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WORLD MANUFACTURING WEEK 2020

Manufacturing: Why Invest in Italy

**Italian Regional Manufacturing excellence presented at the WMW by
ITA – Italian Trade Agency in collaboration with Invitalia**

10th November 2020

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ATTRACTIVENESS
RESEARCH
TERRITORY



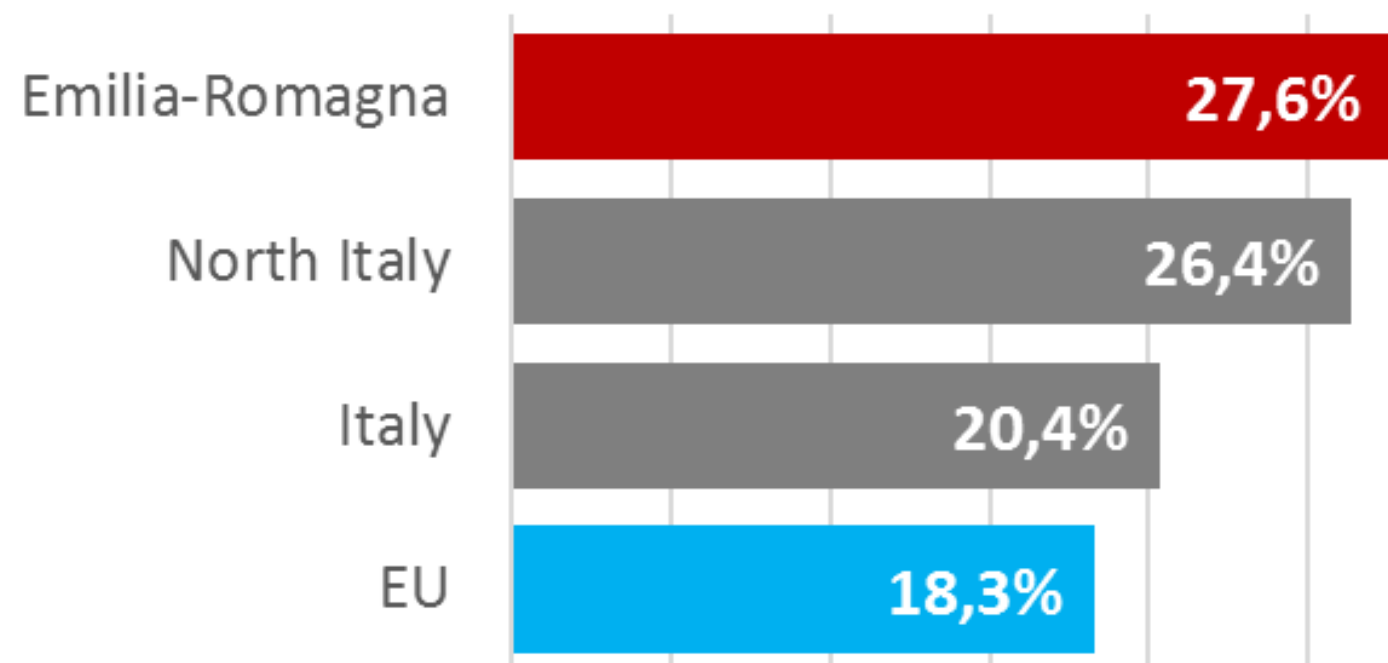
Regione Emilia-Romagna

Emilia-Romagna: smart manufacturing

Ruben Sacerdoti, Head of the Attraction and Internationalization
Service -Emilia-Romagna Regional Government

EMILIA-ROMAGNA: A MANUFACTURING REGION

Share of industry employment on the total
(Source: Eurostat, 2019 - Elaborated by ART-ER)





A EUROPEAN DATA VALLEY ECOSYSTEM

- MAJOR PUBLIC INVESTMENT SUPPORTED BY EC € 1 BILLION TO BUILD A DATA ECOSYSTEM
- MOVING from 9th POSITION IN THE SUPER COMPUTING POWER WORLD RANKING (source: Top500.org, June 2020) to the 5th
- BIG DATA TECHNOPOLE + COMPETENCE CENTER: Bi-Rex - Big Data Innovation and Research Excellence
- BIG DATA ASSOCIATION: 90% of supercomputing resources for public research in Italy managed by association members

