

15 good reasons

to invest in Emilia-Romagna

Invest in Emilia-Romagna



www.investinemiliaromagna.eu

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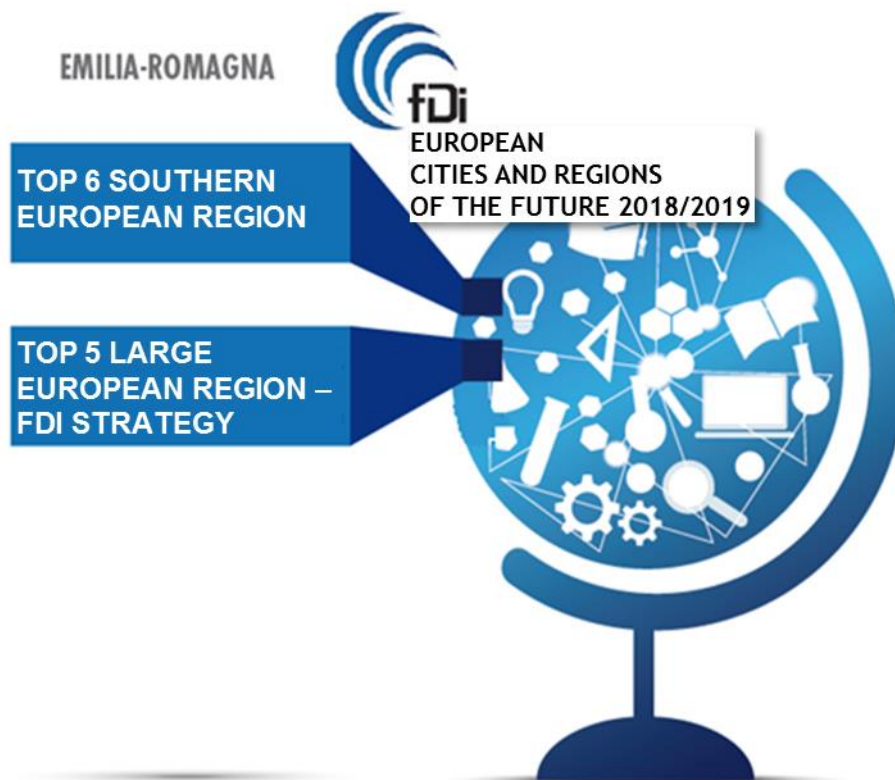
Logos (www.logos.it)

Updated: 20/01/2019

Introduction

Emilia-Romagna is a region open to new foreign investment. Businesses will find here valuable opportunities and advantages, enabling them to innovate and grow in a highly specialised economic system, with easy access to international markets, a broad ecosystem of suppliers/customers and skilled human resources. A region whose development model has been able to combine economic competitiveness with a high level of social cohesion and an enviable quality of life.

A strong tradition that looks to the future. The "European Cities & Regions of the Future 2018/19" report, released by the Financial Times foreign investment specialist division, recognised Emilia-Romagna in the following categories: 'Top 10 Southern European Regions', 'Top 10 Large European Regions – FDI Strategy'.



A public administration that supports new investment. The territory is governed at regional level by the Emilia-Romagna Region, which passed a specific "Regional Investment Promotion Law (R. Law no. 14/2014). The region comprises 328 municipalities that are grouped into one metropolitan city (Bologna) and 8 provinces (Ferrara, Forli-Cesena, Modena, Parma, Piacenza, Ravenna, Reggio Emilia and Rimini). The resident population numbers 4,452,629 inhabitants (1/1/2018).

15 good reasons to invest in Emilia-Romagna

Emilia-Romagna offers many attractions and advantages for foreign investors:

Infrastructure

1. Strategic position
2. Transport networks
3. Big data region

Economy

4. Sound economy
5. High level of specialisation and internationalisation
6. Green region
7. Exhibition centres

Skills and knowledge

8. Innovative region 4.0
9. Widespread research system
10. Universities and education
11. Labour market

Quality of life

12. Social cohesion and quality of life

Policies, incentives, procedures

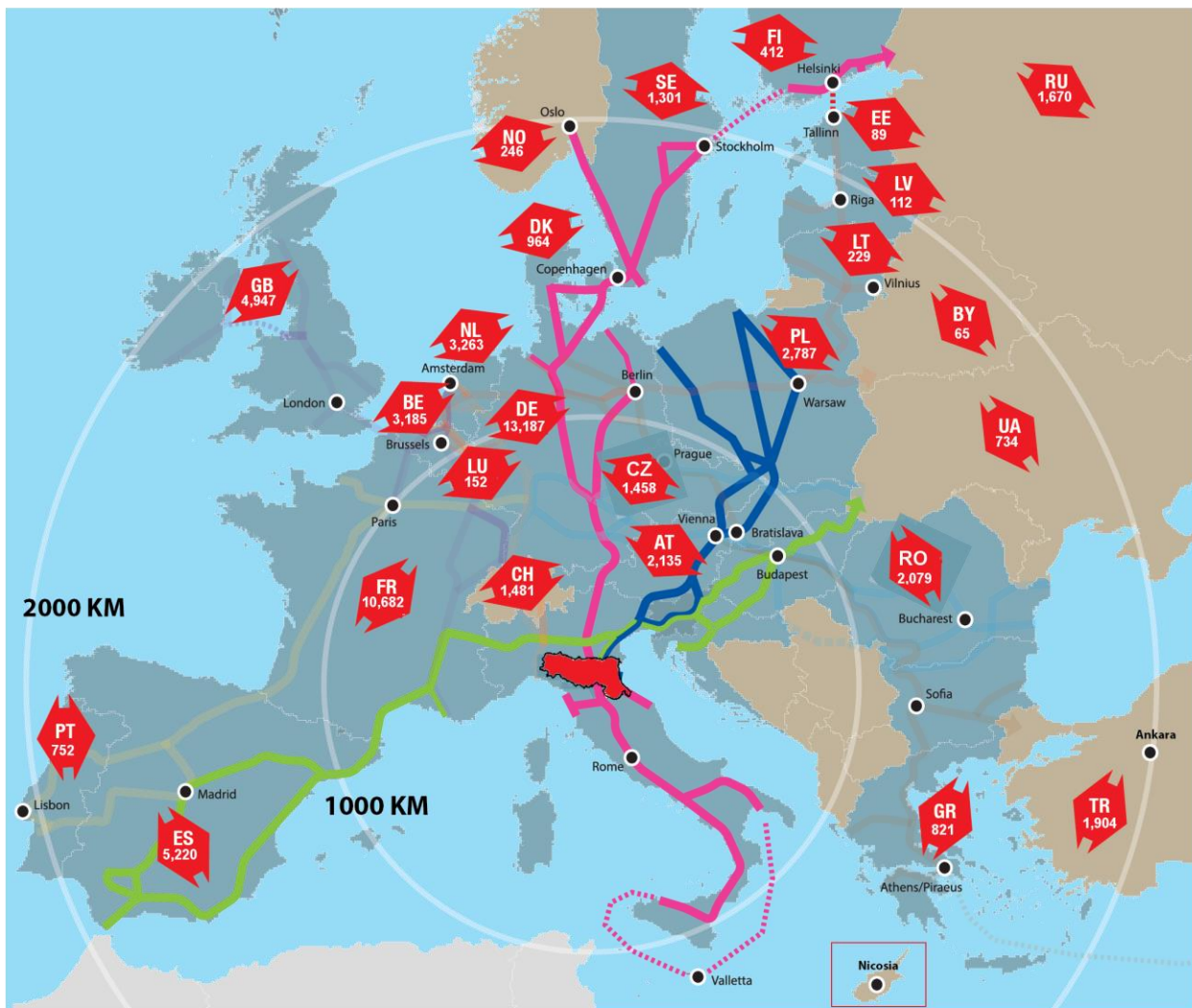
13. Incentives and financial support: main topics
14. Investment Promotion Law
15. Effective governance

- **Invest in Emilia-Romagna (Contact Point)**
- **15 case studies**

1. Strategic position

Emilia-Romagna is a **major junction for all transportation systems** connecting the centre of Europe with southern Italy, northern Europe and countries in the Adriatic and Mediterranean regions. The “Scandinavian-Mediterranean”, “Baltic-Adriatic” and “Mediterranean” corridors connect the region to the entire Trans-European Transport Network.

