-e-asilo

PREFECTURE OF FLORENCE

Single Desk for Immigration
 Via A. Giacomini 8 - 50132 Florence – Tel. 0552783643
<http://www.prefettura.it/firenze/multidip/index.htm>

FLORENCE POLICE HEADQUARTERS

Immigration Office, Via della Fortezza 17 - 50129 Florence
 Tel. 0554977602-603–
<https://questure.poliziadistato.it/it/Firenze/articolo/5730dcf6d795e423047020>

IMMIGRATION HELP DESK - MUNICIPALITY OF FLORENCE

Via Baracca, 150/p - 50127 Florence - Tel. 0552767078
<https://servizi.comune.fi.it/servizi/scheda-servizio/sportello-immigrazione-0>

Single Immigration Desks *c/o Prefectures of the Tuscan Provinces*

DESK	ADDRESS	PHONE	E-MAIL
AREZZO	Prefecture of Arezzo via Fra' Guittone, 8/a 52100 Arezzo	0575318670	immigrazione.pref_arezzo@interno.it
FLORENCE	Prefecture of Florence via A. Giacomini, 8 50132 Florence	0552783643	immigrazione.pref_firenze@interno.it
GROSSETO	Prefecture of Grosseto piazza Fratelli Rosselli, 1 58100 Grosseto	0564433499	immigrazione.pref_grosseto@interno.it
LEGHORN	Prefecture of Leghorn piazza Unità d'Italia, 1 57123 Livorno	0586235433	immigrazione.pref_livorno@interno.it
LUCCA	Prefecture of Lucca piazza Napoleone, 5 55100 Lucca	0583424473	immigrazione.pref_lucca@interno.it

MASSA CARRARA	Prefecture of Massa piazza Aranci, 35 54100 Massa - Carrara	0585891479	immigrazione.pref_massacarrara@interno.it
PISA	Prefecture of Pisa piazza Mazzini, 7 56100 Pisa	050549511	immigrazione.pref_pisa@interno.it
PISTOIA	Prefecture of Pistoia Via Sandro Pertini, 80 51100 Pistoia	0573 350363-364	immigrazione.pref_pistoia@interno.it
PRATO	Prefettura di Prato via dell'Accademia, 32 59100 Prato	0574430234	immigrazione.pref_prato@interno.it
SIENA	Prefecture of Siena piazza Duomo, 9 53100 Siena	0577201656, 201554, 201433	immigrazione.pref_siena@interno.it

CHAMBERS OF COMMERCE IN TUSCANY

Chamber of Commerce of Arezzo and Siena

Registered office Via Lazzaro Spallanzani, 25 52100 Arezzo – Tel. 05753030

Branch office Piazza Giacomo Matteotti, 30 53100 Siena – Tel. 0577202511

www.as.camcom.gov.it

Chamber of Commerce of Florence

Piazza dei Giudici, 3 – 50122 Firenze – Tel. 05523911

www.fi.camcom.gov.it

Chamber of Commerce of Lucca

Corte della Campana, 10 – 55100 Lucca – Tel. 05839765

www.lu.camcom.it

Chamber of Commerce Maremma e Tirreno

Leghorn Headquarters - Piazza del Municipio, 48 – 57123 Livorno – Tel. 0586231111

Grosseto Headquarters - Via F.Illi Cairoli, 140 - 58100 Grosseto – Tel. 0564430111

www.lg.camcom.gov.it

Chamber of Commerce of Massa Carrara

Piazza 2 giugno, 16 – 54033 Carrara (MS) – Tel. 05857641

www.ms.camcom.gov.it

Chamber of Commerce of Pisa

Piazza Vittorio Emanuele II, 5 – 56125 Pisa – Tel. 050512111

www.pi.camcom.com.gov.it

Chamber of Commerce of Pistoia and Prato

Via del Romito, 71 – 59100 Prato – Tel. 057461261

Corso Silvano Fedi, 36 - 51100 Pistoia – Tel. 057399141
www.ptpo.camcom.gov.it

EMPLOYMENT CENTERS (PROVINCE OF FLORENCE)