FOCUS: INDUSTRY 4.0, CLIMATE CHANGE, WEATHER FORECASTS, SMART CITY

SMART ENVIRONMENT

STRONGLY ORIENTED TOWARDS INDUSTRY 4.0

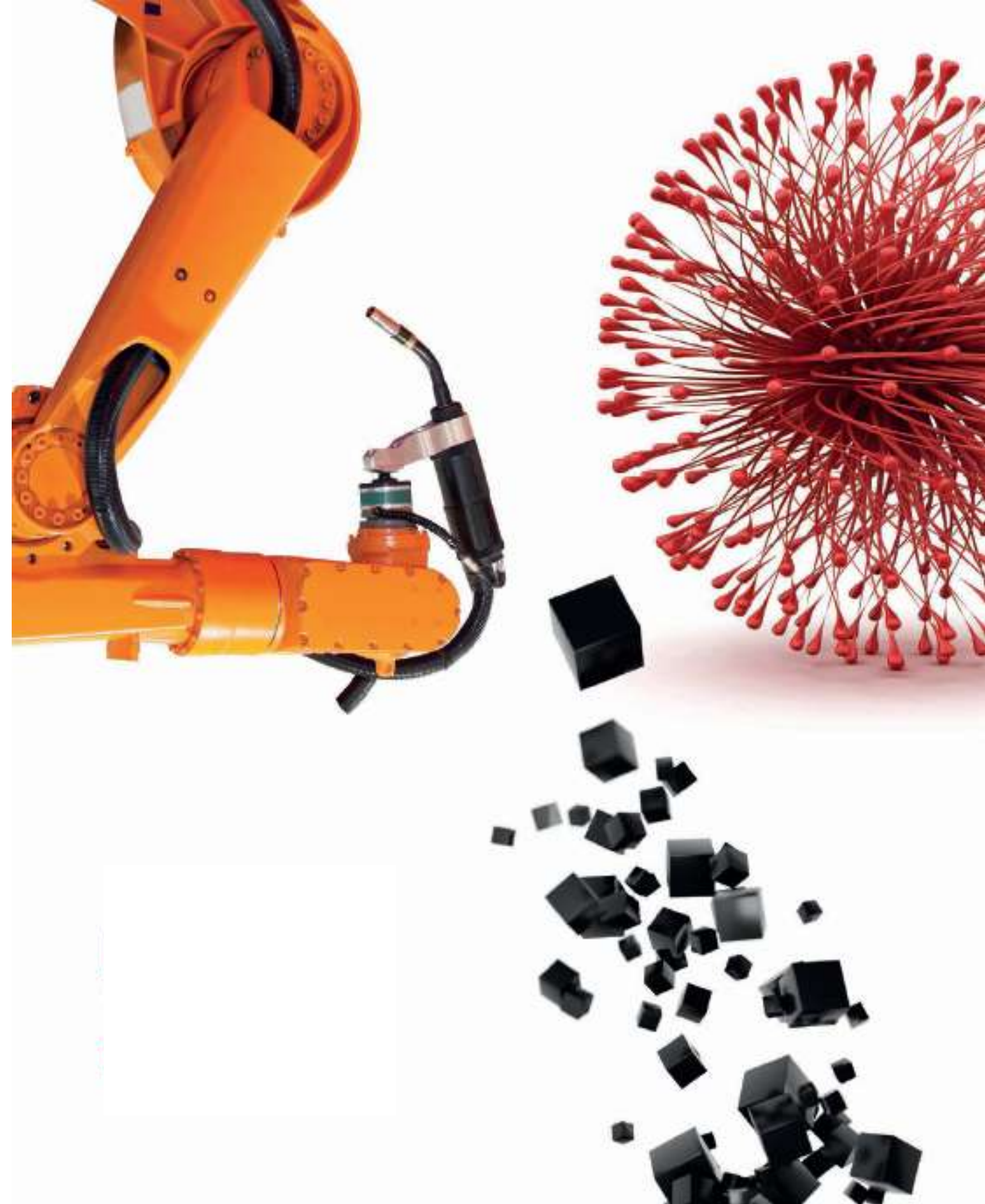
- Top factories 4.0 and technologies for digital transformation
- Collaboration with universities: 86 programmes, 26 master's degree
- World excellence in IoTwins

PPPs: CLUST-ER MECH & CLUST-ER INNOVATE

- Community of companies, research centres and training institutions

AND MUCH MORE (some examples):

- MASA: self-driving area (Modena city)
- Public ultra broadband
- E-health: «Sole» program
- E-learning: digital schools
- E-government: the public procurement platform





