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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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FSC
Fondo per lo Sviluppo
e la Coesione

Sviluppo Campania

Invest in Campania

Fortuna Gentile, Sviluppo Campania,
the Investment Promotion Agency of the Campania Region
(Naples, Italy)

Key Facts & Figures

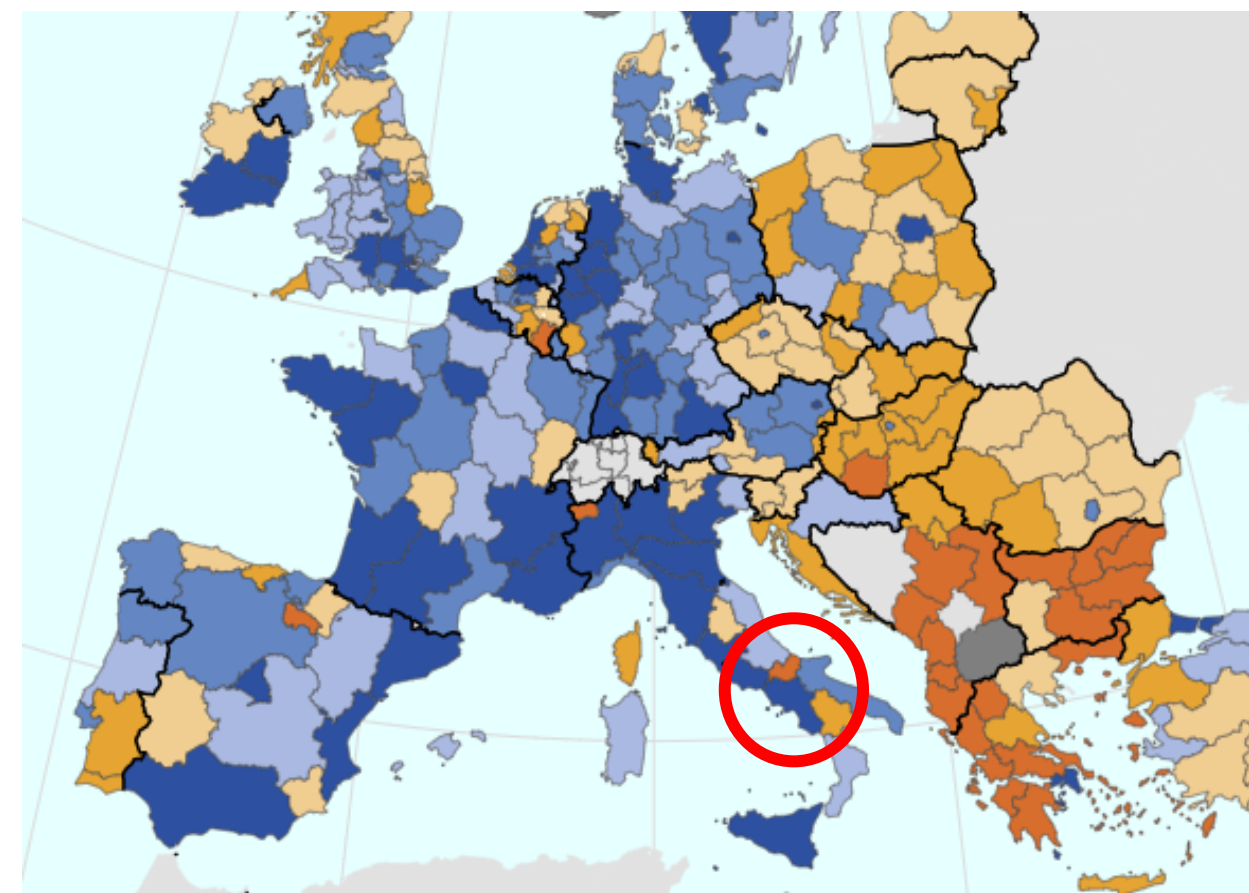
- The **largest region in Southern Italy**, with a **population** of 5 800 000 inhabitants
 - one of the top 3 metropolitan areas in Italy, **Naples**
 - a **young population**, with a median age 3 years younger than in the rest of Italy
- A **Gross Domestic Product (GDP)** valued at EUR 106 billions
 - 6% of Italy's **GDP**
 - 12 billions EUR of **exports**



