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INVITALIA



WORLD MANUFACTURING FORUM 2022

Invest in Italy in Manufacturing Supply Chain
25th November 2022



FSC
Fondo per lo Sviluppo
e la Coesione

Sviluppo Campania



Manufacturing Industry in Campania: *Agrifood Excellence*

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KEY FACTS & FIGURES



Campania is the 3rd most populated Italian region, with 5,712,000 inhabitants, representing 9.6% of the Italian population

109
billion

Campania has a GDP of € 109 billion, accounting for 6,1% of the Italian GDP

2
million

Campania is the 5th Italian region in terms of workforce, with over 2 millions employees, representing 8% of the active population of the country, up by 10% in the last 10 years, higher than the Italian average growth of 4%



Campania exports are worth € 12 billion, up by more than 26% between 2014-19, higher than the national average growth of 19%



Campania has the youngest population in Italy, with more than 20% of its population under the age of 20

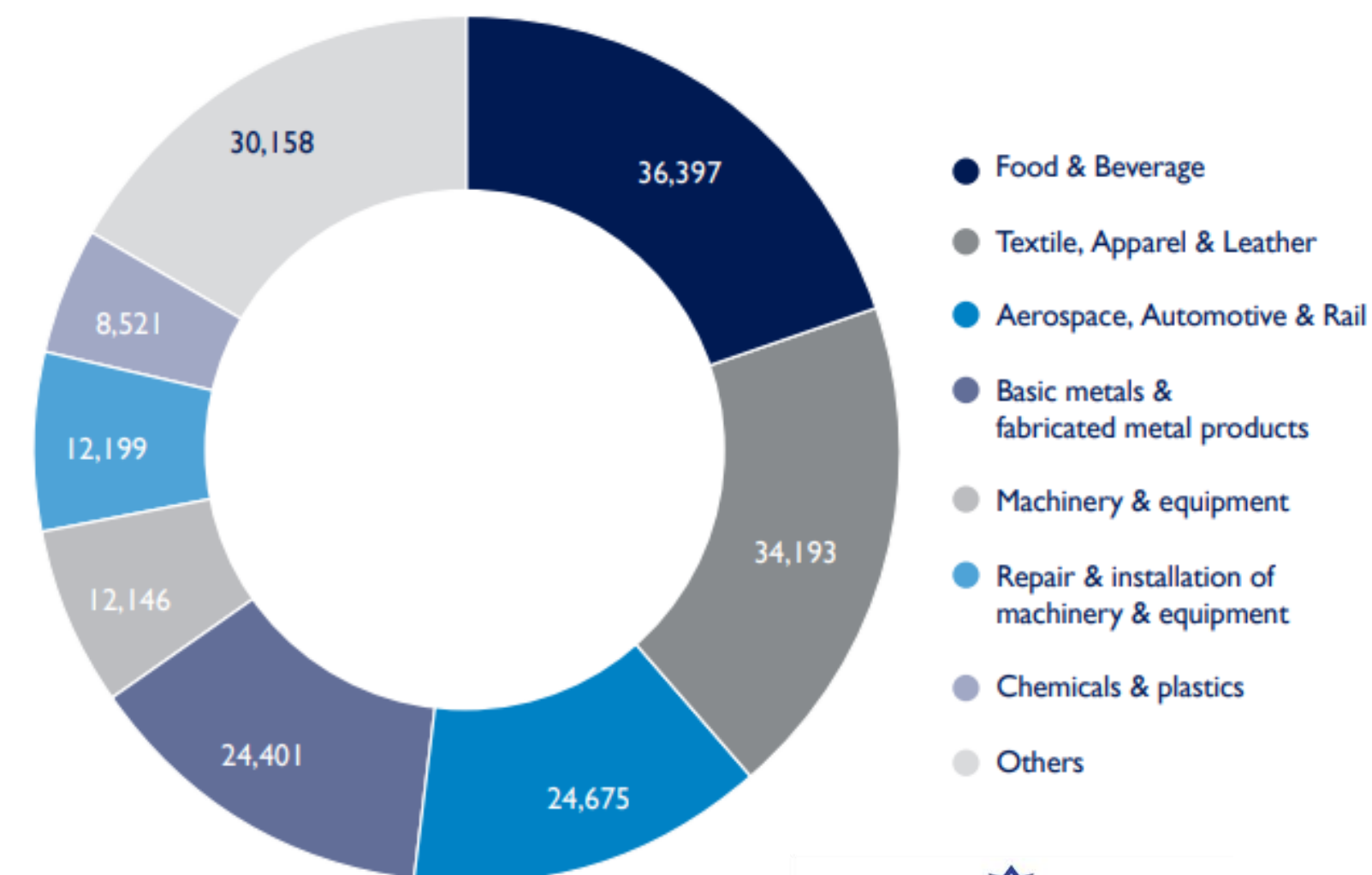
40,000
employees

More than 1,300 foreign-controlled companies have chosen to set up in the region, employing over 40,000 people

