

# INVEST IN EMILIA-ROMAGNA

Value proposition

# VALUE PROPOSITION

With a world-class **business and innovation ecosystem**, top level supply and value chains, a **business-oriented public administration** granting support and incentives to investors, **excellent locations** and an **international mindset: Emilia-Romagna is just the perfect place to invest in!**

## INVESTMENT

Emilia-Romagna promotes:

- **Innovative investments**
- **Creation of qualified employment**
- **Integration with the regional supply and value chains**



## PROPOSITION

### Business environment and Innovation ecosystem

Top region for smart manufacturing (European Data Valley) with world famous clusters and easy access to foreign markets (1st Italian Region for per capita exports)

### Locations

Wide range of properties in strategic positions

### Incentives and collaborative institutions

A specific regional law promotes investments with specific incentives in addition to the national instruments



## OUR SUPPORT

Facilitate **partnerships** with regional business and innovation ecosystem  
[Fact-sheets for more information](#)

**Identification of the location** that better suits the investment  
[Invest in Emilia-Romagna Real Estate for more information](#)

**Contact point managing information about incentives and facilitating contacts and procedures** with local and national actors  
[investinemiliaromagna@art-er.it](mailto:investinemiliaromagna@art-er.it)

## A regional business environment able to provide solutions for your investment

### ASSETS



### STRENGTHS



### EXAMPLES

**Highly specialized business and innovation ecosystem**

“Clust-Er” – associations of companies, laboratories and training institutes – and many other actors for each regional key sector are ready to collaborate

European Data Valley

[Bi-Rex - Big Data Innovation and Research Excellence](#) Competence Center gathers 57 players among universities, Research Centers and world-class Companies

**Financial support and efficient public administration**

Regional Law n. 14/2014 for the promotion of investments  
+ National incentives

49 investment programs financed since 2017 with regional agreements: **2.029 new jobs**, 17 R&D centres open to third parties, 246 MLE investments, **85 MLE public grants**

**Highly educated and skilled Human Resources**

Excellent regional university system, Higher technical institutes connected to key business sectors

Bologna is the most international university in Italy (source: Times Higher Education 2020). 86 programmes, 26 master's degree related to Industry 4.0 in regional universities

**Convenient Labour Cost**

Costs set in national contracts

In Italy the average labour cost in the manufacturing industry is lower than in Germany, France and Austria (2018, Eurostat)



**What:** Smart factory producing new URUS model  
**Sector:** automotive

Regional and national incentives



**What:** Innovative network product at Bologna R&D lab  
**Sector:** ICT, 5G

Regional Agreement



**What:** Green mobility research (in collaboration with the University of Bologna)  
**Sector:** powertrain systems

Regional Agreement + partnership



**What:** high-end electric and hybrid cars  
**Sector:** automotive

Regional facilitation



**What:** Battery Chargers for EVs  
**Sectors:** automotive

Regional Agreement  
Link with regional supply chains



**What:** New Interactive Digital Center  
**Sector:** AVR – Augmented Virtual Reality

Regional Agreement



**What:** R&D centre (development, simulation and testing)  
**Sector:** powertrain systems.

Regional Agreement



**What:** R&D centre  
**Sector:** medical devices

Regional Agreement



**What:** New manufacturing plant  
**Sector:** electric cigarettes (IQOS)

National incentives  
Regional facilitation



**What:** logistics / distribution centers  
**Sector:** e-commerce

Regional facilitation

The regional contact point offering support in each step of the investment is managed by ART-ER, the regional development agency, on behalf of the regional government

## CONTACT POINT INVEST IN EMILIA-ROMAGNA

[investinemiliaromagna@art-er.it](mailto:investinemiliaromagna@art-er.it)

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+39 051 6450429

### MAIN ACTIVITIES (free of charge)

- Providing information on the regional economic system
- Finding the right location
- Supporting investors in applying to regional and national incentives
- Integrating investors with public and private stakeholders
- Organizing promotion activities (missions, b2b, meetings, etc.) in Emilia-Romagna and abroad

Invest in  Emilia-Romagna  
[www.investinemiliaromagna.eu](http://www.investinemiliaromagna.eu)

Invest in  Emilia-Romagna  
Real Estate  
<http://www.investinemiliaromagna.eu/realestate/>



### What is ART-ER

#### ART-ER Attractiveness Research Territory

Emilia-Romagna Joint Stock Consortium  
from the merger of ASTER and ERVET

**Mission:** to foster the region's sustainable growth by developing innovation and knowledge, **attractiveness and internationalisation** of the regional system

#### INVEST IN EMILIA-ROMAGNA TEAM



Sabino  
Alvino



Gianandrea  
Esposito



Celeste  
Pacifico

# FIND OUT MORE:

## Introducing Emilia-Romagna Business and innovation ecosystems

Access to markets

Offer of locations

Tax and incentives

Human resources

Contacts

*in the following slides*

# INTRODUCING EMILIA-ROMAGNA



## Emilia-Romagna is an Italian region

- **1 regional government**
- **1 metropolitan city:** Bologna
- **8 provinces:** Ferrara, Forlì-Cesena, Modena, Parma, Piacenza, Ravenna, Reggio Emilia and Rimini

### Strong regional manufacturing sector

27.6% of total employees, while the Italian average is 20% and in EU27 it is 18%



This is why the economic system is highly **export-oriented**

1° region in Italy for per capita exports



**R&D** is much stronger than the national average

13.1% of the national R&D expenditure (while population is 7.4% of the total)



With the support of a top **education and training system**

7 universities (+ Motor-vehicles university), 150.000 students, 86 degree courses related to Industry 4.0

## • Benchmarking with other EU regions with a strong industrial specialization

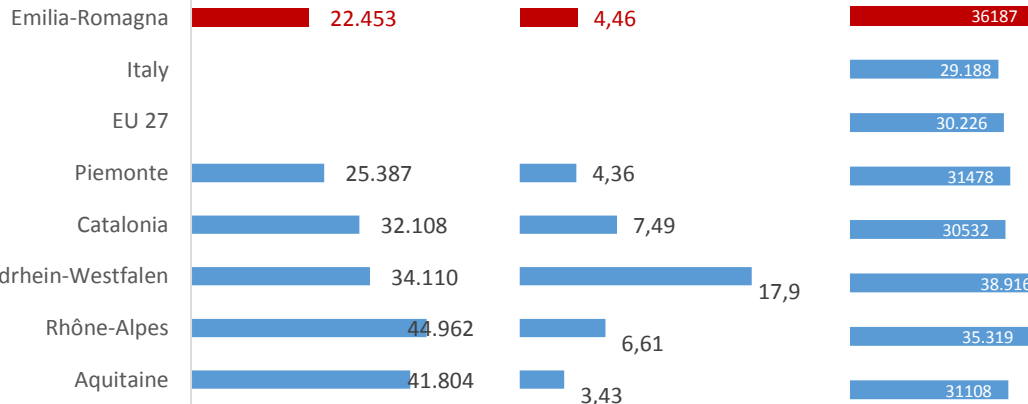
Surface (km<sup>2</sup>)