Companies in Emilia-Romagna have **extensive access to foreign markets** at both European and global level. The following map shows the foreign trade amounts (imports+exports).



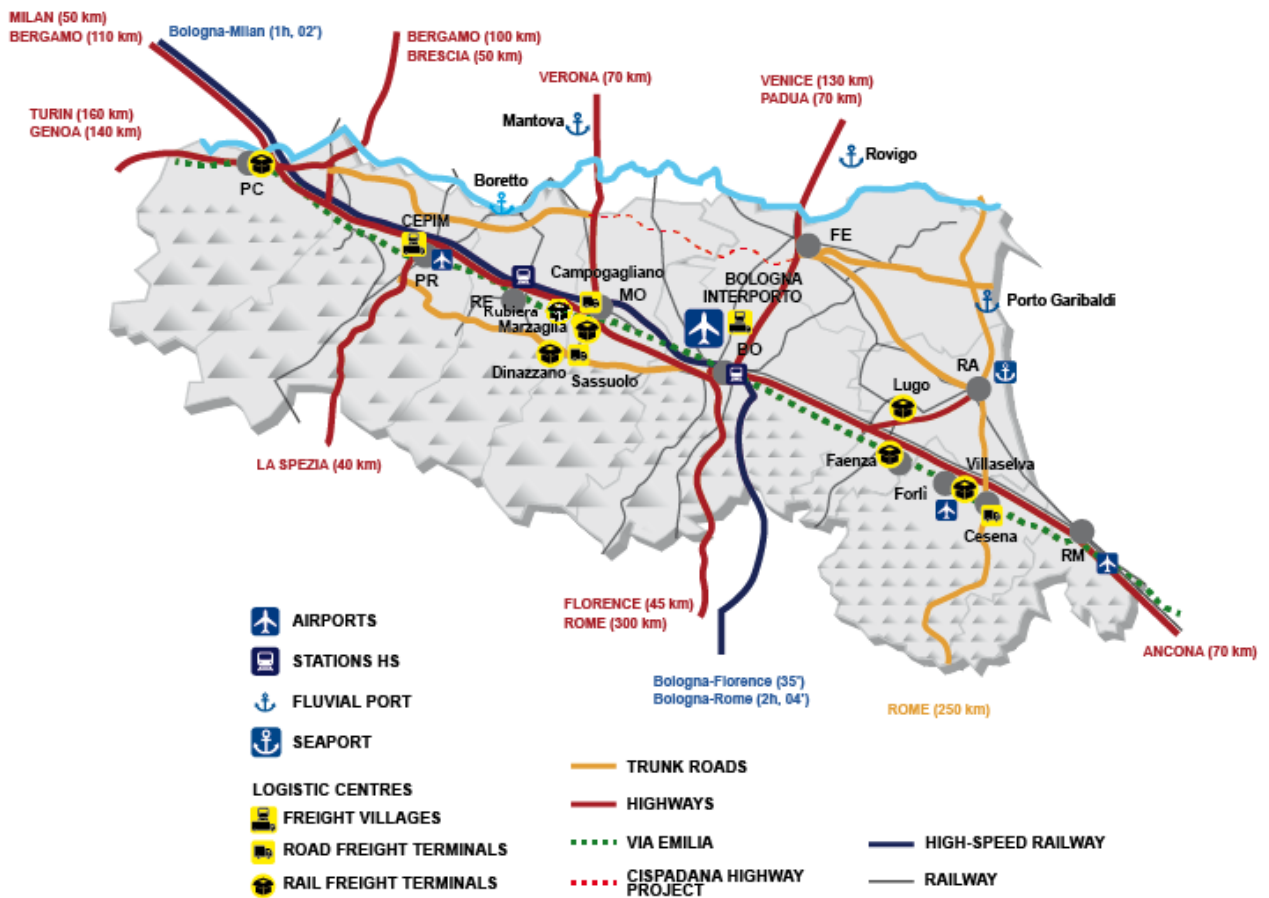
TRANS-EUROPEAN TRANSPORT CORRIDORS

- Scandinavian - Mediterranean
- Atlantic
- Rhine - Alpine
- Mediterranean
- North Sea - Mediterranean
- Rhine - Danube
- Baltic - Adriatic
- Orient / East-Med
- North Sea - Baltic

IMPORTS+EXPORTS TO/FROM EMILIA-ROMAGNA REGION IN 2017

Amounts in million euro (Source: Istat - Coeweb)

2. Transport network

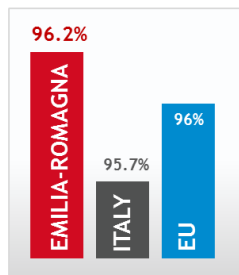


The regional transport network covers the whole territory. The map on this page shows just the main infrastructure.

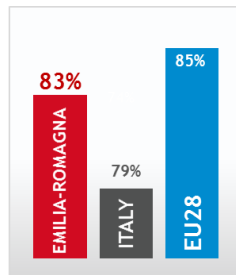
- **Via Emilia** is a road that cuts across the region from southeast to northwest, with a high concentration of economic activity and the main logistics hubs and junctions.
- **Three international airports:** Bologna (the main regional hub, www.bologna-airport.it), Parma and Rimini.
- The main **freight villages** are in Bologna and Parma (CEPIM). Important hubs are located in Piacenza, Marzaglia (Modena), Villa Selva (Forlì), Ravenna, Bologna S. Donato. The rail route connecting Bologna and Reggio Emilia with Turin, Milan, Florence, Rome and Naples is served by both **high-speed and traditional trains**.
- **Ravenna port** is the most important in the region (www.port.ravenna.it/).
- **High-speed trains connect the region with major cities** (e.g. Turin, Milan, Florence, Rome, Naples).

3. Big data region

Emilia-Romagna offers high **broadband coverage** due to a digital infrastructure that ensures a high level of connectivity throughout the entire territory.



COMPANIES WITH BROADBAND CONNECTION (FIXED OR MOBILE)
ISTAT-EUROSTAT 2017



HOUSEHOLDS THAT HAVE BROADBAND ACCESS
(EUROSTAT 2017)

Emilia-Romagna is the leading Italian region according to the Digital Economy and Society Index (DESI) prepared by Ernst&Young in 2016. According to the Smart City Index 2018, 8 regional towns rank among the top 23 at national level, out of more than 100 Italian towns and cities. This index considers such indicators as the economy, governance, broadband coverage, mobility, innovation, quality of life, green economy, etc.

Lepida Spa, the broadband network for Emilia-Romagna's public administrations, ensures the availability of high-speed connectivity for the entire region (98% of the Municipalities have fiber optics connection), boosting efficient e-government services for companies. (www.lepida.it/en).

Business opportunity – Bologna Big Data Technopole

The **Big Data Technopole** is located in the area of the "Former Tobacco Factory" in Bologna, in a supportive business environment boasting a critical mass of research centers and innovative companies.

In the same area will be located:

- **One of the 20 world most powerful HPC computers** by 2020;
- **Innovative companies** related to the sectors of the digital economy;
- The **data centre of ECMWF** (European Centre for Medium-Range Weather Forecasts);
- **Cineca**, an Inter-university consortium with supercomputer ranking first in the EU as regards calculation systems for scientific research and Big Data;
- **Bi-Rex** (Big Data Competence Center) involving 61 public and private stakeholders, committed to connect Big Data to industry;
- **Other relevant national Research Centres:** INFN (National Institute for Nuclear Physics), ENEA (Italian National Agency for New Technologies, Energy and Sustainable Economic Development), CINI (National Interuniversity Consortium for Informatics).