Employment Center Firenze centro
via Cavour 19 rosso - 50129 Florence
tel. 0552761320 - ci.firenzelcentro@arti.toscana.it
Monday, Tuesday, Thursday, Friday 9.00 – 12.30
Monday and Thursday 15.00 – 17.00
Closed on Wednesdays

Employment Center Firenze Isolotto
via delle Torri 23 - 50142 Florence
tel. 0552761302 - ci.firenzeisolotto@arti.toscana.it
Monday, Tuesday, Thursday, Friday 9.00 – 12.30
Monday and Thursday 15.00 – 17.00
Closed on Wednesdays

Employment Center Firenze Parterre
Services for businesses and people
Piazza della Libertà 12 - 50129 Florence
tel. 0552760120 - ci.firenzeparterre@arti.toscana.it
Monday, Tuesday, Thursday, Friday 9.00 - 12.30
Monday and Thursday 15.00 – 17.00
Closed on Wednesdays

Employment Center of Borgo San Lorenzo
viale Pecori Giraldi 57 – 50032 Borgo S. Lorenzo,
tel. 055 8459127 - ci.borgosanlorenzo@arti.toscana.it
Monday, Tuesday, Thursday, Friday 9.00 – 12.30
Monday and Thursday 15.00 – 17.00

Help Desk of Barberino di Mugello – territorial service
viale della Repubblica 24 - 50031 Barberino di Mugello
tel. 0558477200
Tuesday 9.30 - 12.30
every first Tuesday of the month also from 15.00 alle 17.00

Held Desk of Marradi – territorial service
piazza Scalelle n.1 - 50034 Marradi
tel. 055 8045005 - ci.marradi@arti.toscana.it
Monday 9.00 - 12.30 and 15.00 - 17.00
Wednesday 9.00 - 12.30

Employment center of Figline Valdarno
via Garibaldi 21 – 50063 Figline Valdarno - tel. 055 953027 ci.figline@arti.toscana.it
Monday, Tuesday, Thursday, Friday 9.00 – 12.30
Monday and Thursday 15.00 – 17.00
Employment center of Pontassieve

via Tanzini 27 – 50065 Pontassieve
tel. 055 8368077- ci.pontassieve@arti.toscana.it
lunedì, martedì, giovedì, venerdì 9.00 – 12.30
lunedì e giovedì 15.00 – 17.00

Help Desk of Dicomano – territorial service
piazza della Repubblica 3 - 50062 Dicomano - tel. 055838541
Tuesday 8.30 - 12.30

Employment center of San Casciano Val di Pesa
viale Corsini 23 – 50026 San Casciano Val di Pesa
tel. 055 820098 - ci.scasciano@arti.toscana.it
Monday, Tuesday, Thursday, Friday 9.00 – 12.30
Monday and Thursday 15.00 – 17.00

Employment center of Scandicci
via Pantin 20 – 50018 Scandicci - tel. 055 755713 - ci.scandicci@arti.toscana.it
Monday, Tuesday, Thursday, Friday 9.00 – 12.30
Monday and Thursday 15.00 – 17.00

Employment center of Sesto Fiorentino
viale Pratese 91 - 50019 Sesto Fiorentino, tel. 055 4252026 - ci.sesto@arti.toscana.it
Monday, Tuesday, Thursday, Friday 9.00 – 12.30
Monday and Thursday 15.00 – 17.00

Employment center of Campi Bisenzio – territorial service
via Verdi 4/6 - 50013 Campi Bisenzio -
tel. 055 890215 - ci.campibisenzio@arti.toscana.it
Monday, Tuesday, Thursday, Friday 9.00 - 12.30
Monday and Thursday 15.00 - 17.00