Population

(mln residents, Eurostat 2018)

GDP per capita

(Eurostat 2018 - GDP at current mkt prices)

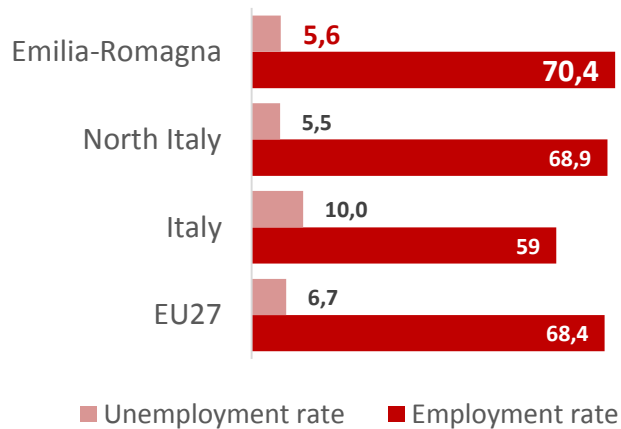


## A development model that combines competitiveness and social cohesion

### Employment rates better than the Italian and European average

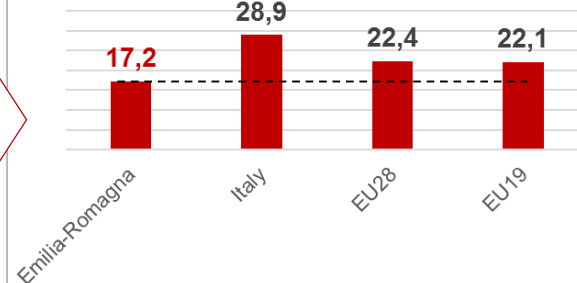
#### Employment / Unemployment rates

Source: Eurostat 2019



### Low level of social exclusion

#### Risk of poverty or social exclusion (Eurostat, 2017)



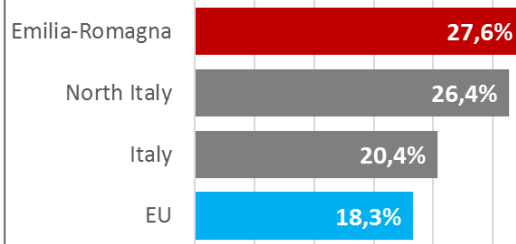
### High level of wellbeing

**per capita GDP**  
**+19.9%**  
than EU28 average  
(Eurostat 2018)

Emilia-Romagna qualifies as an international Data Valley boasting top world supercomputers, cutting-edge data centres and a wide 'big data community' with a lot of players that have connections with smart manufacturing

## A WORLD-CLASS MANUFACTURING REGION

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



## A EUROPEAN DATA VALLEY

- 9<sup>th</sup> POSITION IN THE COMPUTING POWER WORLD RANKING (source: Top500.org, June 2020)
- BIG DATA TECHNOPOLE – Bologna hub
- COMPETENCE CENTER: [Bi-Rex - Big Data Innovation and Research Excellence](#)
- BIG DATA ASSOCIATION: 90% of supercomputing resources for public research in Italy managed by its members

## AN INDUSTRY 4.0 BUSINESS ENVIRONMENT

- Top industries 4.0 and technologies for digital transformation
- Collaboration with universities: 86 programmes, 26 master's degree
- PPPs – "Clust-Er" associations: communities of companies, research centres and training institutions for each regional key sector

## A SMART CITIES' REGION



- **I-City Rank 2019** - Emilia-Romagna is the Italian region with the highest number of smart cities in the national Top 10 – Bologna, Parma, Modena, Reggio Emilia - showing widespread territorial development

# BUSINESS AND INNOVATION ECOSYSTEMS

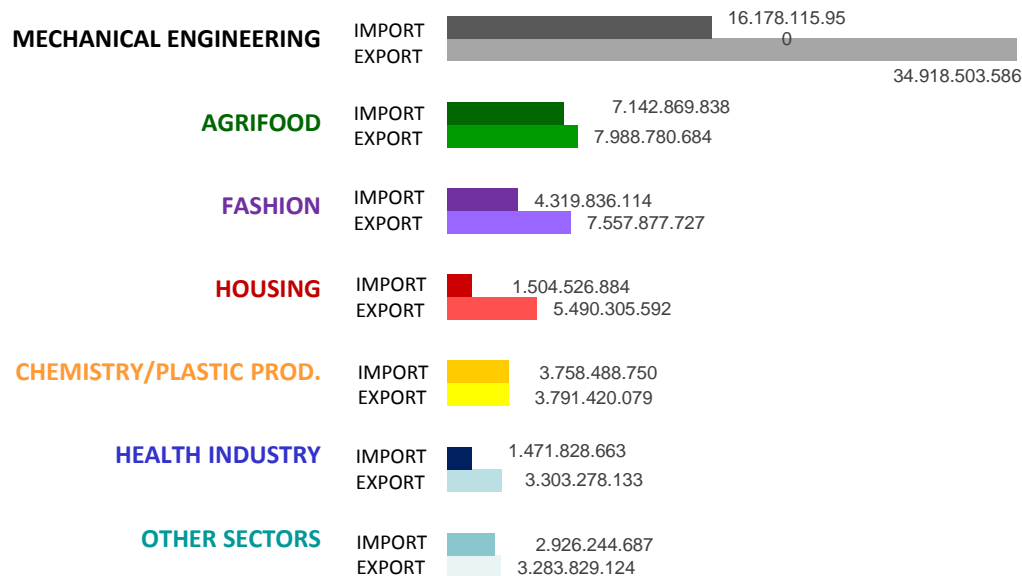
The regional **economic system is highly specialized and strongly export-oriented**. Mechanical engineering is the main cluster, cross-cutting all the other supply and value chains but all the clusters boast excellences world-wide known.