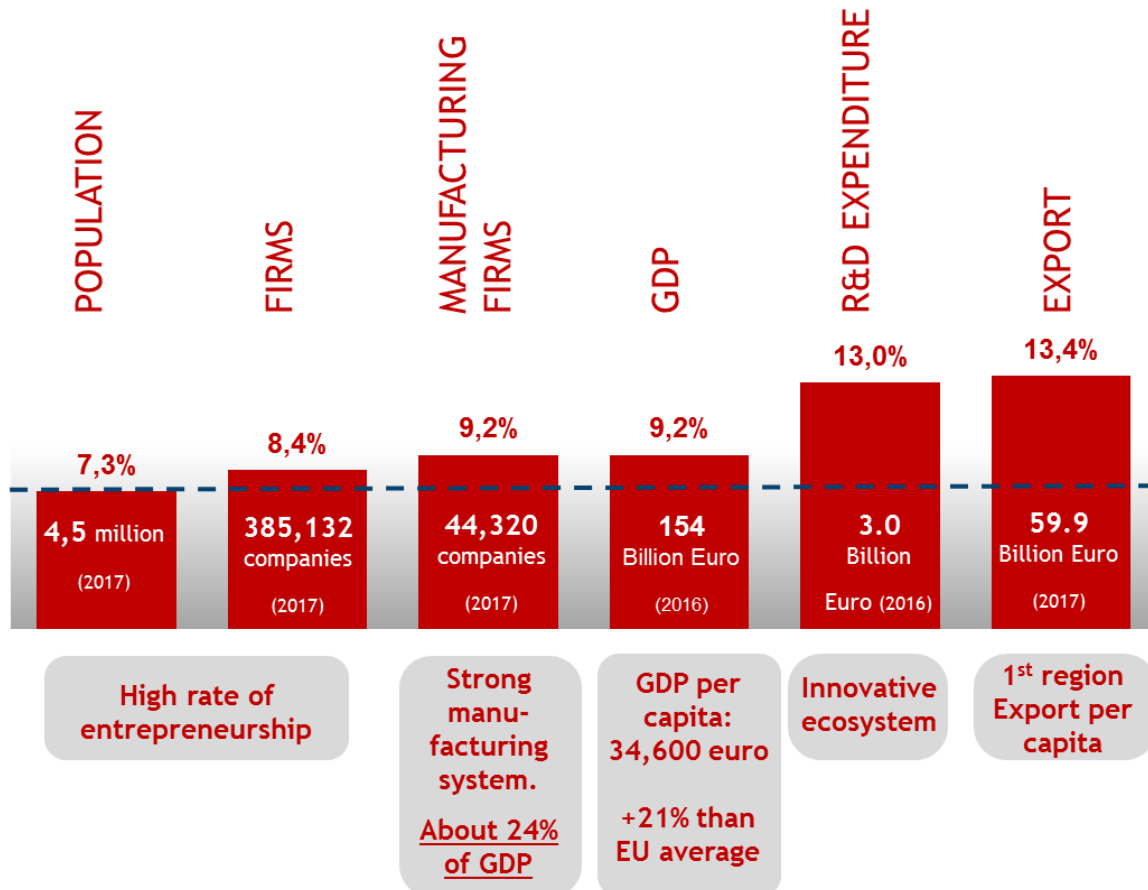


[Click here to see the video "Big Data Technopole – Bologna Hub"](#)

4. Sound economy

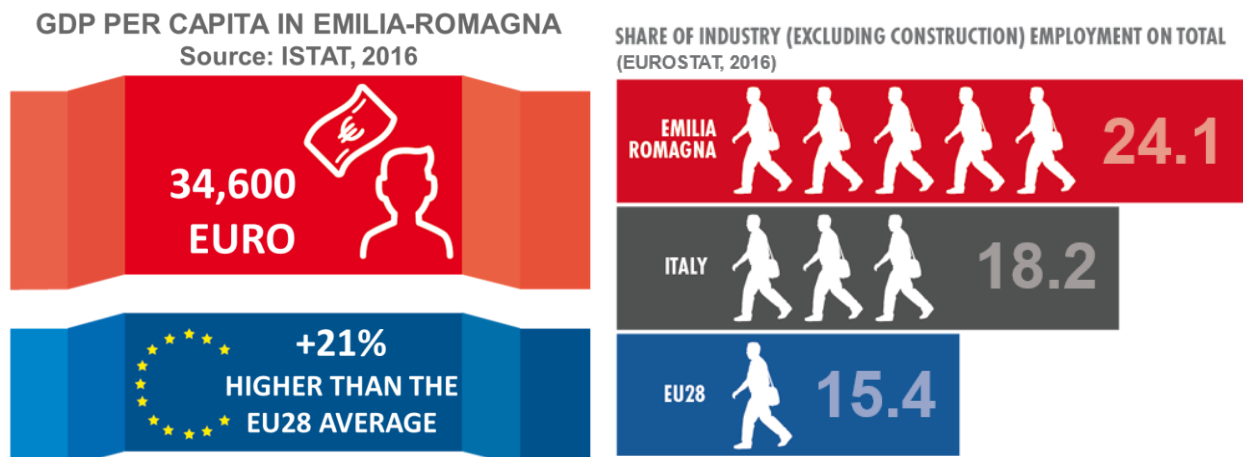
Emilia-Romagna is one of the most competitive Italian regions, due to an economic system that is increasingly active in international markets and featuring a high rate of entrepreneurship, a strong manufacturing sector and a willingness to innovate.

EMILIA-ROMAGNA: SHARE ON ITALIAN TOTAL



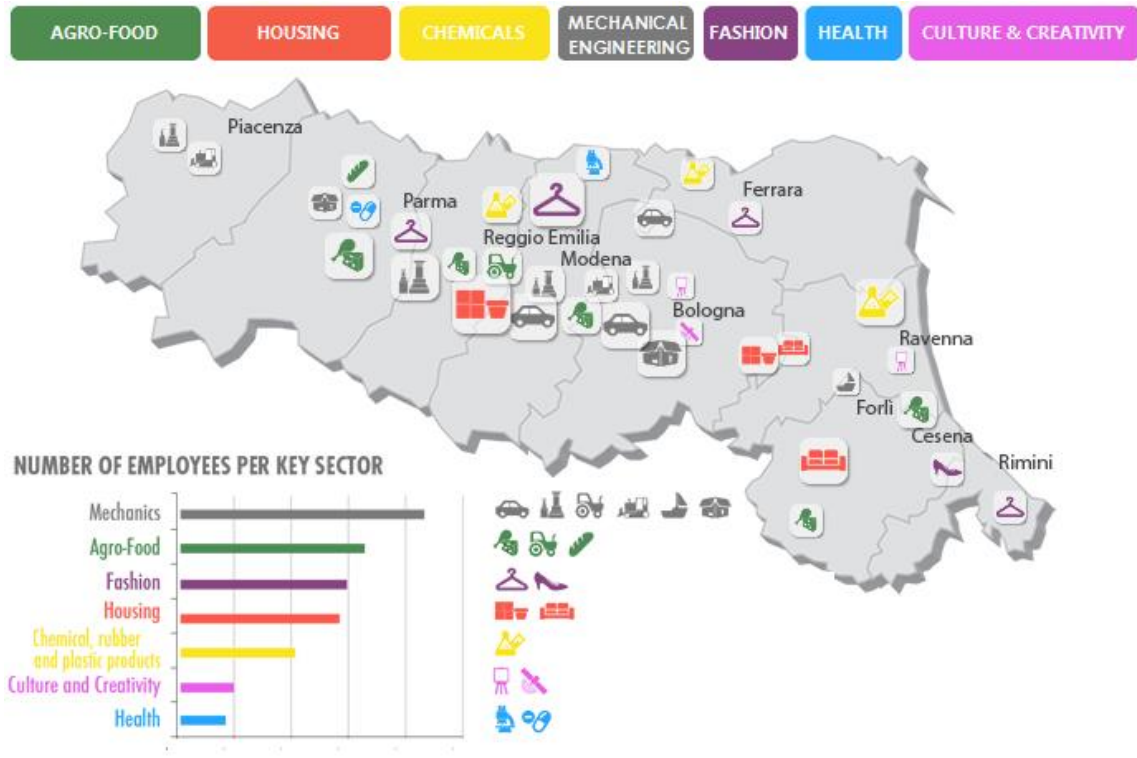
- GDP per capita higher than the Italian and EU28 averages

Regional GDP per capita was 34,600 euro per inhabitant in 2016, about **19% higher than the current EU28 average**.