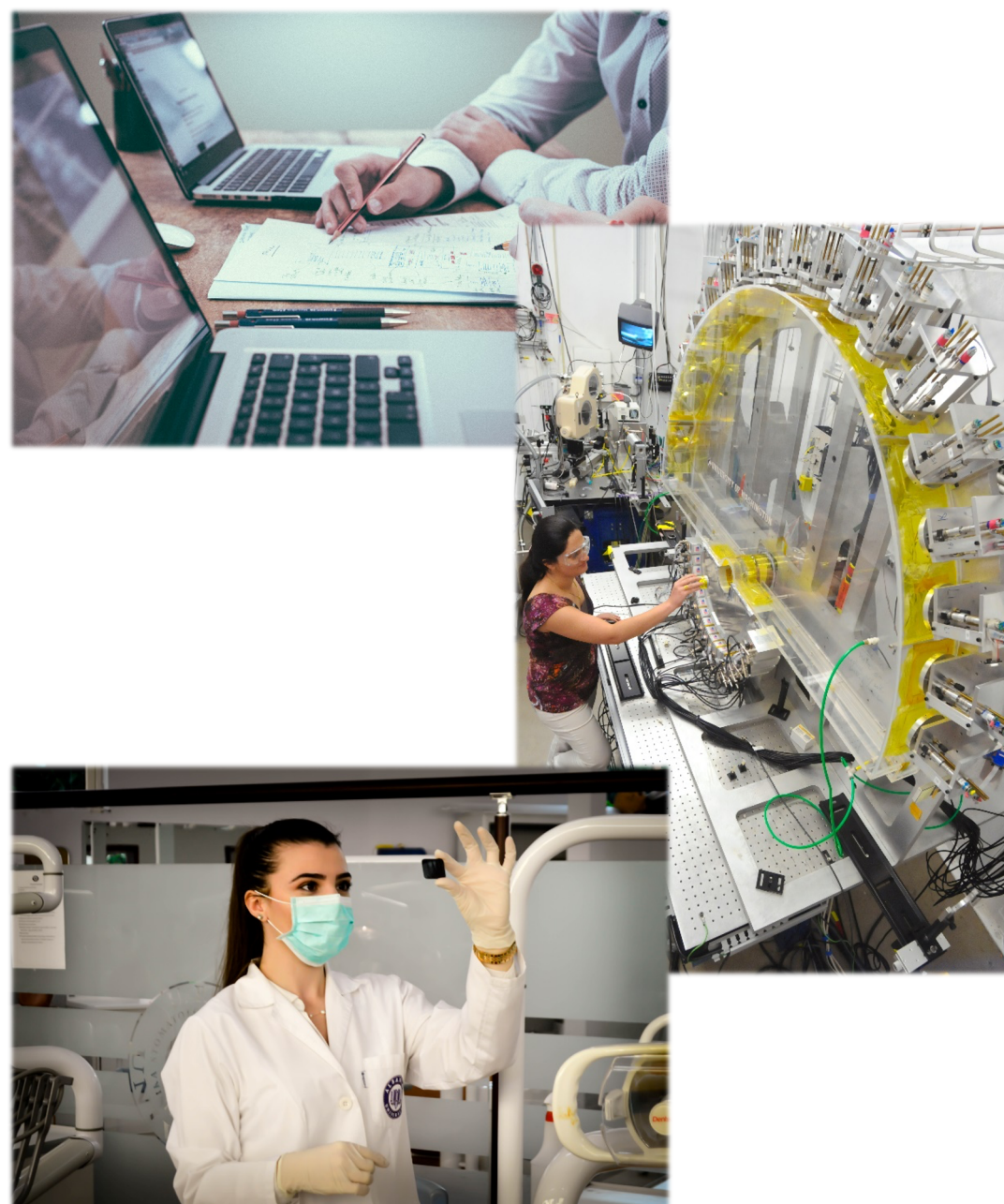
Access to Markets

A **transport infrastructure** that connect Campania to the rest of **Europe** and the **Mediterranean area**:

- **North-South motorways and railways** for an easy access to the heart of Europe – France, Switzerland, Germany, Austria...
- **Port**, ranked 6th in Italy for container traffic, with connections to the Mediterranean, North & South America, Turkey, India, China...



Access to Talent



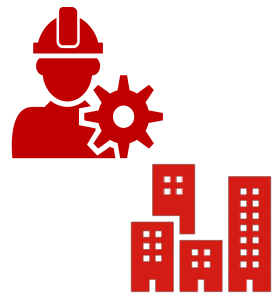
- **240 000+ jobs in the manufacturing sector**
 - +7% over the period **2014-19** (vs +4,5% in Italy – source: Eurostat)
- **100 000 jobs in professional, scientific and technical services, supporting the industry**
 - +11,5% over the period **2014-19** (vs +8% in Italy – Eurostat)
- **22 000 jobs (FTE) in research & development**
 - +50% over the years **2013-18** (vs +40% in Italy – Eurostat)
- **48 000 students in the field of sciences**
 - 11,5% out of the total in **Italy** for: engineering, mathematics, physics, chemistry.

Clusters & Leaders

REGIONAL CLUSTERS		GLOBAL LEADERS PRESENT IN THE CAMPANIA REGION
 Automotive	<ul style="list-style-type: none"> FCA/Stellantis Magna, Denso, Johnson Controls, Tower International, Cooper Standards... 	
 Aerospace & Space	<ul style="list-style-type: none"> GE Avio, Leonardo, MDBA OHB-CGS, Telespazio... 	
 Rail	<ul style="list-style-type: none"> Hitachi Rail, Hitachi Rail STS, Titagarh – Firema... FS (Mobility Academy) 	
 Energy & Environment	<ul style="list-style-type: none"> ENEL, EDF Honeywell – Elster, Getra 	
 Chemicals & Pharmaceuticals	<ul style="list-style-type: none"> Novartis, DSM, Dompé Farmaceutici/Materias... Merck (Fertility Training Center) 	
 Food & Beverages	<ul style="list-style-type: none"> Nestlé, Coca-Cola, Bonduelle, Heineken, Zuegg, Ebro Foods... 	
 Fashion – Textiles, Apparel & Leather	<ul style="list-style-type: none"> Carpisa, Kiton, Marinella, Yamamay... 	

Costs & Incentives

Competitive cost of doing business



- **Labour cost** in the region is 14% lower compared to the average cost in Italy (Istat)
- **Costs of land/real estate** for industrial use are affordable
(for example: starting at 30 EUR/sqm at the "*Interporto Sud Europa*" logistic park)

Generous financial and tax incentives available in the region for investments in manufacturing and research & development



- The highest level of incentives in manufacturing in Western Europe **up to 25% of the total investment** (machinery/industrial equipment, land/buildings...) **for large groups** up to 35% for medium businesses and up to 45% for small businesses
- A **Special Economic Zone (ZES)** with simplified administrative settlement procedures

Recent Case Studies



Schlote

Automotive (Germany),
EUR 52 million invested,
150 new jobs created,
Avellino [2020]



GE Avio

Aerospace (USA),
EUR 20 million, 40 jobs,
Naples [2019]



Hitachi

Rail (Japan),
EUR 40 million, 190 jobs,
Naples [2019]



Edison

Energy (France),
EUR 407 million,
Caserta [2019]



Novartis

Pharmaceuticals (Switzerland),
EUR 200 million,
Naples [2019]



Ebro Foods

Food (Spain),
EUR 30 million,
Naples [2019]

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THANK YOU

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