



GLOBAL BUSINESS FORUM

*The Art of Cooperation*

Hannovermesse, April 22. 2008

Technology Partner Italy

# **Invest in Italy**

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## **The new challenge of subcontracting subcontracting *versus* joint product development**

Today, to be competitive, subcontractors have to meet the demand with highly sophisticated and tailor made products

On the other hand, customers are aware of the fact, that quality and technology in the subcontracting sector are also of crucial importance for the quality and the status of the final product

Joint research and development is the way to unite high quality and advanced technology in specific solutions ready to defend customer's leadership on global markets

Italy offers foreign companies an excellent environment for joint product development initiatives



# Italy's R&D resources



## The Technology Atlas

The screenshot shows a web browser window with the following elements:

- Browser Title Bar:** "ditt - deutsch-italienischer Technologietransfer - Technologieatlas Italien - Microsoft Internet Explorer by Maxdata"
- Address Bar:** "http://www.ditt.de/atlas/ide/"
- Navigation:** "zur DITT Homepage" link.
- Header:** "ditt" logo (Deutsch-italienischer Technologietransfer), "TechnologyAtlas ITALY 2008" title, and "Italian Institute for Foreign Trade" logo.
- Language Selection:** Flags for Germany, Italy, and the UK.
- Navigation Tabs:** "Science and Technology Parks" (selected) and "Technology Districts".
- Search:** "Free text search" input field and "SEARCH" button.
- Section:** "Selection: Science and Technology Parks"
- Filters:**
  - according to location
  - according to sectors
    - ICT and Industry
    - Sciences & Materials
    - agricultural / food
    - Energy and Environment
  - according to services
    - Research and Development
    - Human Resources
    - Business
    - Administrative services
    - Other services
- Map:** A map of Italy with a callout box for "AREA Science Park, Friuli-Venezia Giulia".
- Buttons:** "SEARCH" buttons for the sector and service filters.
- Footer:** "→ Background information on the Science and Technology Parks" link.



## The Technology Atlas

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Adresse <http://www.ditt.de/atlas/de/> Wechselt zu Links

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**ditt**  **TechnologyAtlas**  
Deutsch-Italienischer Technologietransfer **ITALY 2008**

Italian Institute for Foreign Trade 

Science and Technology Parks Technology Districts

Free text search **SEARCH**

**Profile: Friuli Innovazione, Friuli-Venezia Giulia** [back](#) | [print](#)



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Friuli Innovazione was created to promote the economic development and competitiveness of the region. Knowledge exchange, dissemination of the technologies and innovations, cooperation between the regional research facilities and the companies are the resources made use of. In 2004 the Friuli-Venezia Giulia Region commissioned Friuli Innovazione with the foundation (2005) and administration of the Science and Technology Park Luigi Danieli Udine; the location is in the industrial district of Udine; since then, increasingly more important regional, national and international projects have been stimulated at regional, national and international levels; companies receive a customised tailored overall offer containing services, the strategies, processes, technologies and human



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## The Technology Atlas

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Science and Technology Parks Technology Districts  **SEARCH**

Profile: **DT Biomedicina Molecolare Friuli Venezia Giulia, Friuli-Venezia Giulia** [back](#) | [print](#)

 **cluster in biomedicine**

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→ Overview

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The Friuli-Venezia Giulia Region has numerous scientific structures in the field of molecular biomedicine, which are distinguished by outstanding companies and specialists, and work in widely varying fields of the subjects at international level. In October 2004, the Technology District for Molecular Biomedicine was founded jointly by the Ministry for Education and Research and the Autonomous Region of Friuli-Venezia Giulia. Thereby it was intended the region should establish itself as a "System" and the economic benefits of this network should be enhanced. The district concentrates in its activities on the biotechnologies usable in medicine: cardiology, neuro-sciences, oncology, hepatology, regenerative medicine, genomics and bioinformatics. With the foundation of the Technology District for Molecular Biomedicine, a structure was created in which the already existing competences and site factors such as innovative companies, available risk capital, qualified specialists and scientists were bundled. The CBM (Centre for Molecular Biomedicine) is a private public.



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# **The italian subsidies framework 2007-2013**



## Italy's subsidy Framework Incentivable regions 2007-2013





## PON and POR

The national operative programmes (Programmi operativi) are establishing the strategic priorities regarding the different sectors and territories, implementing the targets defined in the national support framework QSN.