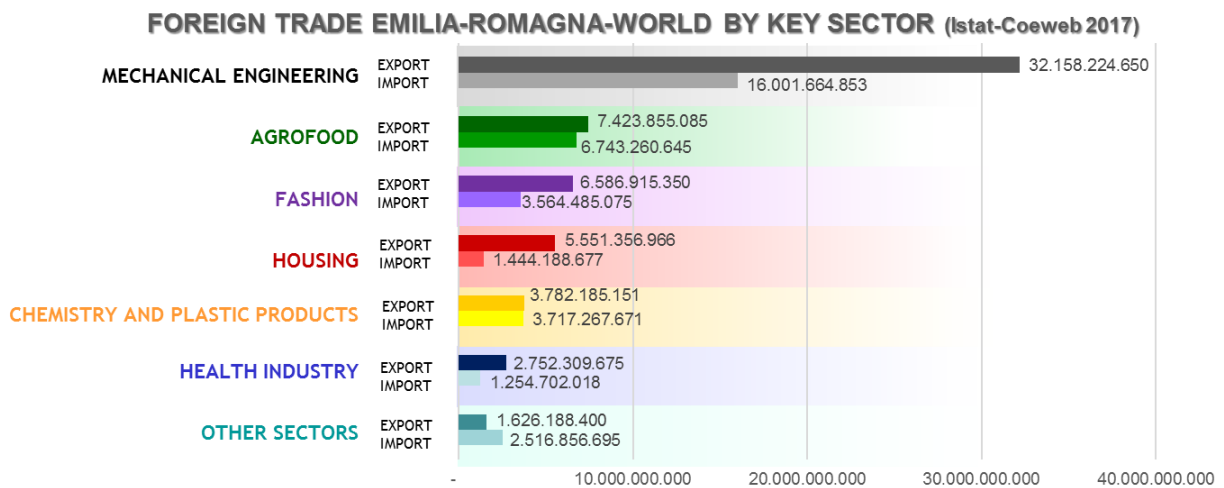


5. Specialisation and internationalisation

All key sectors have strong interfaces with sub-sectors throughout the entire value chain: **Mechanical Engineering & Automotive, Agro-food, Fashion, Housing and Construction, Chemicals, Culture & Creativity and Health.**



Regional imports total 35.2 billion euro while exports amount to 59.9 billion, representing 13.4% of the Italian total (2017, Istat-Coeweb).



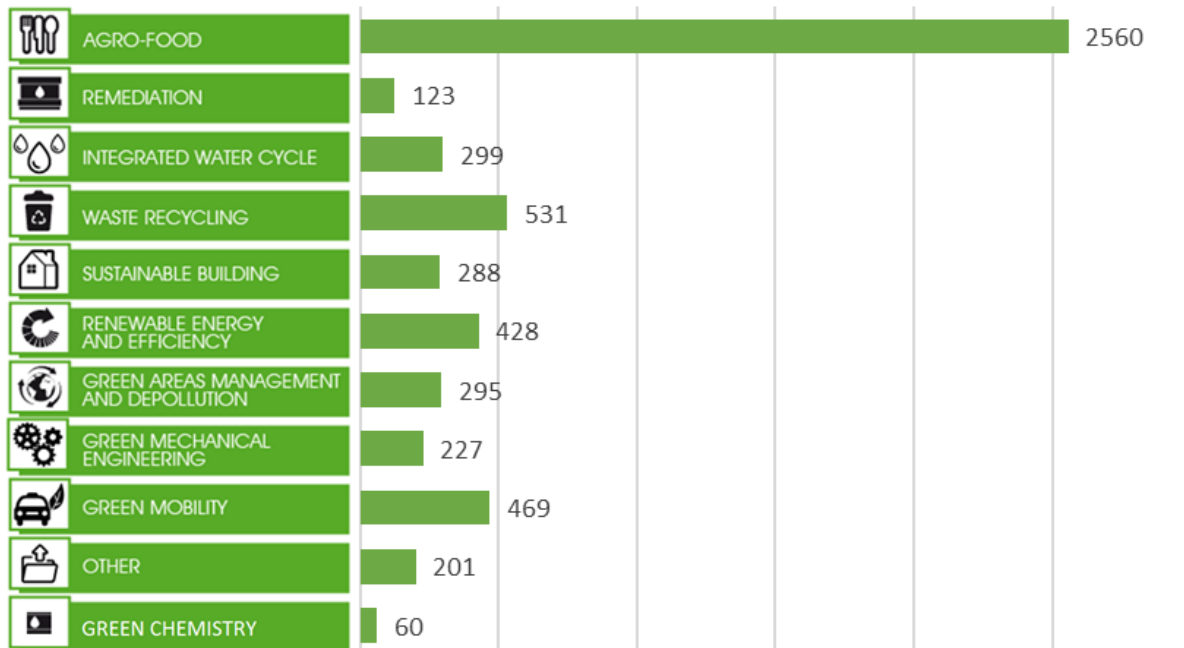
Regional exports of 'tiles and ceramics' amount to 94% of the national total. Exports of 'meat and meat-based products' account for about 38% of the national total. About one fourth of Italian exports of 'agricultural machinery' (28%), 'other general purpose machinery' (28%) and 'tubes, pipes, hollow profiles and related fittings', and one fifth of 'apparel', 'motor come from Emilia-Romagna.

6. Green region

Regional companies belonging to the green economy in Emilia-Romagna (5.481 companies in 2018) cover a wide range of economic sectors, with a presence in the main clusters of the region.

Green economy in Emilia-Romagna – N. of companies divided by sectors

(Source: GreenER – Green Economy Monitoring Centre – ERVET, 2018)



Examples include the processing of organic food products and the use of technology in the **agro-food** cluster, bio-building in the **construction** cluster and transportation with a low environmental impact in the **automotive engineering** field. In addition, the **more general sectors** are active in research into new materials and the supply of machinery, while newly **emerging sectors** address renewable energy and energy efficiency. The **traditional «green» sectors** are represented by waste management and water treatment. Environmental **certification services** are also important.

Green economy and technological innovation

Laboratories from the regional **High Technology Network** (e.g. ‘Energy and Environment platform’) are related to green economy research areas and are also part of “Clust-ERs”, communities of public and private research centers, companies and training institutes (e.g. ‘Clust-ER Greentech - Energy and Sustainability’).

Regional law for promotion of investments (Reg. Law 14/2014)

The “Agreement for the Settlement and Development of Companies” provided by the law include ‘environmental protection and energy saving’ as category of aid.

7. Exhibition centres

The Emilia-Romagna trade fair system is one of the most important in Europe, with nine exhibition centres active in the region.



Link

- **BolognaFiere** - www.bolognafiere.com (IT, EN)
- **Fiere di Parma** - www.fiereparma.it (IT, EN)
- **Rimini Fiera** - www.riminifiera.it (IT, EN + others)
- **Cesena Fiera** - www.cesenafiera.com (IT)
- **Fiera di Faenza (Ravenna)**- www.fierafaenza.it/ (IT)
- **FerraraFiere – Congressi** - www.ferrarafiere.it/ (IT)
- **Fiera di Forlì** - www.fieraforli.it (IT, EN)
- **ModenaFiere** - www.modenafiere.it (IT, EN)
- **Piacenza Expo** - www.piacenzaexpo.it (IT)

Bologna, Parma and Rimini host over 30 international trade fairs every year, attracting about 2 million visitors.