Emilia-Romagna represents 7.7% of the Italian population but its economic relevance is much higher.

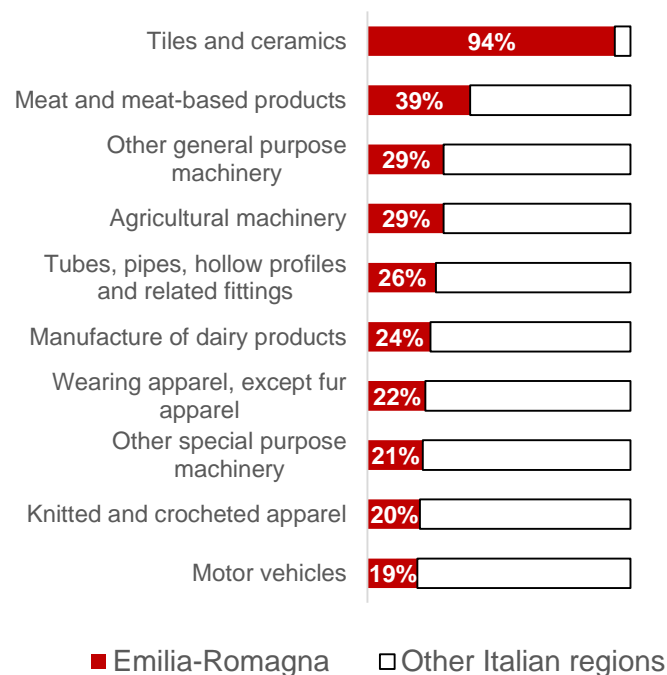
The graph on the right shows just some examples.

## FOREIGN TRADE EMILIA-ROMAGNA-WORLD BY KEY SECTOR

(2019, value in Euros)



## EXPORT VALUE, SOME EMILIA-ROMAGNA SPECIALIZATIONS ON THE ITALIAN TOTAL (2018)



The mechanical engineering cluster in Emilia-Romagna is known worldwide for its highly specialized companies, leaders in their respective niches and strongly oriented towards digital transformation and industry 4.0.

## MAIN SPECIALIZATIONS

- automotive
- packaging machinery
- mechanical and hydraulic components
- lifting and handling equipment
- agricultural machinery
- boating

## HIGHER CONCENTRATION OF EMPLOYEES



## KEY FACTS

336,572 employees  
50,254 local units  
*(Source: Smail 2018)*

36.5 bln € export  
16.8 bln € import  
*(Source: Istat Coeweb 2019)*

## FACT-SHEETS

[CLICK HERE OR ON THE IMAGE FOR MORE INFORMATION](#)



Invest in  
MECHANICAL ENGINEERING  
in Emilia-Romagna

Regione Emilia-Romagna Invest in Emilia-Romagna

## INNOVATION ECOSYSTEM

- [Clust-ER Mech – Mechatronics and Motoristics](#) gathering research centres, companies and training institutes
- [MUNER - Motorvehicle University of Emilia-Romagna](#)
- [BI-REX - Big Data Innovation and Research Excellence](#)

## BRANDS

### AUTOMOTIVE



### PACKAGING



### OTHER SECTORS



And many others

The regional companies in the agrifood sector are international leaders in combining tradition and innovation and achieving high standards of food quality and safety. High-quality animal and plant productions, cross sectors as machinery and food packaging are also very competitive

## MAIN SPECIALIZATIONS

- Meat and dairy products
- Bakery and flour products
- Agricultural machinery
- Fruit and vegetables

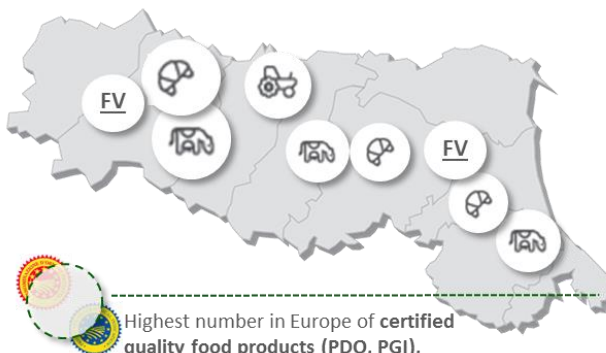
## INNOVATION ECOSYSTEM

- [“CLUST-ER AGRI-FOOD”](#) gathering research centres, companies and training institutes

## INTERNATIONAL TRADE FAIRS

Cibus/Cibus Tec, Eima, Macfrut, Sana, Sigep, and many others

## HIGHER CONCENTRATION OF EMPLOYEES



Highest number in Europe of **certified quality food products (PDO, PGI)**, widespread on all the regional territory

## KEY FACTS

276,593 employees  
85,388 local units  
*(Source: Smail 2018)*

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9.24 bln € export  
7.36 bln € import  
*(Source: Istat Coeweb 2019)*

## FACT-SHEETS

[CLICK HERE OR ON THE IMAGE FOR MORE INFORMATION](#)



## BRANDS



And many others



The regional companies in the building and construction industry have become international leaders in terms of product quality and design innovation and are at the cutting-edge as regards research of materials and production technologies. The region is global leader in the manufacturing of ceramics and tiles.

## MAIN SPECIALIZATIONS

- tiles and ceramics
- high quality furniture and furnishings
- ceramics machinery, earth moving machinery, cranes and hoisting equipment, building material and shutters

## INNOVATION ECOSYSTEM

- “[CLUST-ER BUILD](#)” gathering research centres, companies and training institutes

## INTERNATIONAL TRADE FAIRS

Cersaie, Saie, Tecnargilla, Sun, Sia Guest, Geofluid, H2o, Digital&Bim, R2B

## HIGHER CONCENTRATION OF EMPLOYEES



## KEY FACTS

259,150 employees  
99,234 local units  
*(Source: Smail 2017)*

5.6 bln € export  
1.6 bln € import  
*(Source: Istat Coeweb 2018)*

## FACT-SHEETS

[CLICK HERE OR ON THE IMAGE FOR MORE INFORMATION](#)

### BRANDS

#### CERAMICS



#### BUILDING



#### FURNITURE



#### SERVICES



And many others





A very dynamic and competitive sector (+ 84% export growth in the 2019-08 period) also connected to quality of life, hospitals and clinics renowned for high quality services.