ADVANCED MECHANICAL ENGINEERING

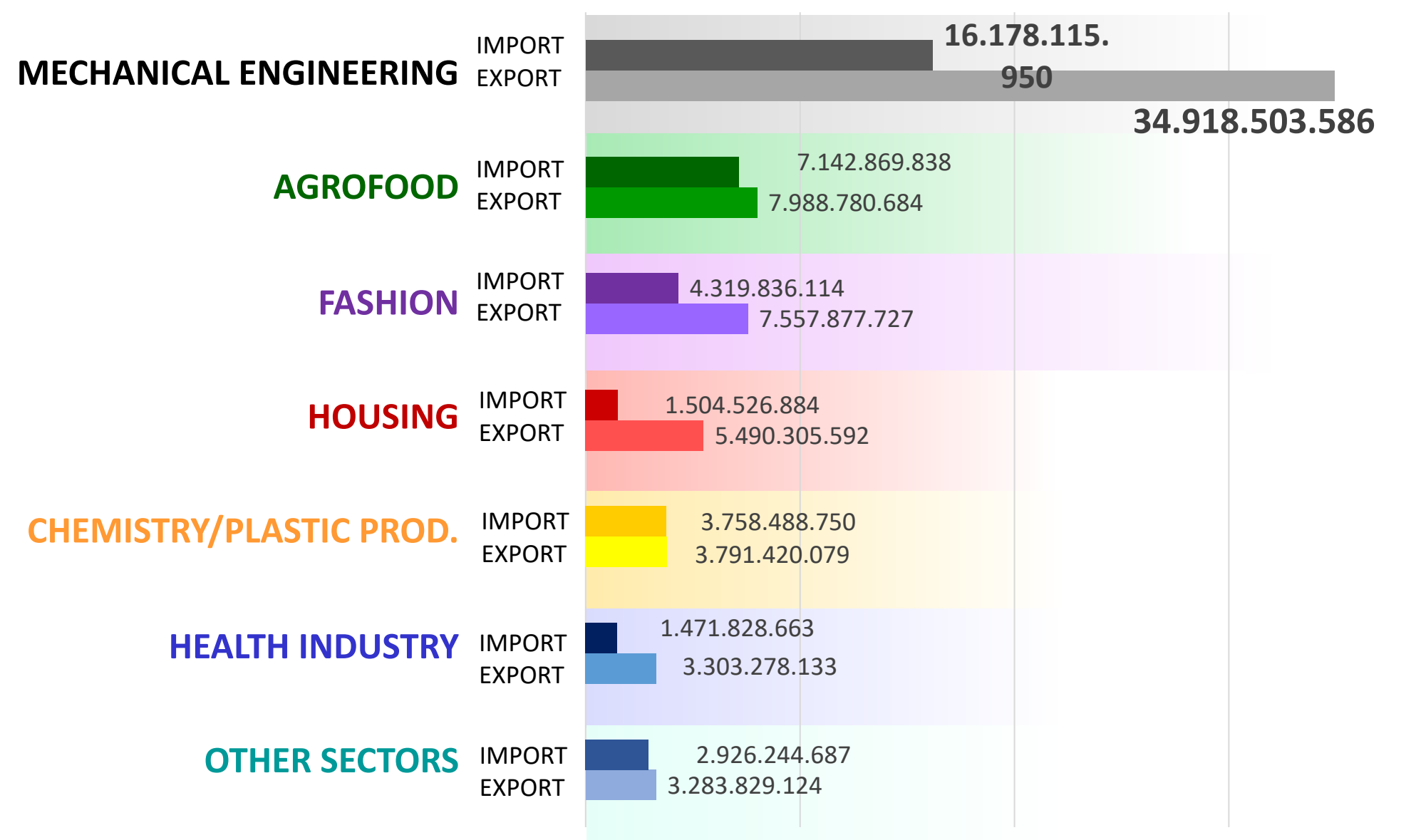
- 337 thousand employees
- 50 thousand local units

Source: Smail 2018

Main specializations and outstanding niches:

- **Automotive: sports cars and motorbikes**
- **Packaging machinery/solutions**
- **Industrial automation**
- **Machinery, equipment and gears for other regional key sectors**
- **Boating and wellness**

FOREIGN TRADE EMILIA-ROMAGNA-WORLD BY KEY SECTOR (2019, value in Euros)



SOME TOP BRANDS

Top international companies in all the
key sectors



VALUE PROPOSITION

- **SYNERGIES WITH ALL THE REGIONAL KEY SECTORS** Mechanical engineering, Agri-food, housing and construction, health care, etc.
- **AVAILABLE INDUSTRIAL SITES/LOCATIONS** - Technopoles network, DB Real Estate, network with local actors
- **FINANCIAL INCENTIVES** - Regional law for the promotion of investments (L.R. 14/2014) - National incentives
- **COLLABORATIVE REGION AND RELIABLE TIME FRAME** Agreements for the Settlement of Enterprises, One-Stop Shops for businesses
- **INNOVATION ECOSYSTEM / PPP (CLUST-ERs)**
- **ACCESS TO MARKET** First Italian Region for Export per capita
- **MANY OTHER ASSETS....**

AN EXAMPLE OF BUSINESS OPPORTUNITY: SMART MOBILITY IN THE MOTOR VALLEY

Top world automotive cluster that is moving towards electric vehicles and smart mobility



to attract a new investment in the sector of electric vehicles and smart mobility to be integrated in its supply and value chain



With many strategic locations, e.g.:



Ex Bugatti plant in Campogalliano (Modena) available for new investments



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Support for
incentives

Aftercare

ART-ER CONTACT POINT

Support in
location
scouting

Image
building

Networking

- ART-ER Attractiveness Research Territory on behalf of Emilia-Romagna Region is the **contact point for foreign investors**
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