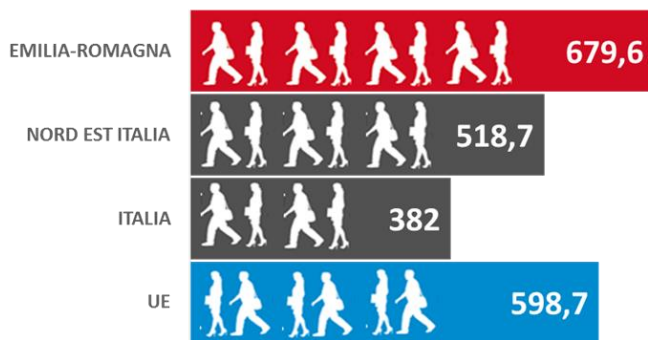
- **MECHANICAL ENGINEERING:** Motor Show (Modena, www.motorshow.it), Autopromotec (Bologna, <https://www.autopromotec.com/en/t>), SPS-IPC-DRIVES (Parma, www.sps-italia.net), MECSPE (Parma, www.mecspe.com), SALONE DEL CAMPER (Parma, www.salonedelcamper.it);
- **AGRI-FOOD:** CIBUS / CIBUS TEC (Parma, <http://www.cibus.it/en/> - <http://www.cibustec.it/en/>), EIMA INTERNATIONAL (Bologna, www.eima.it/en/), SANA (Bologna, www.sana.it/en/), MACFRUT (Rimini, www.macfrut.com/en/), SIGEP (Rimini, <https://en.sigep.it/>)
- **HEALTH:** RIMINI WELLNESS (www.riminiwellness.com); COSMOPROF (Bologna, www.cosmoprof.it), EXPOSANITA' (Bologna, www.exposanita.it/en/)
- **HOUSING / CONSTRUCTION:** SAIE and CERSAIE (Bologna, www.saiebologna.it/en/; www.cersaie.it/en/), TECNARGILLA (Rimini, <https://en.tecnargilla.it/>), SUN (Rimini, <https://en.sunexpo.it/>)
- **CULTURE AND CREATIVITY:** ARTE FIERA (Bologna, www.artefiera.it/en/), Bologna Children's Book Fair (Bologna, www.bookfair.bolognafiere.it/en/)
- **DIGITAL TRANSFORMATION AND INNOVATION:** R2B - Research To Business (Bologna, www.rdueb.it)
- **GREEN ECONOMY:** Ecomondo (Rimini, www.ecomondo.com), Key Energy (Rimini, www.keyenergy.it), Remtech (Ferrara, www.remtechexpo.com)

8. Innovative region 4.0

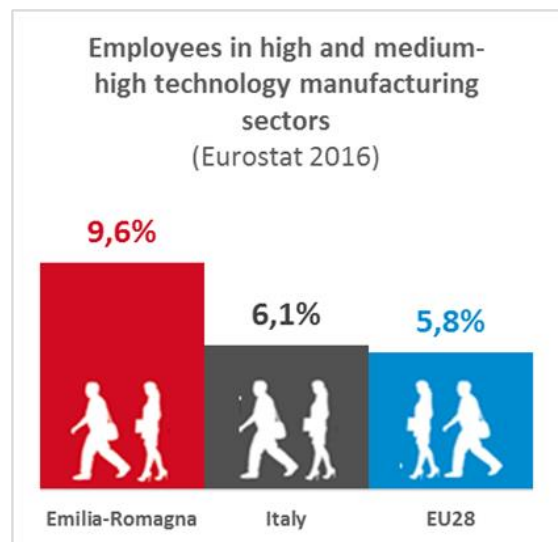
In Emilia-Romagna, about **37thousand persons are employed in R&D sectors** (70% in private subjects, 30% in the public one), while **total investment in R&D reached 3 billion euro in 2016** (Eurostat).

The regional **intra-mural expenditure in R&D per inhabitant** is much higher than the national and UE average. Even if the regional population is about 7% of the national total, **R&D personnel and researchers** reach 13% of Italian total.

R&D INTRA-MURAL EXPENDITURE – EURO PER INHABITANT -
Source: EUROSTAT - 2016



EMILIA-ROMAGNA: % ON ITALIAN TOTAL
Source: ISTAT 2017 - EUROSTAT 2016



The good regional performance is related to an industry strongly oriented towards high technology sectors. The **Advanced Mechanical Engineering cluster is spread all over the region and supports all the other regional key sectors**: Agrifood (e.g. agricultural machineries, food packaging); Housing (e.g. machinery for building and ceramics), Health Care (e.g. electro-medical equipment, packaging), Fashion, Culture and Creativity.

Emilia-Romagna 4.0

The regional companies are particularly **receptive to the innovations of the Industry 4.0**, supported by specific regional and national measures, and by the regional R&D network, universities and training institutes.

The **regional universities** provide 86 degree programmes, 37 doctoral programmes and 26 master degree programmes **concerning Industry 4.0**.

The incentives provided by the **Regional Law for the Promotion of Investments 14/2014**, together with national instruments such as the **Innovation Agreements**, show a **strong orientation towards industry 4.0**, also with specific calls focused on IoT - Internet of the Things, AI - Artificial Intelligence, AVR - Augmented Virtual Reality, Big Data, etc.



Many regional companies active in the digitalization of products and processes have already been financed, since 2017 (see logos).

9. Widespread research system

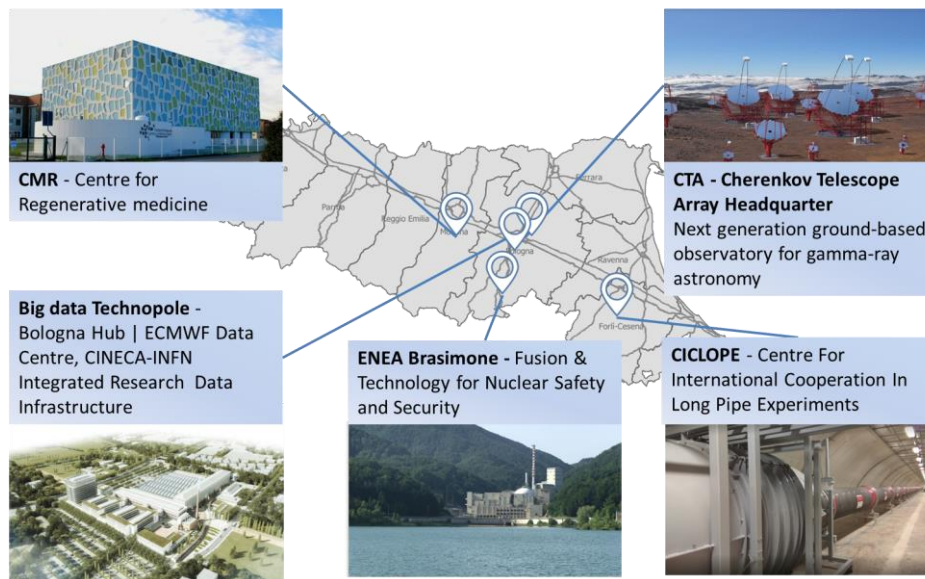
Most of the regional laboratories and innovation centres belong to the regional **High Technology Network**, organised into **6 Thematic Platforms: Agro-food, Construction, Energy and Environment, ICT and Design, Life Science, Mechanics and Materials**. The Thematic Platforms of the Network are integrated in the “Clust-ERs” Associations, communities of public and private bodies (research centres, businesses, training bodies) that share ideas, skills, tools, and resources to support the competitiveness of the most important production systems in Emilia-Romagna.

In the “Clust-ERs”, research laboratories and centres for innovation belonging to the High Technology Network team up with the business system and the higher education system.



Website: <http://www.retealtatecnologia.it/en/clust-er>

Leading Research Infrastructures



Skills and technologies are available for **Industry 4.0 solutions** in the overall regional research offer (see also: www.aster.it/en/publications/industry-40-emilia-romagna-region)

The National Research Centre (CNR) and the **National Agency for Energy and the Environment (ENEA)** have a large number of laboratories in the region. Universities also make a major contribution. Other institutes present in the region include: National Institute for Nuclear Physics, National Institute for Astrophysics, National Institute for Geophysics and Volcanology and CINECA, the largest Italian computing centre and one of the most important worldwide.

A network of incubators and coworking is also present and there are 897 **innovative start-ups** in Emilia-Romagna, third region in Italy (Jan, 2019). See also: <http://www.emiliaromagnastartup.it/en>

10. University and education

- There are **6 universities in Emilia-Romagna**, with over 400 courses, 153 masters, 126 specialisation courses, 113 PhD programmes and about **150 thousand students enrolled** (2016/17 academic year).
- About **70 million euro** are **allocated each year** for the right to higher education.

Map: main regional university campus



The regional universities are:

- University “Alma Mater” of Bologna (the oldest in the western world and the first in Italy for international students),
- University of Modena and Reggio Emilia,
- University of Ferrara,
- University of Parma,
- Cattolica University of Piacenza,
- the Piacenza campus of ‘Politecnico di Milano’
- additionally, the American Johns Hopkins University.