THE MANUFACTURING SECTOR

Campania manufacturing sector (nb. of employees)

- The manufacturing sector in Campania represents a value added of €10 billion, 10% of the regional GVA, with a sharp increase (+23%) between 2012-18, higher than the Italian average growth (+18%)
- The region's industry is concentrated in 4 macro-sectors: agri-food (20%), apparel & leather (19%), transportation – automotive, aerospace, railway (13,5%), metallurgy and metal products (13,4%)



AGRIFOOD EXPERTISE (1/2)



Agriculture, forestry and fishing

+ € 2.4 bln value added

- » 8% of Italy's agriculture, forestry and fishing value added
- » 19% of Southern Italy's agriculture, forestry and fishing value added



59.981
Agricultural
companies



+ 67.000
Workforce



Food&Beverage

+ € 1.8 bln value added

- » 7% of Italy's F&B Industry value added
- » 32% of Southern Italy's F&B Industry value added



6.206
Enterprises



+36.000
Workforce

CAMPANIA'S VALUE CHAIN INDUSTRIAL BASE



**Manufacture of wood & Wood
products
(except furniture)**



1.583

Enterprises



4.452

Workforce



**Manufacture of paper
and paper products**



335

Enterprises



4.581

Workforce



**Manufacture of rubber
and plastic products**



622

Enterprises



6.635

Workforce



**Manufacture of other
non-metallic mineral products**



1.582

Enterprises



6.317

Workforce



**Manufacture of fabricated
metal products**



4.158

Enterprises



21.258

Workforce



**Wholesales and Retail
operators***



22.832

Enterprises



49.962

Workforce



**Transportation and storage
operators**



11.787

Enterprises



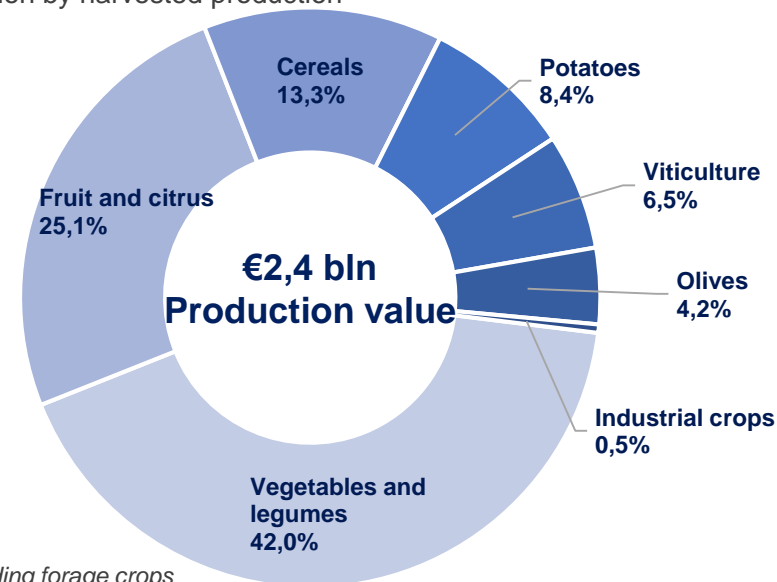
96.480

Workforce

AGRIFOOD EXPERTISE (2/2)