All of the 66 operative programmes are financed by a proper structural fund; 42 are financed by the European Fund for regional development (FESR) and the remaining 24 by the European social fund. The operative programmes can be distinguished in:

National Programmes PON: in sectors with particular need of integration on a national level, controlled by the central administration.

regional Programmes POR: multisectoral programmes referring to single regions.

Interregional Programmes POIN: in areas demanding for collaboration between several regions  
operative Programmes are also distinguished by the targets of cohesion policy:

CRO – regional competitive capacity and occupation: covering all 33 operative programmes of the central-northern regions and the southern regions of Abruzzi, Molise and Sardegna

CONV (convergence): 19 operative programmes in Italy's Mezzogiorno (Basilicata, Calabria, Puglia, Campania and Sicily)

CTE – European territorial collaboration:



## PON research and competition

The PON research and competition is divided into three priority axis (assi prioritari) :

- Axis 1: support to structural change

selective interventions in the structure, promotion of scientific and technological networks, incentives for enterprises.

goal: obtaining changes of the product specialization in the convergence regions, support to the building and the consolidation of science and technology oriented sectors

- Axis 2: support of innovation

strengthening of innovative and developing capacities of enterprises and modification of the entrepreneur's framework.

goals: more attractivity and competitive capacity of the convergence regions and support of enterprises that need to modify their strategies in response to changed structures

- Axis 3: Technial support and assistance

The axis 1 measures are strictly related to the strategic areas individuated by the National Research Council (CNR) and to those defined in *Industria 2015* and are implemented in close cooperation with the regions



# **Incentive Instruments in Italy**



## PANORAMA OF ITALY'S INCENTIVE INSTRUMENTS\*

<b>law 488/92</b>  Incentives for enterprises operating in the sectors industry, trade and turism	<b>law Sabatini</b>  Low interest credits on the purchase of new machinery	<b>law 46/82</b>  Low interest credits for technolglal innovation	<b>law 598/91</b>  Technological innovation and environment prttection	<b>law 449/97</b>  Tax credit for SMEs operating in the sectors of trade
<b>law 317/91</b>  Low interest credits for innovation and development of SMEs and SME pools	<b>law 341/95 – 266/97</b>  Automatic tax bonus	<b>law 388/00 art. 8</b>  Tax credit for new investments	<b>law 140/97</b>  Tax bonus for research activities	<b>PIA Innovation</b>  Incentive for precompetitional development and industrial conversion of the obtained results

\* Currently not in force



## ***Industria 2015* – Italy's agenda to improve the country's competitive ability**

The draft law „*Industria 2015*“ contains Italy's government strategies for the development and the improvement of the Italian Industrial System aiming to gain in competitive capacity.

Basic principles of these strategies are:

- Integration of new technologies and services in an overall industrial strategy

- An analysis of the middle-term economical and production-technological scenarios in Italy

- These strategies are aiming to individuate the fundamental innovation-based drivers of change and the resulting economic policy.

*Industria 2015 should lead to a strategical new positioning of the Italian production system in a world characterised by globalisation and competition.*

This goal should be reached by:

- PII - Projects for Industrial Innovation

- Creation of networks between enterprises

- innovative financial sources for enterprises



## ***Industria 2015 – Projects for Industrial Innovation (PII)***

The Projects for Industrial Innovation are an important instrument of the PON (National operation plan) aimed at the creation and the reinforcement of partnerships between researchers, enterprises and capital partners on a national and international level.

The PII should improve the competitive capacity of the Italian System and stimulate industrial initiatives in strategic sectors, that introduce in the market fast growing and highly innovative products and services.

PII are developed in the following sectors:

Energetical efficiency	operative
Sustainable mobility	operative
New technologies for the Made in Italy	operative
New food technologies	
innovative technologies for cultural goods and activities	

In the convergence areas, PII are defined inside the national operative programme (PON). They are characterised by strategic, system reinforcing, coordinated actions, targeted on the development of new, highly innovative products and services.



## **New incentive instruments contained in the financial bill *Finanziaria 2007***

The financial bill 2007 has introduced new incentives for enterprises:

Tax credit for enterprises, that invest in Italy's Mezzogiorno

This tax credit is replacing the tax credit introduced with law 388/2000.

Incentivation of enterprise's research activities



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