- **MUNER the Motorvehicle University of Emilia-Romagna** provides Master’s Degree Programmes for international engineers in the Motor Valley, in partnership with the public universities and the main automotive companies (<https://motorvehicleuniversity.com/>)

A new educational infrastructure, ‘Education and Research Emilia-Romagna’, fosters integration among the 545 schools, over 150 accredited training providers, universities, research organisations and the economic system. This infrastructure, supported by annual investment of 120 million euro, comprises four sections:

- **Education and vocational training**, to achieve a vocational qualification/ diploma with job-oriented three-year courses.
- **Polytechnic network**, aimed at enhancing the technical and scientific skills of students. It includes 7 Higher Technical Institutes (HTI), new technology schools that provide 2-year post-diploma courses designed to train specialists for the strategic sectors of the regional manufacturing system.
- **Higher education and research**: specialised training, research grants, PhD scholarships and actions to support **new innovative companies**.
- **Employment and skills**: actions to support the innovation, digitalisation, internationalisation and sustainability projects of companies, to support people in the transition from training to the labour market or between two different jobs and to update the skills of workers.

POLYTECHNIC NETWORK

Technology to grow
Training paths providing to young and adults technical and scientific skills required by enterprises

HIGHER EDUCATION AND RESEARCH

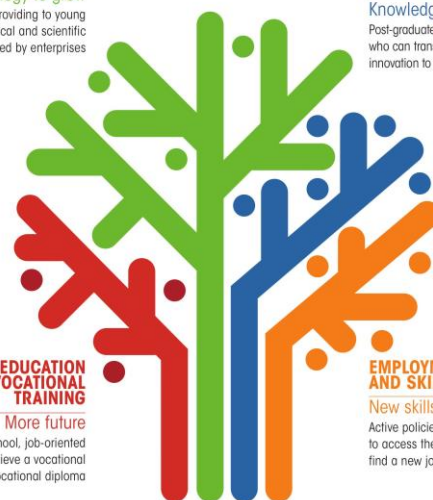
Knowledge networks
Post-graduate courses training experts who can transfer knowledge and innovation to manufacturing system

EDUCATION AND VOCATIONAL TRAINING

More future
After junior high school, job-oriented courses to achieve a vocational qualification or a vocational diploma

EMPLOYMENT AND SKILLS

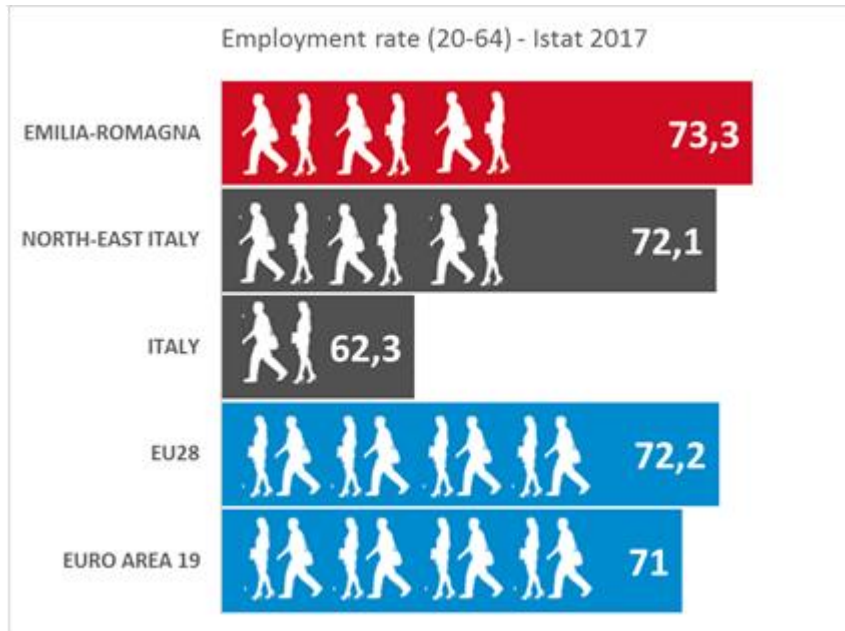
New skills for new jobs
Active policies supporting people to access the labour market and find a new job



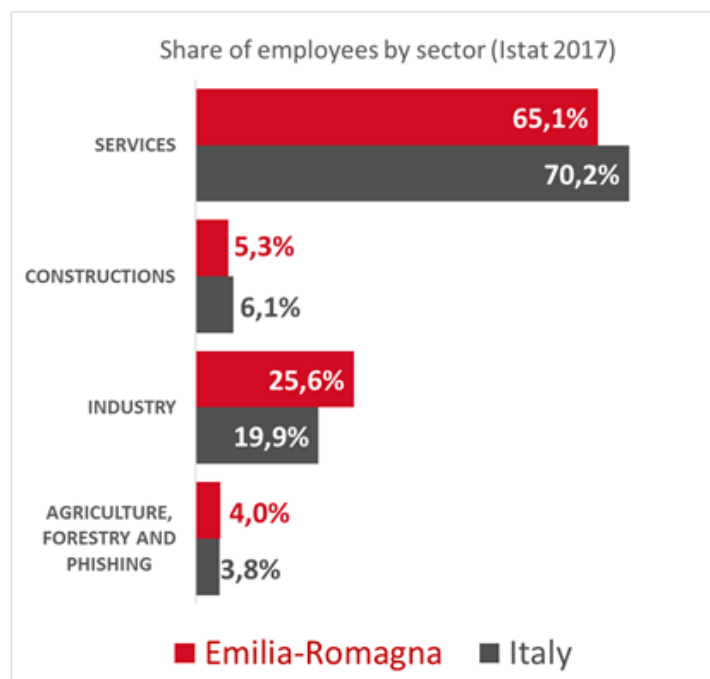
ER Education Research Emilia-Romagna

11. Labour market

- The labour market in Emilia-Romagna is one of the most dynamic at national level, as shown by the high **employment rate (20-64)**, which always exceeded the averages for Italy and Northeast Italy during the period 2004-2017.



- The strong manufacturing sector reflects the high levels of foreign trade, intellectual knowledge and productivity.

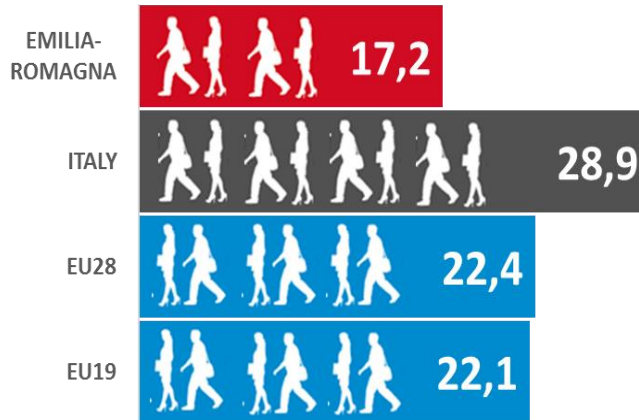


- The percentage of employees in the medium-high technology manufacturing sectors is also higher than national and European averages.

12. Social cohesion and quality of life

- The regional development model **ensures both economic competitiveness and social cohesion**. The unemployment rate and the percentage of the regional **population at risk of poverty and social exclusion** are both lower than the Italian and European averages.

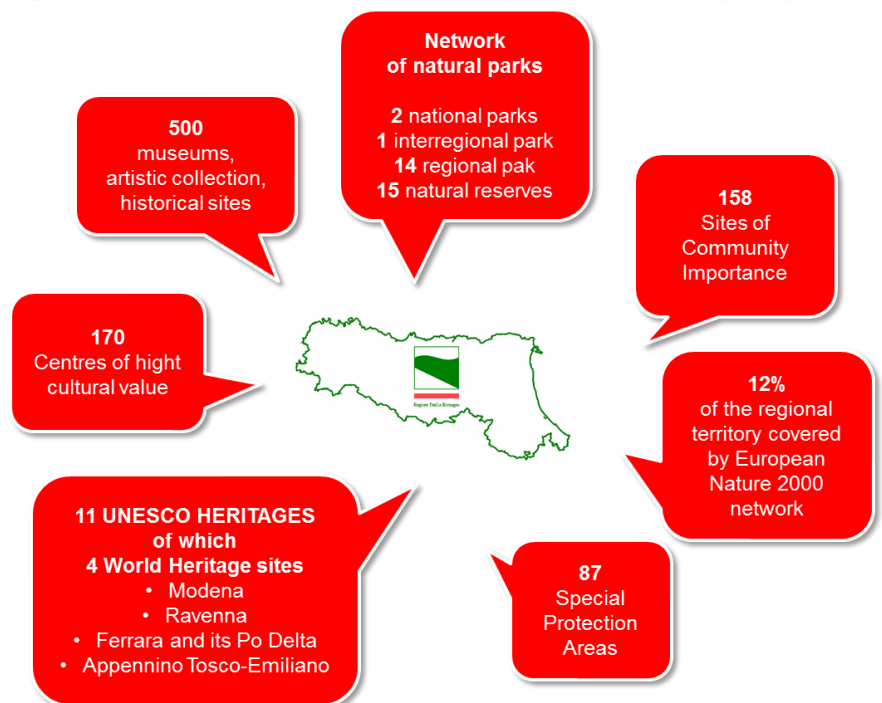
RISK OF POVERTY OR SOCIAL EXCLUSION (EUROSTAT 2017)