Employment center of Castelfiorentino
c/o Council House of Castelfiorentino - pizza del Popolo, 1
tel. 057 1686317 - ci.castelfiorentino@arti.toscana.it
Monday and Friday 9.00 - 12.30
Tuesday and Thursday 9.00 - 12.30 e 15.30 - 17.00

Employment center of Empoli
via delle Fiascaie, 1 tel. 0571 980302 - ci.empoli@arti.toscana.it
Monday and Friday 9.00 - 12.30
Monday and Friday 9.00 - 12.30 e 15.00 - 16.30

First Reception Service of Cerreto Guidi – territorial desk
via Vittorio Veneto, 8
tel. 0571906231 - sportellolavorocerretoguidi@arti.toscana.it
Monday 10.00 - 13.00
Wednesday 16.00 - 18.30
Friday 10.00 - 12.30
First Reception Service of Certaldo – territorial desk

c/o Certaldo Council House Public Relations office (URP)
piazza Boccaccio 13 (ground floor)
tel. 0571661279 - sportello.lavoro.certaldo@arti.toscana.it
Monday, Tuesday and Friday 9.00 - 12.30
Thursday 15.30 - 18.30

First Reception Service of Gambassi Terme – territorial desk
via G. Garibaldi, 7
tel. 0571638224 - sportello.lavoro.gambassi@arti.toscana.it
Tuesday 15.00 - 18.00
Thursday 9.30 - 12.30

First Reception Service of Montaione – territorial desk
piazza del Municipio, 1 tel. 0571699259 - sportello.lavoro.montaione@arti.toscana.it
Monday 10.00 - 13.00
Thursday 15.30 - 18.30

First Reception Service of Montelupo Fiorentino – territorial desk
c/o Centro Nautilus, piazza 8 Marzo 1944, 2
tel. 0571917552 - sportello.lavoro.montelupo@arti.toscana.it
Monday 15.00 - 19.00
Thursday 9.00 - 13.00

First Reception Service of Montespertoli – territorial desk
via Sonnino, 1 - 50051 Montespertoli (FI)
tel. 0571600258 - sportello.lavoro.montespertoli@arti.toscana.it
Tuesday and Friday 9.00 - 13.00
Wednesday 15.00 - 19.00

Territorial Employment Service of Fucecchio
piazza La Vergine, 21 - 50054 Fucecchio (FI)
tel. 0571 23331 - servizio.territoriale.fucecchio@arti.toscana.it
Monday and Friday 10.00 - 13.00
Tuesday and Thursday 10:00 - 13:00 e 15:30 - 18:00

First Reception Service of Spicchio- territorial desk
via Cesare Battisti, 53 - 50059 Spicchio (FI)
tel. 0571509993
Tuesday 9.00 - 12.00
Wednesday and Thursday 15.30 - 18.30

First Reception Service of Vinci – territorial desk
via Fucini, 7/a 50059 Vinci (FI)
tel. 0571 933239 - sportello.lavoro.vinci@arti.toscana.it
Tuesday 15.30 - 18.30
Thursday 10.00 - 13.00

INFOBOX:**PAeSi PORTAL**

(PUBBLIC ADMINISTRATION and IMMIGRANT FOREIGNERS)

The PAeSI Portal www.immigrazione.regione.toscana.it is a single access point to information on services, projects, opportunities, updates, administrative procedures and immigration rules. The portal is available to citizens and administration operators through two respective access points.

It is managed by the Institute of Legal Informatics and Judicial Systems (IGSG) of the CNR on behalf of Regione Toscana and in collaboration with the Prefecture of Florence. It also sees the active cooperation of the various administrations involved, with an aim to provide an integrated and coordinated service.

The section dedicated to *Self-employed work* contains "foreground information", "news", "information sheets", "guides and publications" and "latest rules and circulars" all gathered in one place.

The citizen's simplified area currently displays basic information notes - translated into 13 languages - on how to convert a residence permit into a self-employment residence permit.