## MAIN SPECIALIZATIONS

- Biomedical
- Pharmaceutical
- Wellness Valley

## HIGHER CONCENTRATION OF EMPLOYEES



## KEY FACTS

137,816 employees  
44,852 local units  
*(Source: Smail 2018)*

3.3 bln € export  
1.5 bln € import  
*(Source: Istat Coeweb 2019)*

## INNOVATION ECOSYSTEM

“[CLUST-ER HEALTH](#)” gathering research centres, companies and training institutes

Scientific institutes of excellence (IRCCS) in orthopedics, neurology, oncology

Leading centres for the production of prostheses

## INTERNATIONAL TRADE FAIRS

Cosmoprof, RiminiWellness, ExpoSanità, Sana, PharminTech and many others

## FACT-SHEETS

[CLICK HERE OR ON THE IMAGE FOR MORE INFORMATION](#)



## BRANDS

### BIOMEDICAL



### WELLBEING



### PHARMA



### PACKAGING



And many others

Regional fashion is a highly internationalized cluster with well-known districts and brands in the textile, footwear and leather goods sectors

## MAIN SPECIALIZATIONS

- Textile and wearing apparel
- Footwear and leather goods

## INNOVATION ECOSYSTEM

“[CLUST-ER CREATE](#)” gathering research centres, companies and training institutes

## FASHION TRADE HUB

**CENTERGROSS** - gathering 240 fashion brands, 98 businesses producing textiles and accessories, 111 service providers.

## INTERNATIONAL TRADE FAIRS

ModaMakers

## HIGHER CONCENTRATION OF EMPLOYEES



## KEY FACTS

75,405 employees  
22,235 local units  
*(Source: Istat Asia 2015)*

7.6 bln € export  
4.3 bln € import  
*(Source: Istat Coeweb 2019)*

## FACT-SHEETS

[CLICK HERE OR ON THE IMAGE FOR MORE INFORMATION](#)

CLOTHING		FOOTWEAR		ACCESSORIES	
MaxMara	LIU-JO	Baldinini	Berluti	FURLA	PIQUADRO
PINKO	TWIN-SET SIMONA BARBIERI	CASADEI	seugio rossi	COCCINELLE	JATO
MARELLA	MARINA RINALDI				
GAUDI SINCE 1983	ICEBERG				
DENNY ROSE CARPI - ITALIA	Blumarine				
Les Copains					
<b>TRADE</b>					
YOOX.COM					



The cultural and creative industries play a key role in the development and quality of life of the regional local community. The production sectors cover cultural and artistic enterprises, media and cultural industries, multimedia and ICT creative services, artistic handicraft products

## INNOVATION ECOSYSTEM

“[CLUST-ER CREATE](#)” and “[CLUST-ER INNOVATE](#)” gathering research centres, companies and training institutes

## INTERNATIONAL TRADE FAIRS

ArteFiera (International Contemporary Art), Bologna Children’s Book Fair, etc.