- Emilia-Romagna is the first region in Italy for the efficiency of the health system, boasting the best Health Performance Index (Demoskopika, 2018).
- The **public regional healthcare system** has a very good reputation at national and international level. There are 18 thousand hospital beds (72% of which in public hospitals) with 3.9 places per 1,000 inhabitants (Siseps - Emilia Romagna 2018). Availability of ICT health care services include: electronic health records, reservations, payments, etc.

- The **huge and diversified cultural and natural heritage of Emilia Romagna** places the region at the forefront in Italy and internationally.

CULTURAL AND NATURAL HERITAGE IN EMILIA-ROMAGNA



- High quality food production:** Emilia-Romagna is the region with the highest number of **PDO and PGI products** in Europe (44 in January 2019).

Emilia-Romagna performs very well in the Better Life Index (BLI) released by OECD in 2018. Under several parameters of the index – Income, Civic Engagement, Health, Safety – the region ranks near top among all Italian and OECD regions (including Russia and Brazil). Emilia-Romagna is also very well positioned at national level on other parameters considered by the index, such as: Access to services (2/21), Housing (5/21), Education (7/21).

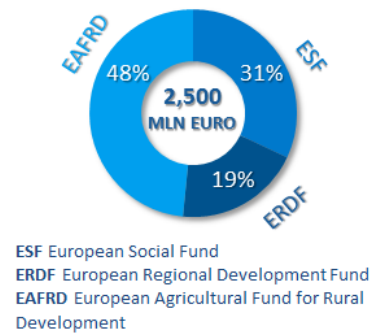
13. Incentives and financial support

The Emilia-Romagna region, in coordination with EU economic policy and planning, supports the business landing of companies in its territory with a series of **funds and incentives that draw on European, national and regional financial support**.

EUROPEAN FUNDS

- **European funds supported by national co-financing** allocate about 2,500 million euro to Emilia-Romagna in the period 2014-2020.
- The regional **Smart Specialisation Strategy (S3)** aims at supporting research and innovation by connecting them to the production and the knowledge systems.
- The regional government has always excelled in the management of EU funds, **ranking first in Italy** for their deployment.

EUROPEAN FUNDS 2014-2020



REGIONAL SMART SPECIALIZATION STRATEGY (S3) - PRIORITIES

TRADITIONAL AND COMPETITIVE SYSTEMS

- MECHATRONICS AND AUTOMOTIVE
- AGRO-FOOD
- CONSTRUCTION

EMERGING SPECIALIZATION AREAS

- HEALTH AND WELLBEING
- CULTURE AND CREATIVITY

MAIN DRIVERS

- SUSTAINABLE DEVELOPMENT
- HEALTHY AND ACTIVE LIFESTYLE
- INFORMATION SOCIETY

SERVICES INNOVATION

- ICT
- LOGISTICS AND KNOWLEDGE-INTENSIVE SERVICES

NATIONAL INCENTIVES (some examples)

- There are many other opportunities from national plans (e.g. Industry 4.0 plan). The **Development Contract** (amount of investment: >20 million euro or 7.5 mln for agricultural businesses) and the **Innovation Agreements** (amount of investment > 5 million and < 40 million euro) are aimed at financing large investments considered strategic for the regional economic system. These instruments are jointly financed by national and regional resources. **Incentives provided by the Development Contract** and the **Innovation Agreements** depend on the type of project, location and the size of the company. **Innovation Agreements** provide both contribution (26% of the total eligible investment) and subsidized loan (max 20% of the total amount of the eligible investments).
- Investments supported by the national agreements with regional co-financing are to create **about 2,000 new jobs** in Emilia-Romagna by 5 years starting from 2016.

REGIONAL INSTRUMENTS

- **Regional programmes** - along with **Regional Law 14/2014 for the promotion of investment and national instruments** - provide direct support to companies that invest in Emilia-Romagna.

REGIONAL PROGRAMMES FOR BUSINESSES: MAIN AREAS

- SME DEVELOPMENT AND INTERNATIONALISATION
- DEVELOPMENT OF BUSINESS SERVICES
- SPREAD OF CORPORATE SOCIAL RESPONSIBILITY
- FINANCE FOR R&D PROJECTS
- COLLABORATIVE RESEARCH AMONG SMES AND THE RESEARCH NETWORK
- SUPPORT FOR SPIN-OFFS AND THE START-UP OF INNOVATIVE COMPANIES
- LOAN FACILITIES FOR COMPANIES INVESTING IN R&D

Open tenders for access to incentives are published on the following website: <http://imprese.regione.emilia-romagna.it/> (language: Italian)

14. Regional law for the promotion of investments

The **Regional Law for the Promotion of Investments n.14/2014** facilitates the inflow of domestic and foreign investment, promotes innovation and specialization, favours R&D projects.

Agreement for the Settlement and Development of Enterprises

Main tool provided by the law is the Agreement for the Settlement and Development of Enterprises, to be signed by the Regional government, the investor, local bodies and other stakeholders. The Agreement include:

- Incentives provided
- Investment size and employment impact
- Provision of infrastructure and welfare services related to the investment
- Timing of procedures and completion of the investment
- Collaboration with local bodies and stakeholders



The Regional government coordinates all institutions in order to ensure rapid and effective procedures.

Main outcomes – 1st and 2nd Call for regional Agreements for the Settlement and Development of Enterprises (2016/17):

- **18 COMPANIES FINANCED**
- **1,456 additional jobs** (823 graduates; more than 400 new researchers)
- 560 ML EUROS (Total amount of investment)
- 163 ML EUROS (Total amount of investment to finance)
- 52 ML EUROS (Total amount of incentives)
- 11 R&D CENTRES

Types of eligible actions can be the following:

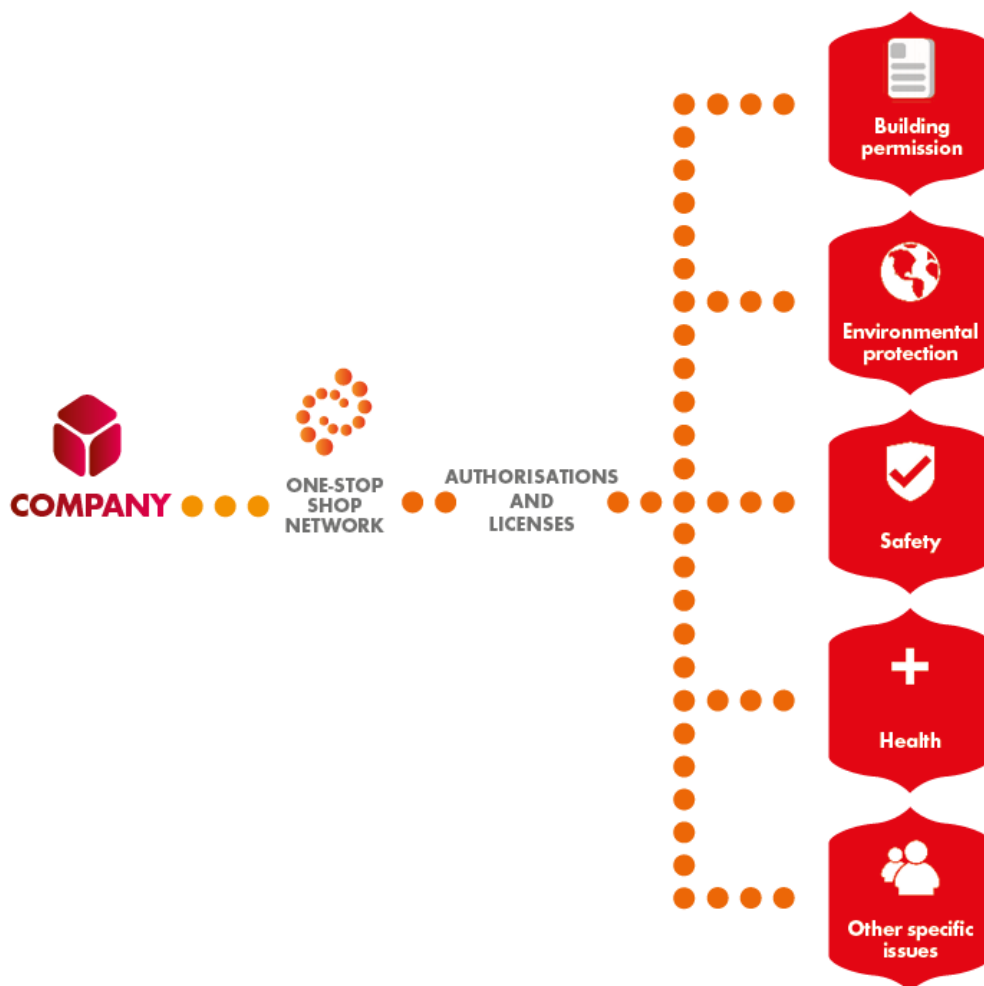
- Research and Development
- Research Facilities
- Environmental Protection
- Training, Hiring, Employment of Disadvantaged Workers
- Innovation in SMEs, Investment and Acquisition of services by SMEs
- Investments in assisted areas
- Redirection of production