The notes can be accessed from the *Citizen's Area > Simplified information notes > Self-employment*.

Two further features are also available in the "Citizen's Area" section: "Send your application online" and "Check your online application", along with a link to the website of the Ministry of the Interior, where useful information on how to apply for conversion of a permit into a self-employment residence permit can be found.



GLOSSARIO

- **Revenue Agency:** A public office that manages and controls tax payments.
- **Chamber of Commerce:** An entity that supports the economic development of local businesses and provides specific services.
- **Health card:** A card that allows holders to benefit from healthcare services (i.e. choice of family doctor, medical examinations and so on).
- **Certification of the professional work contract form:** A stamp affixed by the Territorial Labour Inspectorate (ITL) to the professional work contract form certifying that the same shall not give rise to an employment relationship.
- **Extra - EU citizens:** People who are not citizens of the following countries: Austria, Belgium, Bulgaria, Czech Republic, Cyprus, Croatia, Denmark, Estonia, Finland, France, Germany, Greece, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, United Kingdom, Romania, Slovakia, Slovenia, Spain, Sweden and Hungary.
- **Labour consultant:** A professional skilled in the field of subordinate labour that provides his/her services to enterprises and authorities.
- **Accountant:** A professional who deals with accounting and tax matters such as tax declarations, bookkeeping and drafting of company financial statements.
- **Territorial Labour Inspectorate (ITL):** A department of the Ministry of Labour located in various Italian provinces.
- **INAIL:** The National Institute of Occupational Accident Insurance that deals with occupational accidents and safety.
- **INPS:** The National Social Security Institute which deals with pensions.
- **Notary:** A professional tasked with verifying the authenticity of contracts, deeds and signatures made in his/her presence.
- **Go-ahead:** A written declaration by which a public authority (i.e. Police Headquarters) authorizes another public authority (i.e. the Consulate) to issue a provision (i.e. an entry visa).
- **Prefecture:** An administration of the Ministry of Interior located throughout the various Italian provinces. It represents the Italian Government.



- **Police headquarters:** An administration of the State Police located throughout the various Italian provinces.
- **Registro Imprese:** è un registro pubblico tenuto dalle Camere di Commercio nel quale si devono iscrivere le imprese italiane, le imprese estere con sede o unità locale in Italia e gli altri enti che esercitano un'attività economica (per esempio fondazioni, associazioni). Sono escluse dall'iscrizione al Registro Imprese le libere professioni. Il Registro Imprese raccoglie i dati delle aziende così come l'anagrafe del Comune raccoglie i dati dei cittadini.
- **Business Register:** A public register kept by the Chambers of Commerce with which all Italian enterprises, foreign companies with registered offices or local units in Italy and other entities that carry out an economic activity (i.e. foundations, associations) are legally obliged to register (liberal professionals are exempted). The Business Register collects company data in the same way as the municipal registry office collects citizens' data.

It is identified by this symbol:



- **Municipal Desks for Immigration:** Dedicated municipal departments that provide free information on immigration matters, such as renewal of residence permits, identity card requests, registration with the Registry Office and so on.
- **Apostille stamp:** è un timbro che viene messo su un documento pubblico (per esempio, su un certificato di nascita) rilasciato in un Paese (per esempio, l'Albania) per renderlo valido in un altro Paese (per esempio, l'Italia). Può essere usato solo fra Paesi che hanno firmato un accordo fra loro.
- **Tax assistance centers:** Entities controlled by trade unions that provide assistance to employees and retirees for fulfilling administrative procedures and practices.
- **Authenticated private deed:** A document signed before a public official (i.e. a notary).
- **Registration certificate:** An unstamped document certifying that a company is registered with the Business Register of the Chamber of Commerce.