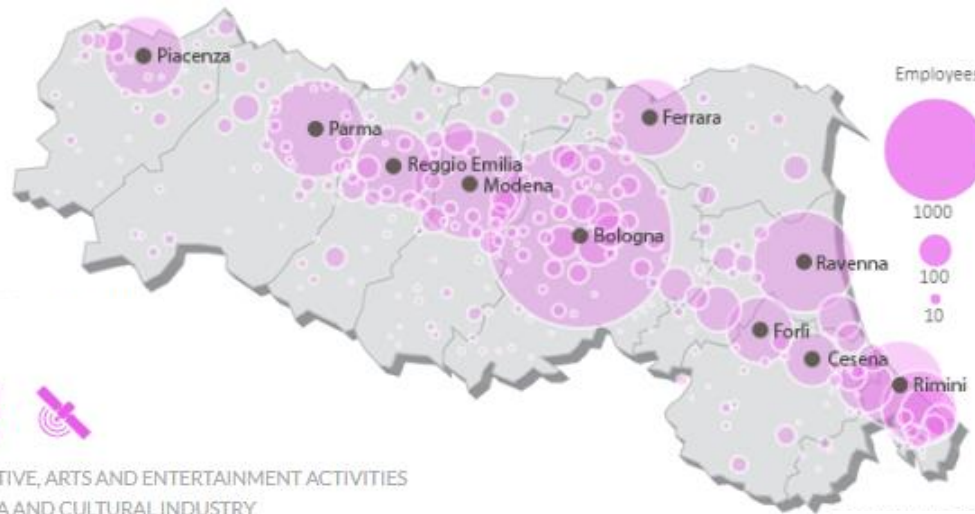
## KEY FACTS

89 thousand employees  
35 thousand local units  
*(Source: Istat Asia 2015)*

7.6 bln € export  
4.3 bln € import  
*(Source: Istat Coeweb 2019)*

## FACT-SHEETS

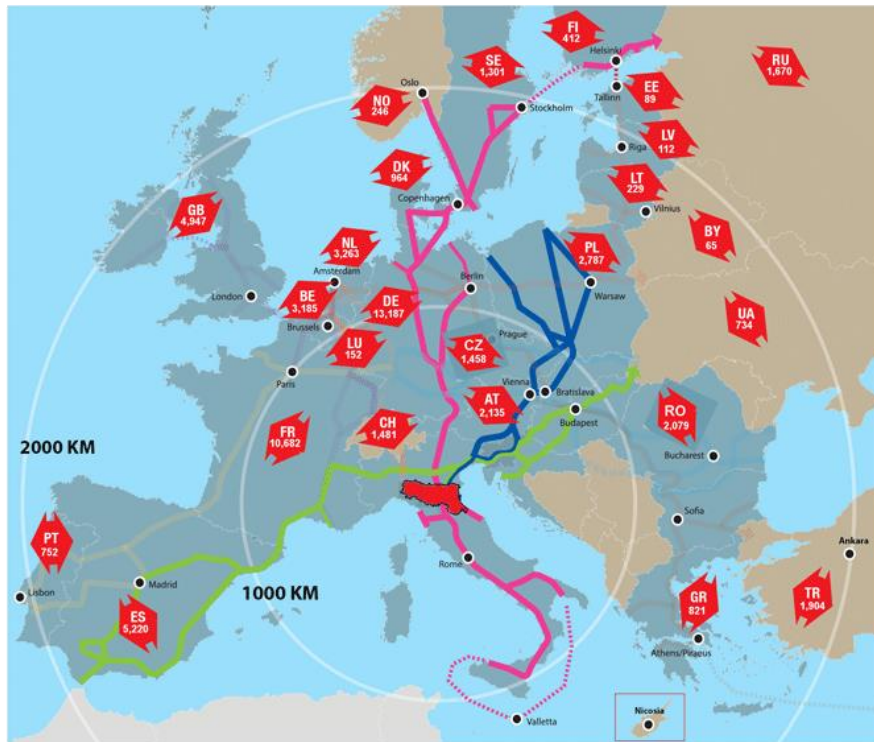
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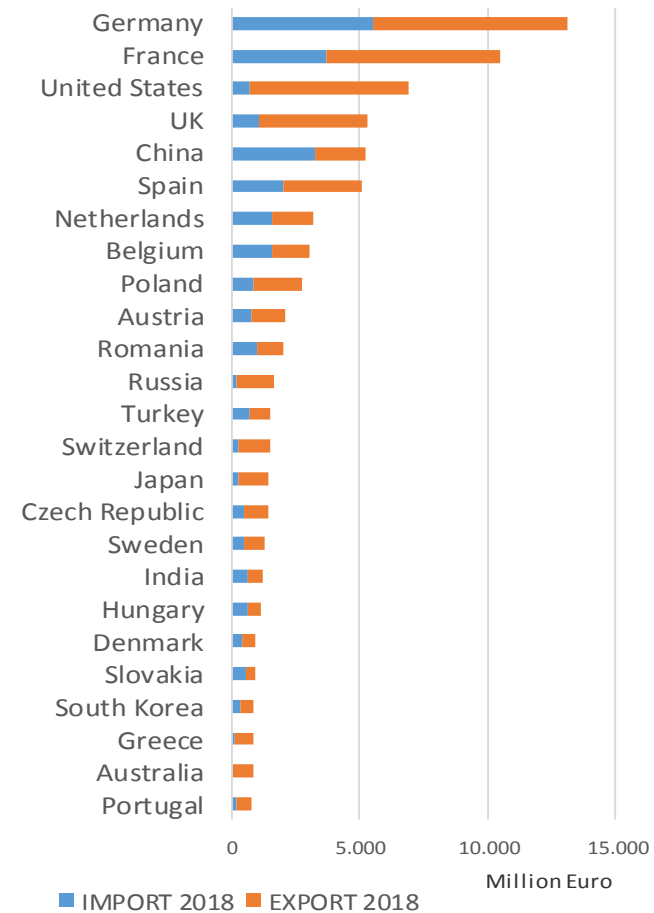
# ACCESS TO MARKETS

## Companies in Emilia-Romagna have extensive access to foreign markets

- Emilia-Romagna is well connected to supply and value chains of most of the main clusters in Europe, and it is a major junction for all transportation systems
- European corridors connect the region to the entire Trans-European Transport Network.



- **Emilia-Romagna: top 25 countries for import+export** (Istat Coeweb, 2018, values in Euro)



## Efficient logistics allow easy access to suppliers and customers

### Main infrastructures:

- **Via Emilia** (the road cross-cutting the region from Rimini to Piacenza )

### International airports

- **3 major hubs:** “Marconi” airport in Bologna (the main regional hub [www.bologna-airport.it](http://www.bologna-airport.it)), in Parma, Rimini and Forlì
- **Other airports in the surrounding area:** Milano Linate, Malpensa, Bergamo (67-120-109 km from Piacenza), Verona (70 km), Firenze (45 km)

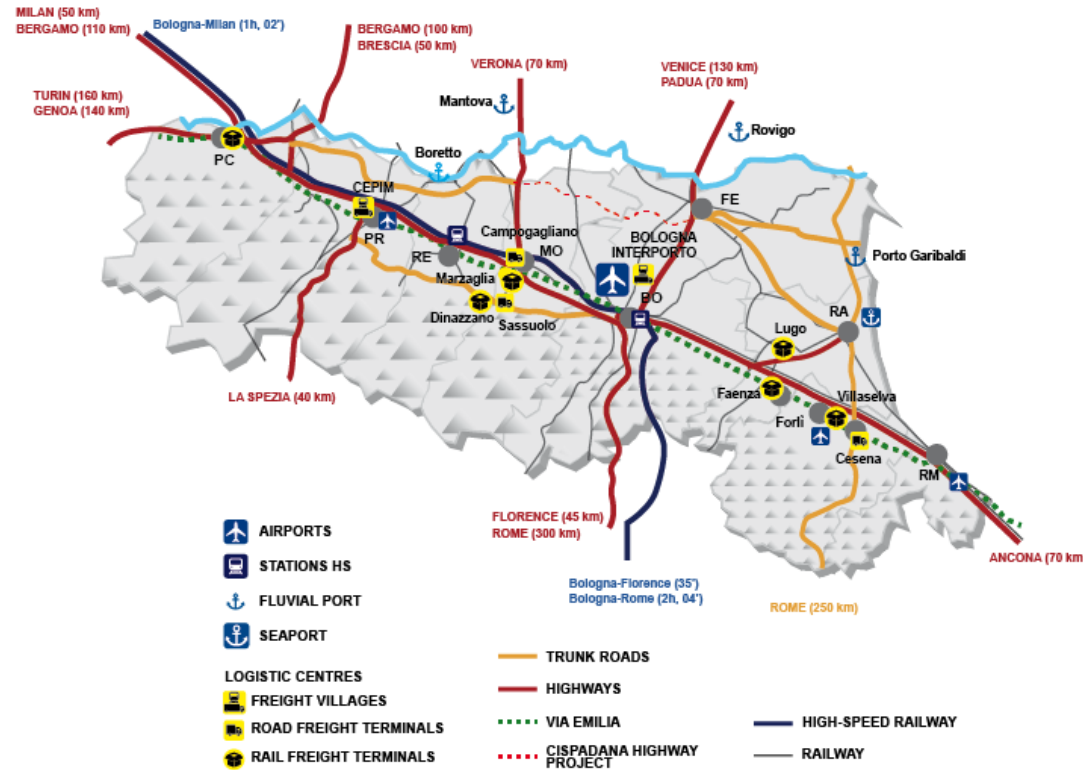
**Freight villages and intermodal terminals** (e.g. Bologna, Parma and Piacenza)

### Ports

- **Ravenna port** ([www.port.ravenna.it/](http://www.port.ravenna.it/))
- Other ports in the surrounding area: Genova (140 km), Porto Marghera -Venice (130 km) , Livorno (170 km)

**High-speed trains** connect the region with major cities

- E.g.: Bologna – Milan (1h 06’), Florence (39’), Rome (2h 24’), Naples (3h 36’), Turin (2h27’)



# OFFER OF LOCATIONS



The region offers a wide range of business parks, most of them located less than 10 kilometers from major motorways and train stations.

