

NAPLES – ITALY | INVEST IN THE PRESENT TO BUILD THE FUTURE

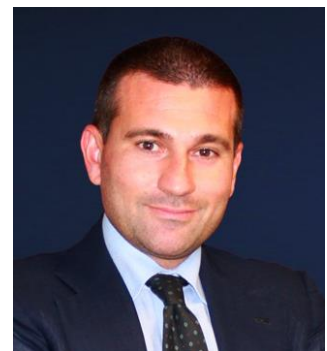
MILAN December 3rd, 2019 | LABLAW recently announced the launch of a pioneering new office in Naples, Italy which sees the firm consolidate its expertise with personnel management and payroll professionals to truly provide 360° counsel to their clients. But why Naples?

Usually the Mezzogiorno region of Italy (of which Naples is a part of) - in essence anything South of Rome - has gotten a bad rap for its depressed economy and high unemployment. Over the years the Italian government has provided numerous incentives to businesses in the area to encourage investment and stimulate the local labor market. For example in the 2019 national budget the Italian government introduced the 'Bonus Mezzogiorno' incentive scheme which exempts businesses that hire youth between 16 and 45 years old, in 2019, on full or part-time indefinite work contracts from paying their social security contributions for 12 months from the start of employment – up to a maximum Euro 8,060 per person. According to a report recently published by INPS – the Italian National Social Security Institute the average salary for a worker in the Mezzogiorno region is Euro 15,845 a year – hence this is quite a sizeable incentive.

Looking forward to 2020, the Italian government is considering a new incentive for the area with a '2020 Employment Bonus' program. The program (still to be approved and passed into law) will see employers exempt from paying 100% of the social security benefits of new employees, in a specific age range, hired before December 31st, 2020 on permanent work contracts. In the second year of employment the employer will be exempt from paying 50% of the social security contributions. This can be considered another hefty incentive to stimulate the labor market in the Mezzogiorno region by the Italian government - especially as one must consider that the social security contributions employers must pay on behalf of their employees to the State are quite high - almost 40% of the gross salary.

The Mezzogiorno Region is beginning to attract the attention of large multi-nationals. Companies such as Apple, Cisco, Deloitte, the Spanish tech company Indra, and the Japanese NTT Data have recently set up operations in the area - also thanks to strong connections with local universities which are leading a new tech evolution / revolution in the local economy. Naples, in particular, also witnessed the arrival of 400 new start-ups in the past year (the third largest number behind Milan and Rome).

“Naples has more than once over time been likened to a Mediterranean Paris. It is a vibrant city and also one of the most important economic centers in Italy - hosting one of the busiest ports in the Mediterranean with a well established infrastructure to support it. The recent incentives for employers in this region, offered by the Italian government, creates an attractive environment for businesses”, says Maurizio Brun, a Senior Associate who recently joined LABLAW. He brings with him an international know-how to LABLAW's project having worked in an international firm in London and Milan – and also being licensed to practice in the State of New York since 2011.





“LABLAW truly believes in the local labor market there and on December 5th will be hosting, together with our team of HR Management and Pay Roll strategists, the seminar ‘Invest in Today to Build the Future – Starting with Naples’,” says LABLAW Naples Partner Alessandro Paone. “It is part of a larger project of the firm to give back to the community by hiring new talent and giving them access to international know-how to assist organisations in the Region with the most strategic management of their workforce – whether they be start-ups or established businesses.”

For more information on the *Invest in Today to Build the Future – Starting with Naples* seminar taking place in Naples, Italy on December 5th please contact info@lablaw.com.

INVESTIRE NEL PRESENTE PER COSTRUIRE IL FUTURO: RIPARTIAMO DA NAPOLI



LABLAW, founded in 2006, anchors its strength on its team of 100 professionals who are all exclusively specialized in employment law and industrial relations. LABLAW knows that employment and labor law issues do not just happen from 9 am – 5 pm Monday through Friday, and so in order to ensure a continual personalized service, LABLAW is available to assist clients 24 hours a day - 7 days a week – 365 days a year.