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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**

10<sup>th</sup> November 2020



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REGIONE  
MARCHE



# Investing in Marche / *Business Opportunity*

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# KEY FACTS AND FIGURES



## GEOGRAPHY AND POPULATION

- ✓ **The “Gateway to the East”**  
Thanks to its central position in the Italian Peninsula and its long coastline along the Adriatic Sea, the Marche Region holds a strategic position in the euro-Mediterranean-Balkan basin, in the National territory and towards Middle East.
- ✓ **Territory**  
A varied territory with numerous attractions and peculiarities, offering a wide array of Italian landscape: sea, hills, art, culture, nature, cities of art, small villages and typical products.
- ✓ **Quality of life**  
the Marche region is positioned at first place for the quality of life among Italian regions. In addition, the life expectancy in the Marche region is higher than the national average.

## INCENTIVES AND FUNDING

- The regional policies for promotion of settlements and investment provide incentives and facilitations in the form of economic aids.
- ✓ Specific incentives for the areas of economic crisis are co-financed by the State and the Region in the form of grants, loans and guarantees.
  - ✓ Companies can also receive loans, other incentives and tax discounts by local authorities and a support to specific sectors or projects.
  - ✓ The regional government periodically issues Calls for companies that can receive financial support for the following types of activities (120 M€ within European Por-Fesr 2014-2020):
    - Smart specialization strategies
    - Industrial R&D
    - Innovation and competitiveness of the economic system
    - Innovative Startups
    - Training projects
    - Employment and social inclusion
    - Industry 4.0 and Digital Transformation

## INFRASTRUCTURES AND CONNECTIONS

- ✓ Ancona International **Airport** (Raffello Sanzio)
- ✓ **Port** of Ancona: commercial and touristic – one of the most important of Adriatic Sea
- ✓ “**Adriatic Highway**” (A14/E55) and network of roads that crosses the whole territory
- ✓ **Railway** connects South to North and crosses Appennines.
- ✓ **Broadband** with more than 3.300 km of optical fiber
- ✓ 2:30 h from Ancona to Bologna,  
3:00 h from Ancona to Rome,  
3:30 h from Ancona to Florence



# BUSINESS ENVIRONMENT

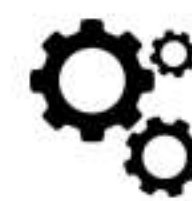
- ✓ Dynamic SME's
- ✓ Growing Gross Domestic Product (industry +5,5%) and investments
- ✓ Growing export (+3,2%)
- ✓ Growing R&D expenditure (1,1% of GDP)
- ✓ Growing propensity to internationalization
- ✓ Significant increase of employees in knowledge-intensive sectors
- ✓ Two Innovative Technological centres for Research, Innovation and Quality certification:
  - Cosmob – wood & furniture and housing system
  - Meccano – electromechanics, plastic and building
- ✓ Four Technological Clusters around the regional Smart Specialization Strategy:
  - Agrifood (food farming innovation)
  - E-living (ambient intelligence innovation)
  - In Marche (creativity innovation)
  - Marche manufacturing (industrial innovation)



HOUSE SYSTEM  
SMART HOME & IoT



FASHION SYSTEM



MECHANICS-  
PLASTICS-



ICT



SHIPBUILDING  
CUSTOM-MADE  
NAVAL FURNITURE



FOOD FARMING



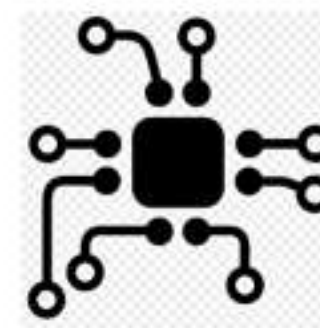
PHARMACEUTICAL AND  
HEALTHY AGEING



BIOTECHNOLOGY



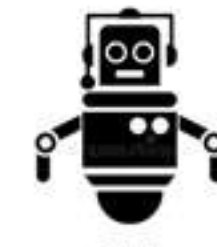
MULTIMEDIA ANIMATION



ELECTRONICS ENGINEERING



RENEWABLE ENERGIES



ROBOTICS



# R&D NETWORKS

## ✓ Four Universities

- Polytechnic University of Marche (founded 1969 – 15 900 students)
- University of Camerino (founded 1336 – 6 800 students)
- University of Macerata (founded 1290 – 10 000 students)
- University of Urbino (founded 1506 – 14 500 students)



## ✓ Four Technology Platforms

- Industry 4.0
- Smart living
- Personalized medicine
- New materials

## ✓ Competence Center Artes 4.0

on advanced robotics and enabling technologies



Industry 4.0 Competence Center on  
Advanced Robotics and  
enabling digital Technologies  
& Systems



# i-LABS

## ✓ Partners

- 19 firms
- 2 Universities
- 2 Public companies

## ✓ Mission

- Test before invest
- Advanced training
- R&D
- Demo point

## ✓ Enabling technologies

- Collaborative robotics
- Data Mining and Analytics; IIoT
- CPS and traceability
- Cybersecurity
- Virtual Prototyping for Human-Centered Manufacturing



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# THANK YOU

## Regione Marche

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