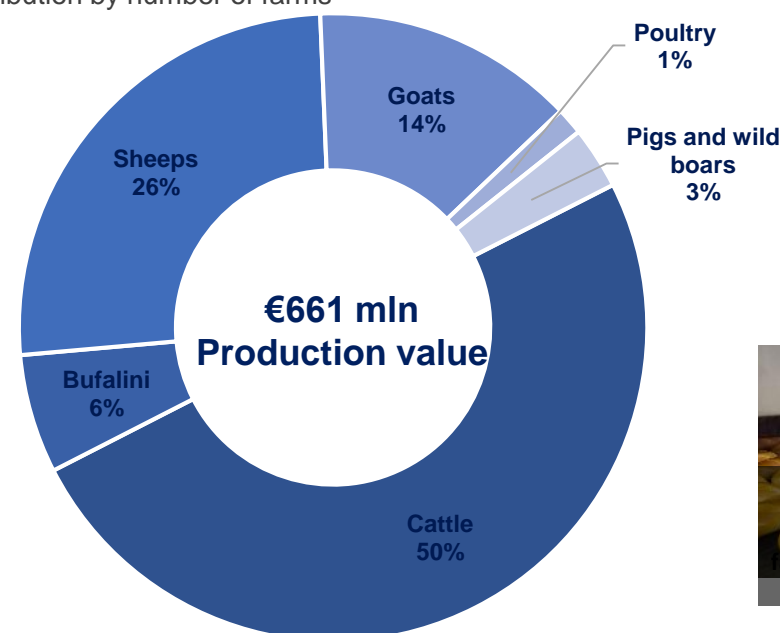
AGRICULTURAL PRODUCTION

Distribution by harvested production



LIVESTOCK

Distribution by number of farms



FOOD&BEVERAGE MANUFACTURING EXPERTISE



INNOVATION ECOSYSTEM

■ Training

- **5 Universities** with Engineering courses,
Training Hub of Naples/San Giovanni a Teduccio used as a training centre of excellence by worldwide leaders such as Apple, Cisco, Deloitte, Hitachi, TIM...



Federico II University,
Naples



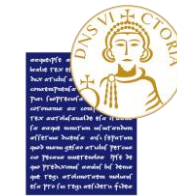
University of Naples
"Parthenope",
Naples



Vanvitelli University,
Caserta



University of Salerno,
Salerno



Sannio University,
Benevento

■ Research & innovation

- **40+ research centres** in **Life Sciences, Chemicals, Electronics, Materials...** and
7 cluster organisations focused on the key regional manufacturing sectors

COSTS & INCENTIVES

- **Competitive operating costs**

- **Labor cost** – 14% lower than the Italian average (which is lower than the Western European average)

- **Financial and tax incentives for investments in Manufacturing and Research & Development**

- **Highest level of incentives to manufacturing projects in Western Europe,**
up to 40% of total investment for large groups,
up to 50% for medium-sized companies and 60% for small companies
- **Research & Development tax credit – 10% of eligible expenses**
up to a maximum amount of EUR 5 million