Invest in Emilia-Romagna - our contact point for foreign investors - provides support for identifying the best location for you

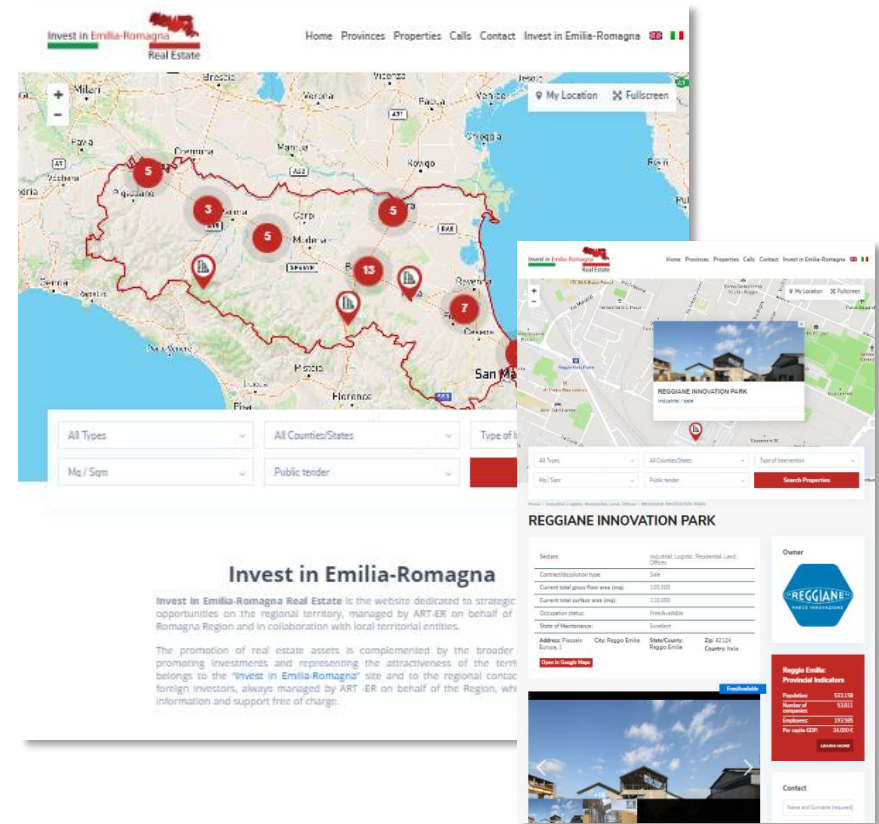


Have a look at **Invest in Emilia-Romagna Real Estate**, the website dedicated to strategic real estate opportunities on the regional territory, managed by ART-ER on behalf of the Emilia-Romagna Region and in collaboration with territorial bodies:

<https://realestate.investinemiliaromagna.eu/>

### You will find:

- A wide range of opportunities
- Detailed information for each property
- Description of the territorial context with a specific focus on each province





The regional contact point offers tailored support for identifying locations also thanks to a widespread regional network. Invest in Emilia-Romagna Real Estate provides a wide range of opportunities and information.

Contact us and find the best solution for your business.



## Featured properties

A selection of the most interesting opportunities



### REGGIANE INNOVATION PARK

The property consists of 210,000 sq.m (of which 70,400 sq.m of existing industrial buildings) to be converted in di [more]

[full info](#)



### FAIBENE - ITALIAN WELLNESS FACTORY

The project concerns development of the former Novarese Colony (built 1933-1934), an important example of rationali [more]

[full info](#)



### NAVILE - STUDENT HOUSE

The area is in a strategic position due to its proximity to the university of Bologna area, the High Speed railway [more]

[full info](#)

## Find the property that suits your needs

TYPES OF PROPERTY	TYPES OF INTERVENTION
Industrial	New Construction
Logistic	Renovation
Student House	Demolition & Reconstruction
Tourism - Hospitality	Urban Development
Residential	Other
Commercial	
Land	
Senior House	
Long Term Care	
Social Housing	
Offices	
Parking	
Other	

# TAX AND INCENTIVES

Here you find the main opportunities concerning tax and incentives.

Please contact [investinemiliaromagna@art-er.it](mailto:investinemiliaromagna@art-er.it) for more information

## TAX AND INCENTIVES

- **R&D**

50% tax credit on R&D incremental expenses incurred in the period 2017-2020 up to max €20 mln/year calculated on a fixed basis given by the average of R&D expenses in the period 2012-2014 (highly qualified personnel, lab instrument and equipment, know-how, patents, activities from universities, public research or innovative start-ups).

- **Employment**

Cut of costs of labor for employers hiring people on a permanent basis, with increasing deductions for women. Bonus for employers who hire young workers (under 35 in 2018, under 30 from 2019) equal to the 50% on tax relief on social security contributions or to the 100% for the South of Italy.

- **Energy efficiency**

Deductions for taxpayers who invest to improve efficiency up to the 75% of existing building.

- **Patent box regime**

Tax incentive on the income derived from licensing or direct exploitation of intangible assets (patents, know-how, trademarks) consisting in a reduction of the IRES and IRAP taxes up to 50%.

- **Recapitalization of companies**

Tax incentives for equity capital increase.