15. Effective governance

The Emilia-Romagna region promotes **simplification, transparency and legality** to ensure effective and reliable governance, together with easy and fast procedures for businesses and citizens.

All procedures required to register a company are now processed electronically in a **'Single Communication procedure'** that allows applicants to start their business activities on the same day. The procedure is valid for tax, social security and insurance purposes and should be submitted, after digital signature, to the Business Registry Office of the relevant Chamber of Commerce.

The **One-Stop Shop for Productive Activities** is the local public office that assists with the administrative procedures and compliance work required to start a business. The objective is to simplify bureaucracy, provide certainty about the time needed to complete procedures and allow companies to plan their activities better. The office assists businesses by providing a single on-line procedure, managed by a centralised desk, to obtain authorisations and licences in the areas of health, safety, environmental protection, pollution and urban planning.



Link: One-Stop Shop regional network (only in Italian): <http://imprese.regione.emilia-romagna.it/semplificazione-e-sportello-unico/doc/sportello-unico-telematico>

INVEST IN EMILIA-ROMAGNA - CONTACT POINT



ERVET is the regional contact point for foreign investors, representing the Emilia-Romagna region. The agency supports investment requests by providing tailored information, contacts and other customised services. Since we are a public company, all our activities are free of charge.

Contact: investinemiliaromagna@ervet.it

Website: www.investinemiliaromagna.eu

Social media

Linkedin: www.linkedin.com/company/investinemiliaromagna

Twitter: [#investinEmiliaRomagna](https://twitter.com/investinEmiliaRomagna)

ERVET carries out a wide **range of activities related to investment promotion**, such as:

- Tools and context analyses for investment promotion
- Pre-investment information and support for the business set-up process,
- Support for completing the 'Agreement for the Settlement and Development of Companies' (Regional Law for Investment Promotion no. 14/2014),
- Collaboration with other actors and institutions at regional and local level,
- Support for the identification of locations,
- After-care and post-investment monitoring.

The territory is governed at regional level by the Emilia-Romagna Region.

EMILIA-ROMAGNA. PRESIDENT OF THE REGIONAL GOVERNMENT- Stefano Bonaccini

Location: Viale Aldo Moro, 52 - Bologna

For further information: www.regione.emilia-romagna.it/presidente

CASE STUDIES



In 2018, Eon Reality from California settles a new Interactive Digital Center for the virtual and augmented reality (AVR) in Casalecchio di Reno (Bologna). The total amount of the investment is 24 million euro (of which 6.3 million euro financed by the Regional Law for the Promotion of the investments 14/2014), with 160 new employees (of which 128 graduated) and the creation of an "Entrepreneur School" aimed at developing skilled workforce in the AVR area.



"Bologna is not only home to our state-of-the-art filter factory (...) but also offers great infrastructure and, most importantly, access to exceptional human talent" (PM press release). In January 2014, Philip Morris announced a 500 million euro greenfield investment to produce Iqos. The plant was completed ahead of schedule in December 2015. In 2017, about 1,000 people were employed in the two plants in Crespellano and Zola Predosa.



From 2019, Bologna hosts the data center of the European Centre for Medium-Range Weather Forecasts (ECMWF) - an intergovernmental organisation supported by 34 states. The center is going to be located in the **Big Data Technopole** in Bologna, in a supportive business environment boasting a critical mass of research centers and innovative companies.



In 2017, AVL - from Austria - opened a specialized centre in Corte Tegge (Reggio Emilia) to collaborate with the top companies of the regional motor valley. The investment has been financed by the Regional Law for the Promotion of Investments. The CEO of AVL Italy stated: "The investment had to be located in Germany, but the regional support made us choose Reggio, where a location met our needs".



"Management identified Emilia-Romagna as a region with an extremely receptive and thriving business environment" (TP Management). Tetrapak has been present in the province of Reggio Emilia since 1965; this branch was the first to be established outside Sweden.



"We can reach 70% of our Italian customers in 3-4 hours from here" Amazon's senior vice president. Amazon decided to open its first Italian distribution centre in Piacenza in April 2011; in September the centre made its first delivery. From 2013 to 2018 the American company expanded the distribution centre, employing more than 2,000 persons.



In 2014, Berluti built a new factory in Ferrara specialised in high-end shoe production, with about 250 employees in 2018. Management signed an agreement with the local institutions, including a training project for new employees.

SIEMENS

The Siemens Technology Application Centre opened in February 2011, in collaboration with local companies. This new service boosts digital technological innovation in the Emilia-Romagna engineering industry and supplements the activities of the regional High Technology Network. The center is now focusing its activities on Industry 4.0 with the collaboration of the Ucima (Italian machine tool, robots, automation systems and ancillary products manufacturers' association) and several universities.

IBM

Ibm Italia, part of the global group from USA, started in 2018 a research center in Bologna on active Artificial Intelligence, supported by the a call of the Regional Law for the promotion of investments focused on Industry 4.0 that provided 1.3 million euro of incentives.



In 2018, Schneider Electric - global company headquartered in France - has opened a new site of 2,800 sqm in Casalecchio di Reno (Bologna), in addition to other locations in the region, including a OEM Competence Center for packaging machinery and an Innovation Hub devoted to digitalization technologies in industrial and energy sectors.



Topcon Infomobility - part of the Japanese group producing devices for precision positioning - invested in a new Technology Centre in Concordia sulla Secchia (Modena), opened in 2017.



Gowan Italia, part of a group based in the USA, specialises in the production of nutrients and crop protection chemicals. Located in Faenza (RA), the company's turnover increased by more than one third in the period 2006-10.



Fresenius Hemocare Italia is part of a German group already present in Cavezzo (MO). In 2015 the company expanded its presence in the regional biomedical district with a new plant in Mirandola (MO), creating about 250 new jobs.



Emilia-Romagna's motor valley is not just Ferrari. **Lamborghini**, a regional leader in the luxury car sector, became part of **Volkswagen** group in 1998, confirming the location in Sant'Agata Bolognese (Bologna) and starting a new investment of about 700 million euro, supported by national and regional incentives, that led to the production of Urus Super Suv in 2017. **Ducati** is a leading motorcycle manufacturer, whose story began in Bologna in 1926. Activities continue in the region following acquisition by the **Audi group** in 2012.



Ferretti Yachts is a world leader in luxury yachts headquartered in Forlì (FC). The company was acquired by the Weichai Holding Group in Shandong State in China, in 2012.



Gambro Hospal SpA, located in the biomedical district of Mirandola (MO), became part of Baxter, an American group, in 2013. The company has been active in dialysis machine production for about fifty years.

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