R EGULATION

Please note:

the full regulation can be accessed through the regulatory database of the PAeSI Portal:
www.immigrazione.regionetoscana.it/?q=ricercanormativa

Decrees

- legislative Decree of 25 July 1998, n. 286 (Consolidated act of provisions concerning regulations on immigration and alien status);
- decree of the President of the Republic of 31 August 1999, n. 394 (Regulation containing rules for the implementation of the consolidated act of provisions concerning regulations on immigration and alien status, pursuant to article 1, 6th par. of Legislative Decree dated 25 July 1998, n. 286);
- decree-law of 4 October 2018, n. 113 (Urgent provisions concerning international protection and immigration, public safety, measures for the functionality of the Ministry of the Interior and the organization and functioning of the National Agency for the administration and destination of seized and confiscated criminal assets) converted with modifications by Law dated 1 December 2018, n. 132;
- interministerial decree of 21 July 2017 on the entry and residency of investors;
- interministerial decree of 11 May 2011, n. 850 on the entry visas.

Circular letters

- circular letter of the Ministry of Labour and Social Policies dated 7 May 2018, n. 4079 (Residence permit for family reasons - performance of work activities pending release - admissibility);
- circular letter of the Ministry of Productive Activities dated 20 July 2005, n. 3589 / C (Presidential Decree 334/2004. Regulation containing amendments and additions to Presidential Decree 394/1999 on immigration matters);
- circular letter of the Ministry of Industry, Trade and Crafts dated 4 April 2000, n. 3484 / C (Legislative Decree n.286 / 98, art. 26 and Presidential Decree. n. 394/99, art. 39 - Self-employed extra-EU foreign citizens);
- circular letter of the Ministry of Industry, Trade and Crafts dated 29 November 1999, n. 3473/C Presidential Decree 394/99 - art. 39_ Provisions concerning self-employed foreign citizens).

S TATISTIC APPENDIX

I NUMERI DELL'IMPRENDITORIA STRANIERA IN PROVINCIA DI FIRENZE

The archive of the Business Register enables to map foreign entrepreneurship through the analysis of the positions held by foreign-born citizens. In summary, the presence of foreign entrepreneurship can be evaluated taking into account:

1. Enterprises owned or run for the most part by foreigners (the so-called "foreign-owned enterprises").
2. number of foreigners holding at least one position in a company, either foreign-owned or domestic;
3. Il numero effettivo di cariche e/o qualifiche appartenenti a stranieri.

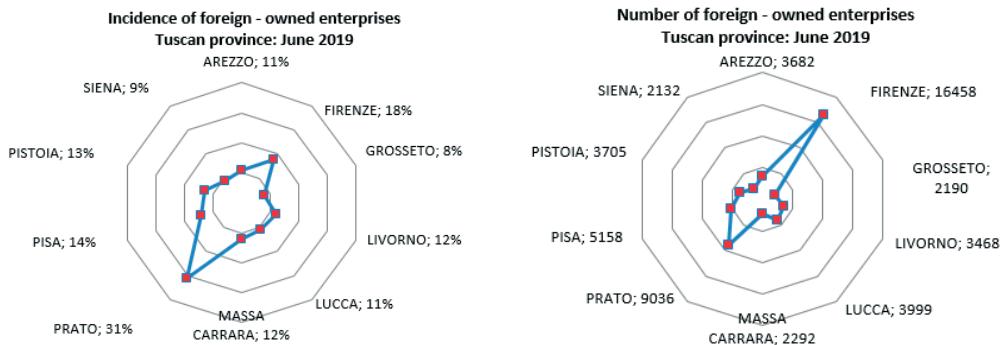
The Metropolitan Area of Florence sees a large concentration of foreign-born entrepreneurs and foreign-owned enterprises. At the end of June, 18,205 foreign registered companies were present⁴. Based on such parameter, Florence is the fifth provincial area in the ranking list of foreign companies, of which 16,458 are currently operational. The percentage share of the total number of companies in Florence is 17,7%, that is, the second-highest value compared to Prato (31,3%), whereas, at the national level, the percentage impact tends to remain slightly above 10%.