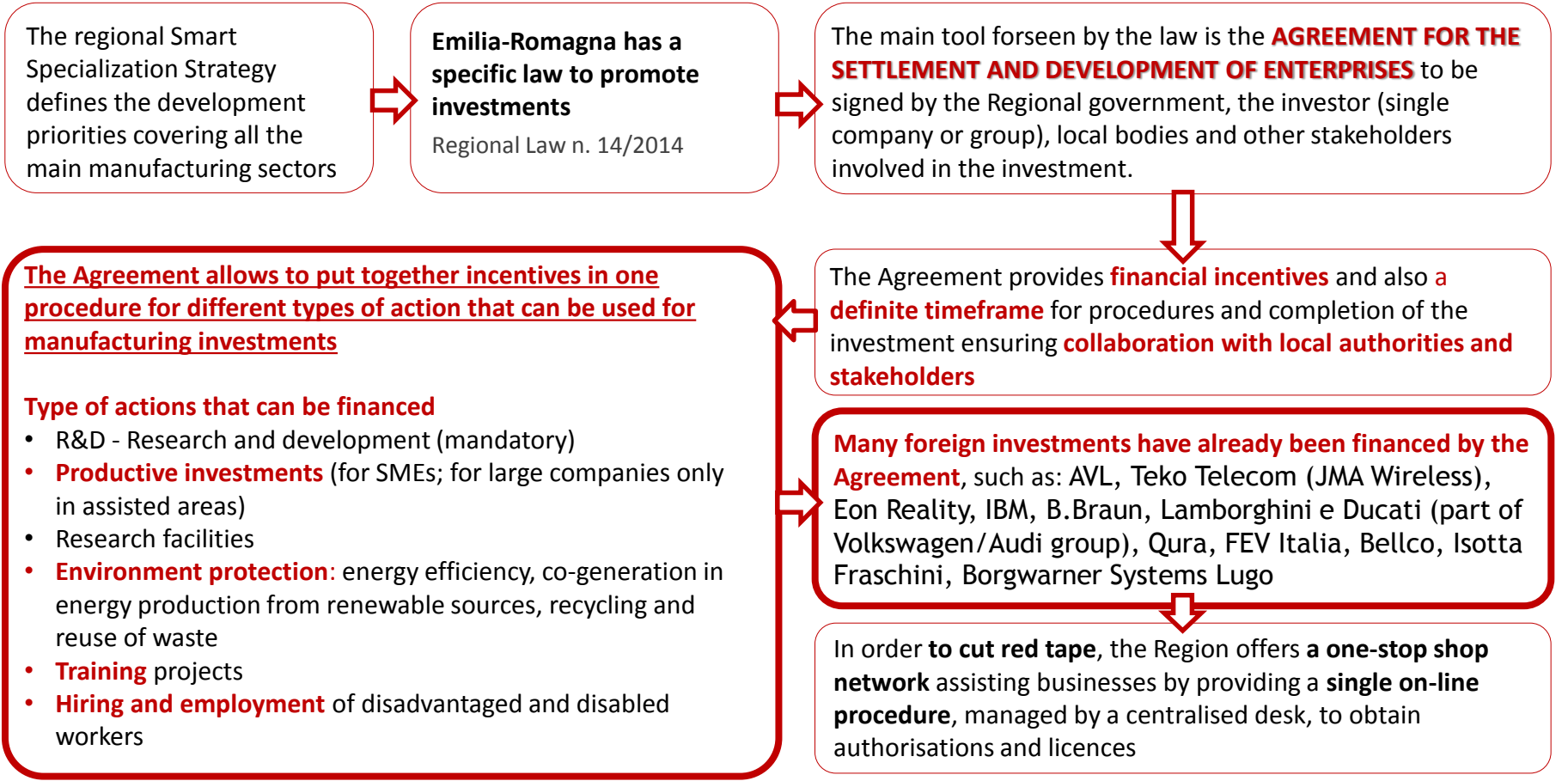
- **Hyper-depreciation**

250% over-valuation of investments in newly purchased or leased tangible assets, devices and technologies enabling the Industry 4.0 transformation.

- **Super depreciation**

130% overvaluation of investments in newly purchased or leased capital goods. Companies with access to hyper-depreciation, may benefit from a 140% over-valuation for investments in intangible assets (software and IT systems).

## EMILIA-ROMAGNA provides strong incentives for manufacturing activities



National incentives are also available, the Region can co-finance them.

The Development Contract can support large industrial investments.

Fast track available for foreign investments.

## • **DEVELOPMENT CONTRACT**

**supports large investments in the sectors of industry, tourism and environmental protection**

**AMOUNT OF INVESTMENT:** >20 million euro (7.5 mln for agricultural businesses)

**INCENTIVES:** depend on the type of project, location and the size of the company.

**Some examples:** LAMBORGHINI, YNAP, KASTAMONU, ALCAR, CAVIRO, ALSTOM (multi-regional)

## • **INNOVATION AGREEMENTS**

finance R&D and experimental development projects focusing on: ICT, nanotechnologies, Advanced Materials, Biotechnologies, Advanced Manufacturing, Aerospace, H2020 priorities

**AMOUNT OF INVESTMENT:** > 5 million and < 40 million euros - **DURATION:** < 36 months

**INCENTIVES** - in compliance with EU regulation - depend on the type and location of the project, the size of the company.

• Incentives: **about 26%** of the total, **regions finance 3%** of the total amount of the investment

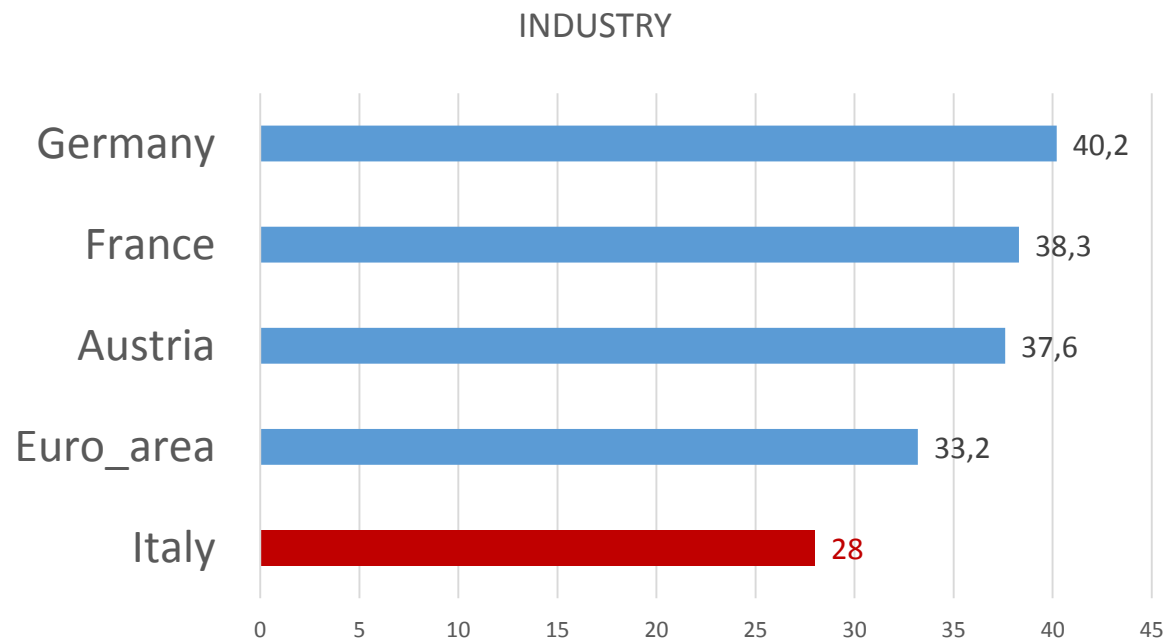
**Projects presented by foreign companies** - amount of investment  $\geq$  €50 mln (€20 mln for Food processing) - gain access to the “fast-track” procedure (shorter timing, ad hoc resources).

