

PRESS RELEASE

Partnership between Il Sole 24 Ore and Confindustria kicks off for the **ExPAnD** platform the interactive digital database that analyzes and develops the potential of Italian exports

Rome, May 26, 2026 — The collaboration between **Il Sole 24 Ore** and **Confindustria** is underway for **ExPAnD** (*Export Potential Analysis and Development*), **the interactive digital platform** designed to support companies, institutions, and professionals in identifying and **developing export opportunities in international markets.**

This further strengthens the partnership between the leading publishing group in economic and financial information and the national association of entrepreneurs within the informational offering aimed at guiding Italian companies in foreign markets.

The context in which ExPAnD operates is strategically significant for the Italian production system, even more so in a global scenario marked by growing uncertainty — geopolitical tensions, fragmentation of value chains, new tariff regimes — which make access to foreign markets both more necessary and more complex.

In 2024, Italy exported goods worth over €623.5 billion, confirming its position as the world's fifth-largest exporter with a 2.9% share of the total; recent cyclical indicators confirm a growing trend, with a year-on-year increase of +7.4% recorded in March. **Analyses by the Confindustria Research Center indicate that the margin for growth based on shares held by competitors with similar characteristics amounts to over €550 billion:** a realistic target — equal to an increase of €80 billion — would bring Italian exports to €703 billion, exceeding the government's goal of €700 billion by 2027.

ExPAnD was created precisely in response to this need: to offer a user-friendly and easy-to-use tool capable of guiding entrepreneurs — particularly small and medium-sized enterprises — toward growth opportunities in international markets.

The platform, developed by the **Confindustria Research Center** in collaboration with the **Manlio Masi Foundation** and promoted by **Il Sole 24 Ore**, provides a **qualitative-quantitative database** that allows analysis of **approximately 5,000 product categories across more than 180 countries**, estimating untapped export potential and indicating — once priority markets have been defined — where to focus efforts to grow, while optimizing

resources and investments in complex contexts. Data are **updated quarterly**, ensuring an always current and up-to-date picture of international competitive dynamics.

ExPAnD quantifies, for each product and market, Italy's main competitors, competitive positioning — in terms of share, price, and geographical distance — and expansion opportunities relative to countries with similar characteristics.

Thanks to the **support of artificial intelligence**, the user experience is intuitive and effective, making the platform accessible to both companies and policymakers.

Alongside data, ExPAnD offers an immediate and strategic view to guide decisions, investments, and internationalization paths.

The platform is available at **s24ore.it/Expand** and may be integrated into the offering of other products within the Il Sole 24 ORE Group ecosystem.

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