Top 10 provinces broken down by share of foreign operational enterprises

Province	Italian-owned enterprises	foreign-owned enterprises	Total enterprises	percentage share	percentage variation of italian-owned enterprises	percentage variation of foreign-owned enterprises	percentage variation of total enterprises
PRATO	19.803	9.036	28.839	31,3%	-1,5%	2,0%	-0,4%
FIRENZE	76.317	16.458	92.775	17,7%	-0,7%	2,1%	-0,2%
TRIESTE	11.517	2.455	13.972	17,6%	-0,3%	3,2%	0,3%
IMPERIA	18.292	3.740	22.032	17,0%	-0,6%	3,9%	0,1%
MILANO	255.462	49.675	305.137	16,3%	0,6%	3,0%	1,0%
ROMA	305.220	58.443	363.663	16,1%	1,1%	2,2%	1,3%
REGGIO EMILIA	40.854	7.673	48.527	15,8%	-1,4%	1,0%	-1,0%
GENOVA	59.881	10.778	70.659	15,3%	-0,5%	3,7%	0,1%
PISA	31.803	5.158	36.961	14,0%	-0,6%	0,6%	-0,4%
TERAMO	26.648	4.199	30.847	13,6%	-0,5%	1,8%	-0,2%
ITALIA	4.599.132	543.815	5.142.947	10,6%	-0,5%	1,8%	-0,2%

In ambito regionale, come anticipato, le aree di Prato e Firenze sono quelle dove l'incidenza dell'imprenditoria straniera è maggiore

1. Business and positions held by citizens born in Italy to foreign parents (so-called second-generation migrants) are not included in this analysis.
2. Foreign enterprises are understood as being companies that are primarily owned and controlled by citizens born outside of Italy. The degree of entrepreneurship is calculated based on the legal form of the company, the share of capital stock (if any) held by each foreign shareholder and their presence - expressed as percentage-among the directors or owners or partners of the company. In general, foreign-owned companies are understood as companies with a shareholding that is overall greater than 50% derived from the compositions of shareholdings and administrative positions held



The contribution of foreign entrepreneurship in terms of stillbirth rates was positive; in the last twelve months, 31.1% of companies registered with the Florence Business Register were foreign-owned (1,983 out of 6,375), whereas foreign business cessations accounted for 1,388 (22.8%). Basically, the growth rate (0.25 points on a general basis) stands above 3 points.

Foreign-owned enterprises are mainly comprised of micro and small businesses; in particular, businesses with a number of employees ranging between 1 and 5 are 13,000 out of 16,458. Such employment figure shows a contribution of foreign-owned companies equal to 8.7%, that is, 41,000 employees (including family members and employees) out of a total of 473,000 units.

Foreign-owned enterprises are active in the manufacturing and construction sectors. Worth of note is the strong presence of extra-EU immigrants in the commercial services sector (retail business, often carried out in the form of itinerant trade).