More info at [www.invitalia.it](http://www.invitalia.it)

# HUMAN RESOURCES

Italian Labour cost in industrial companies is lower than the Eurozone average

Per hour labour cost in €, in enterprises with 10 or more employees, **Industry**, Eurostat 2018



Availability of highly educated and skilled human resources ensured by a widespread university system and higher training institutes

## University

### 7 universities in Emilia-Romagna

- over 400 courses
- 153 masters
- 126 specialization courses
- 113 Ph.D
- **150 thousand students enrolled**

- **Industry 4.0:** 86 university programmes, 37 doctoral programmes and 26 master's degree programmes

- **MUNER, the Motorvehicle University of Emilia-Romagna**



## Higher Technical Training

**158 thousand students in Technical Institutes** (year 2017-18) in North East Italy

The regional offer includes:

- Polytechnic Networks
- Higher Education and Technical training (IFTS)
- Higher Technical Institutes related to the regional specializations
- Foundations (e.g. FITSTIC, INDUSTRY 4.0)



An innovation ecosystem is easily available to investors thanks to specialized “CLUST-ERS”  
Associations gathering companies, laboratories and training institutes



<https://mech.clust-er.it/en/>



<https://www.associazionebigdata.it/>



<https://motorvehicleuniversity.com>



<https://agrifood.clust-er.it/en/>



<https://build.clust-er.it/en/>



<https://greentech.clust-er.it/en/>



<https://create.clust-er.it/en/>

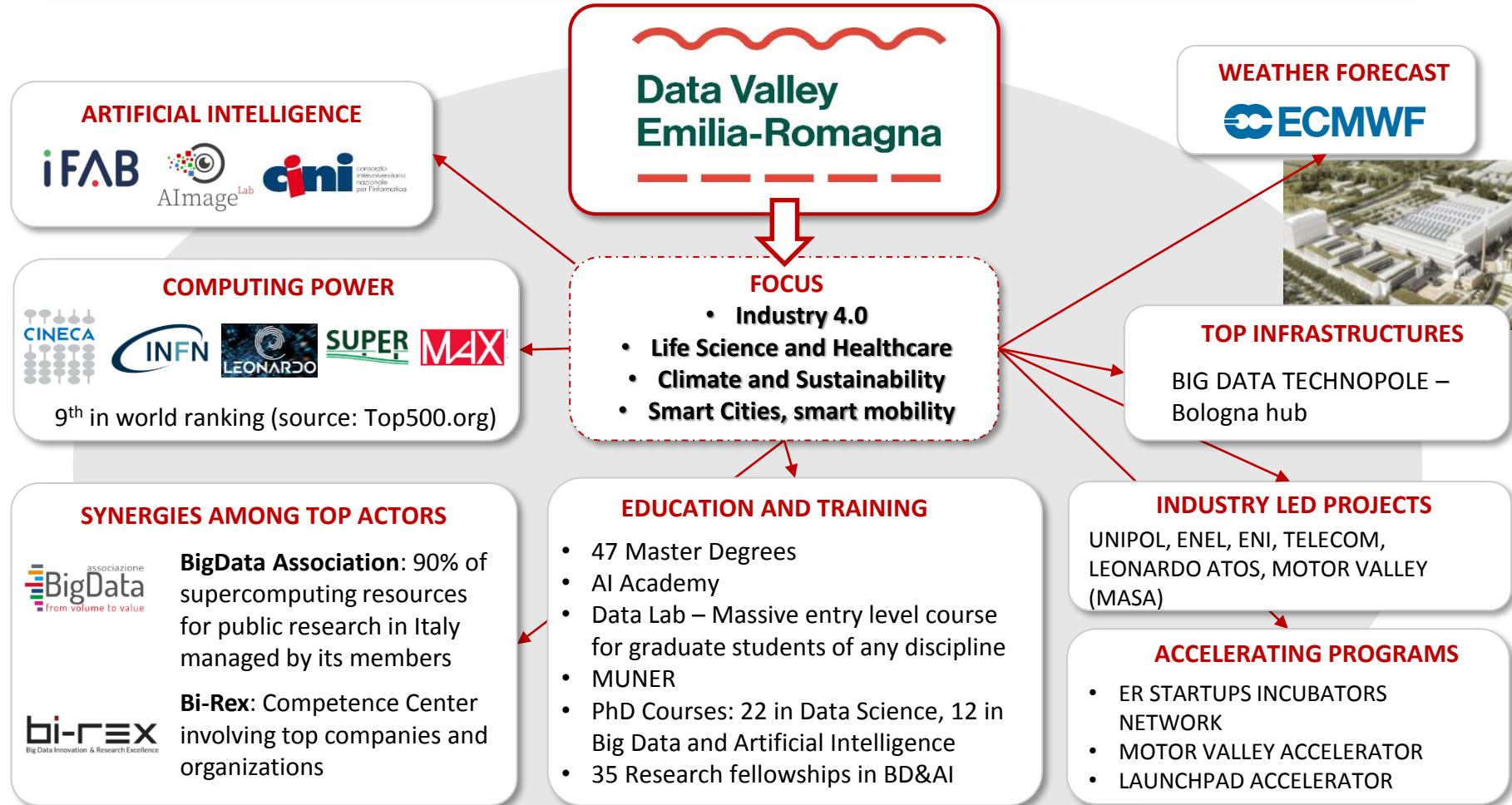


<https://health.clust-er.it/en/>



<https://innovate.clust-er.it/en/>

## Be part of the Data Valley Emilia-Romagna!



SUPPORTED BY THE REGIONAL BIG DATA COMMUNITY

## **A TOP CLUSTER, AN OPEN REGION, A GREAT OPPORTUNITY**

Emilia-Romagna is an open region with **top world clusters** that aims to **attract new investments to be integrated in its main supply and value chains**

The region boasts **convenient locations and collaborative administrations providing incentives** and reliable timeframes  
and a business and innovation ecosystem of excellence that is willing to start **new partnerships**

## **CONTACT POINT**

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### **EMILIA-ROMAGNA REGION**

GD Knowledge Economy

Department for Business internationalization & FDI Attraction

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