FOCUS

Mozzarella di Bufala Campana DOP – Opportunity in the Manufacturing Supply Chain

MOZZARELLA DI BUFALA - KEY FACTS AND FIGURES

Campania/Italy: **Land of Mozzarella di Bufala Campana DOP**

Italy is the leading EU country for food specialty, accounting for

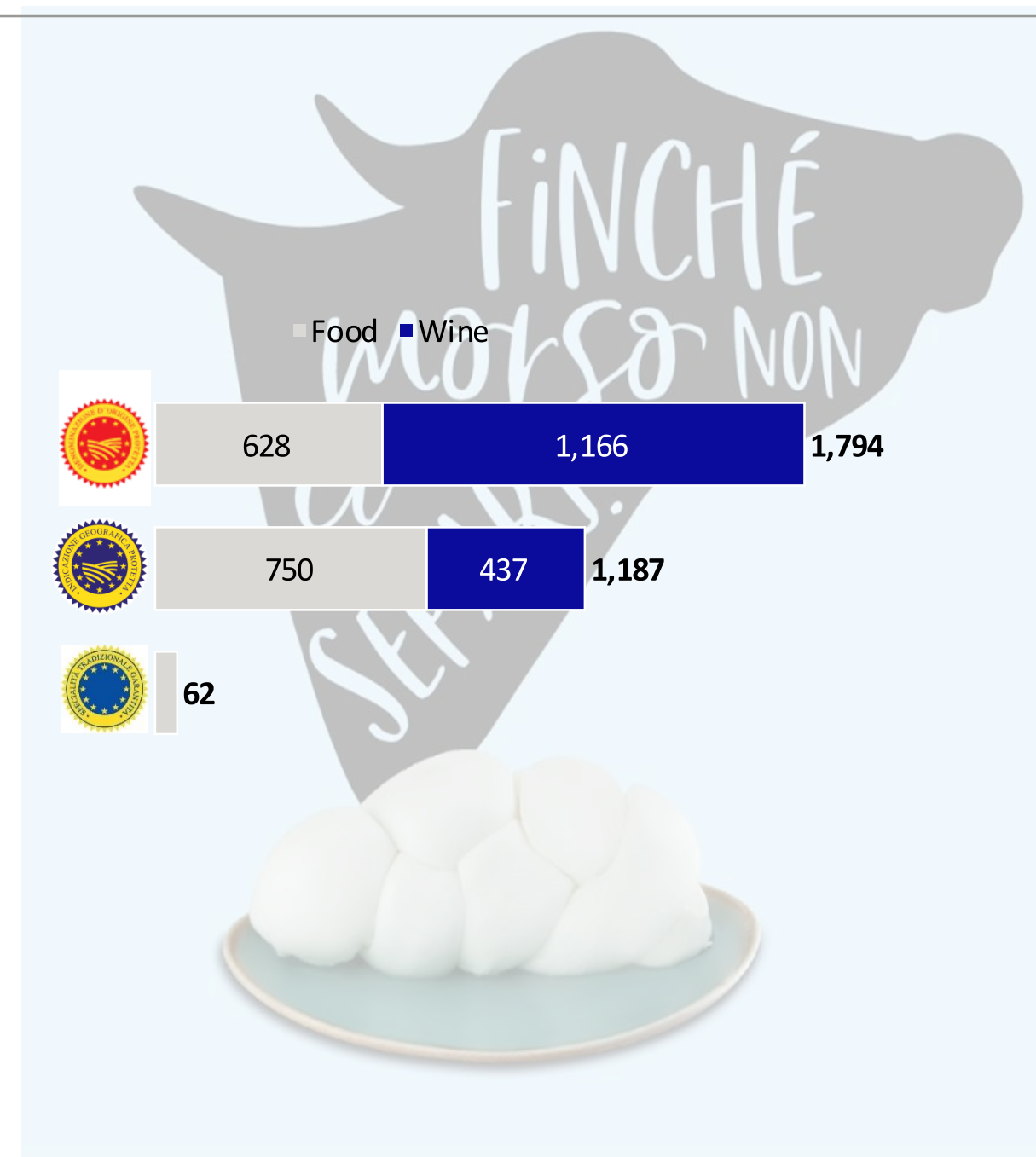
more than 1 in every 4

PDO (*Product of Designated Origin*) / **PGI** (*Protected Geographical Indication*) / **TSG** (*Traditional Specialty Guaranteed*)

Mozzarella di Bufala Campana DOP represents the

3rd largest

Italian PDO Cheese with a consumption value of **~€0,8B**



MOZZARELLA DI BUFALA - BUSINESS ENVIRONMENT

Mozzarella di Bufala Campana DOP History



History of this beloved Italian cheese dates back to the Xth century, while in 1996 the product was granted PDO designation.

More than 100 producers are members to the **Consorzio** and many more farmers are part of the PDO production area

The highest density production area is located in Campania: namely Caserta and Salerno provinces, together with selected towns in other regions (Lazio, Molise, Apulia)



CASE HISTORY: CAPACITY EXPANSION

Cilento SpA is a leading manufacturer of Mozzarella di Bufala Campana DOP and Burrata di Bufala, exporting to ~30 countries. The Company was founded by Luigi, and has since been a family-run business, up to members of the 3rd generation.

The family has doubled-down on the Mozzarella di Bufala industry, by committing to 2018-2023 €20M Investment Plan.

The project was cofinanced by “POR Campania-FESR 2014-2020” and will establish the prime industrial site in Campania, with unparalleled production capabilities and food safety standards.



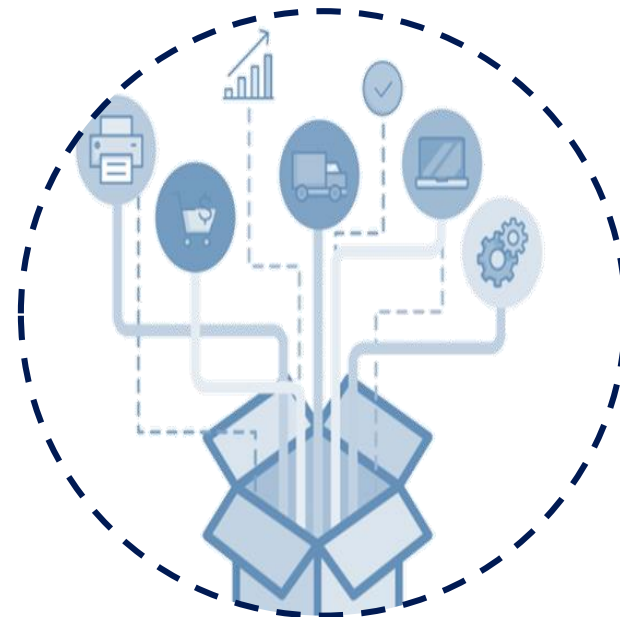
CASE HISTORY: EXPECTED RESULTS

SMART FACTORY



Digitalization of industrial processes, to automate and standardize quality standards

SUPPLY CHAIN INTEGRATION



Adaptive management of stock, suppliers, processes, logistics, people based on forecast

INTEGRATION WITH CUSTOMERS



EDI communication down the supply chain to foster real-time data from shelf-consumption data

ENHANCED BUSINESS CONTROL



Ability to monitor and subsequently adjust strategic choices to enhance the overall performance

THANK YOU

Contacts

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