Business activities

Business sector	Absolute values		Percentage variation		Percentage shares		
	Community enterprises	Extra-community enterprises	Community enterprises	Extra-community enterprises	Community enterprises	Extra-community enterprises	foreign-owned enterprises
Agriculture, forestry, fishing	164	256	423	4,5	8,0	6,5	2,6
B extraction of minerals from quarries and mines	0	0	0	-	-	-	0,0
C manufacturing activities	157	3.525	3.696	1,9	0,3	0,4	22,5
D supply of electric energy, gas, steam	0	2	2	-	100,0	100,0	0,0
E water supply; sewerage systems	6	13	19	0,0	8,3	5,6	0,2
F construction	1.692	2.995	4.690	-0,1	1,3	0,8	22,5
G wholesale and retail; repairs	366	3.861	4.241	-2,1	1,7	1,4	25,0
H transport and warehousing	57	212	272	-1,7	5,3	6,7	1,7
I accommodation and catering services	167	882	1.066	0,6	8,5	7,2	6,5
J information and communication services	31	124	156	6,9	5,1	5,4	0,9
K finance and insurance activities	10	38	48	0,0	8,6	6,7	0,3
L real estate activities	68	162	233	15,3	5,9	8,9	1,4
M professional, scientific and technical activities	65	176	245	0,0	2,9	1,7	1,5
N rental, travel agencies, business support services	161	561	722	2,5	6,3	5,4	4,4
P education	8	21	32	14,3	5,0	10,3	0,2
Q healthcare and social assistance	8	5	13	-11,1	25,0	0,0	0,1
R artistic, sports and entertainment activities	21	58	79	-8,7	13,7	6,8	0,5
S other activities and services	100	427	528	-1,0	7,6	5,8	3,2
Total	9.071	13.381	16.458	0,4	2,4	2,1	100,0

As regards youth and female entrepreneurs, foreign-owned companies are characterized by a greater specificity in terms of degree of entrepreneurship. This is strictly correlated with the prevalent diffusion of individual companies.

Florentine foreign, female and youth enterprises broken down by degree of specific entrepreneurship

Registered companies	Exclusive	Strong	Prevailing	Total
Foreign	94.8%	4.1%	1.1%	100.0%
Female	77.8%	17.2%	5.0%	100.0%
Youth	87.0%	7.4%	2.6%	100.0%

Consequently, the scarce diffusion of enterprises, especially corporations, can be noted even with respect to other categories of entrepreneurship monitored by the Business Register on the basis of the personal details of male and female entrepreneurs.

Legal forms

Legal form	Foreign-owned enterprises		Total enterprises		Youth-owned enterprises	women-owned enterprises	native-owned enterprises
	Absolute values	Percentage share	Absolute values	Percentage share			
Corporations	1.601	9,7%	23.205	25,0%	16,5%	20,4%	28,3%
Partnerships	895	5,4%	16.646	17,9%	7,2%	14,2%	20,6%
Individuals corr	13.846	84,2%	51.054	55,0%	75,5%	63,8%	48,7%
Cooperatives	77	0,5%	864	0,9%	0,5%	0,9%	1,0%
Consortiums	11	0,1%	215	0,2%	0,0%	0,1%	0,3%
Other forms	21	0,1%	791	0,9%	0,3%	0,6%	1,0%
Total	16.451	100,0%	92.775	100,0%	100,0%	100,0%	100,0%

Before examining the main aspects related to foreign position holders, we wish to take a quick look at individual businesses. To make things simpler, each nationality is broken down according to the continent of origin. As can be seen from the chart, Europeans and Asians are at the top of the list, respectively, 35.9 and 35.5% of the total number of companies, followed by Africans (23.3%) and lastly, Americans and other areas of the world. Speaking of the incidence of Asian immigrants, out of a total of 27,000 employees, 61.6% relate to their own individual companies. Such figure indicates a greater concentration of companies with 2 or more employees. In relation to the share of immigrant workforce according to employment sector, Europeans are mostly engaged in construction, Asians in manufacturing, Africans in trade and the remainder in the service industry.

Foreign-owned individual companies

Geographical area	agriculture	manufacturing	construction	trade	services	other activities	Total
Europa	256	210	537	3.143	765	10	4.921
Asia	27	3.001	1.256	61	632	0	4.977
Africa	31	102	1.634	1.026	425	9	3.227
Other Areas	35	62	172	96	360	0	725
TOTALE	349	3.375	3.599	4.326	2.182	19	13.850

Foreign citizens holding at least one position are 20,853. These figures mainly refer to positions held in individual companies, while only a minor part refers to corporations. Worth of note is the major concentration of individuals aged between 30 and 49 as opposed to the corresponding category of natives.

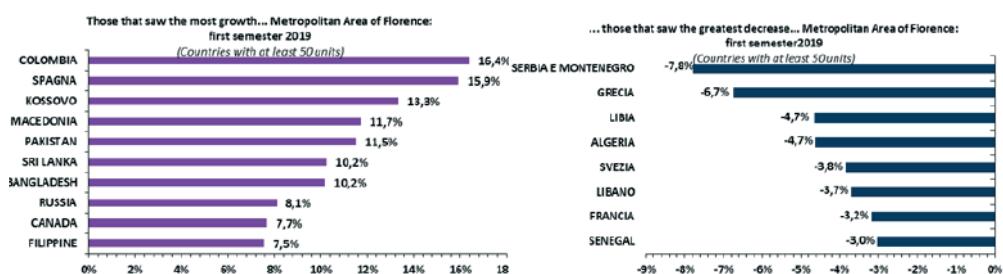
Summary

Class of legal nature	a.v.	percentage share	Class of role	a.v.	percentage share	Class of Age	a.v.	percentage share
Corporations	3.441	16,5%	Other roles	433	2,1%	18/29 years	1.159	5,6%
Partnerships	3.067	14,7%	Administrator	4.647	22,3%	30/49 years	12.168	58,4%
Individual companies	13.965	67,0%	Partner	1.923	9,2%	50/69 years	6.826	32,7%
Other forms	380	1,8%	Owner	13.850	66,4%	>= 70 years	700	3,4%
Total	20.853	100,0%	Total	20.853	100,0%	Total	20.853	100,0%

As regards the share of immigrant workforce broken down by nationality, Florence is historically characterized by a significant concentration of 4 different nationalities that obviously encountered favourable conditions in our territory for setting up their entrepreneurial activities. In fact, over the years, Chinese, Albanians, Romanians and Moroccans are known to have held the majority of positions in active companies. As of mid-June, they accounted for 54.7% out of a total of 20,853 foreigners. Also, among the areas chosen by Chinese citizens holding at least one position in an Italian registered company, Florence ranks fourth, attracting 6.4% of Chinese workforce. The same holds true for Albanians (second area in the list with 5.1%) and Romanians (fourth area with 3.3%). Chinese and Romanians stand out for their greater polarization capacity: 55% and 50%, respectively, reside in the top 10 provinces.



Considering the top 10 nationalities on the list, the number of citizens from Bangladesh and Albania saw a significant increase over the past year, while the number of Senegalese and French citizens diminished. Now let's consider the trend over the past 12 months of nationalities with at least 50 position holders:



The female component should not be underestimated. It is worth noting that, at the outset, certain female tasks performed by foreign citizens within our economic system are not included in the Business Register. Take, for example, domestic work performed for families or communities, including caregiving and / or provision of services in health and hospital facilities, just to name a few of the most widespread professions. On average, the share of female labour force stands at 29.7%, more than the average for the female component as a whole (28.4%). We are faced with different situations, at least with regard to the most widespread nationalities, with shares ranging from 6% (Senegal), 48.2% (United States of America), 43.1% (China) to 21.7% (Romania).

Summary of female workforce share among the most widespread nationalities

Nationality	Absolute values	Total annual variation	Female presence	Female presence (percentage share)	Annual variation of female presence
China	4.915	0,5%	2.118	43,1%	0,2%
Romania	2.424	1,2%	525	21,7%	2,3%
Albania	2.398	6,2%	281	11,7%	13,3%
Morocco	1.665	0,4%	166	10,0%	-4,6%
Germany	521	0,4%	219	42,0%	-0,5%
Senegal	449	-3,0%	27	6,0%	8,0%
France	457	-3,2%	154	33,7%	-2,5%
Switzerland	478	4,8%	183	38,3%	5,2%
Tunisia	424	0,2%	35	8,3%	-2,8%
United States of America	411	-1,2%	198	48,2%	2,1%
Total positions held by foreigners	20.853	2,2%	6.197	29,7%	1,9%

