



REGIONE CAMPANIA

 Sviluppo Campania

FSC  Fondo per lo Sviluppo
e la Coesione





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LA FILIERA DELL'ICT IN CAMPANIA



Excellent universities, business attraction and innovation. These are the pillars of the information and communication technology sector in Campania.

Our region offers certified business 'accelerators', an university system with peaks of excellence in specific branches of technical-scientific training (which is why it is the one in the south with the lowest rate of migration to universities in the centre-north), and has developed an aptitude for attracting businesses that are particularly active on the innovation front, interfacing with experiences such as the San Giovanni a Teduccio pole (Federico II University), which promotes innovative initiatives with leading international companies (Apple, Cisco, TIM).

Further evidence of the considerable development in the area of innovation and ICT in the region is the participation in the MIT REAP (Regional Entrepreneurship Acceleration Program), the Massachusetts Institute of Technology's international innovation programme for regions, which aims to stimulate the competitiveness of local systems.

In order to ensure the greatest possible representativeness of the economic activity classes pertaining to the ICT sector, the analysis and research on the ICT sector was carried out by identifying as reference layers

Manufacturing layer

Intangible services layer

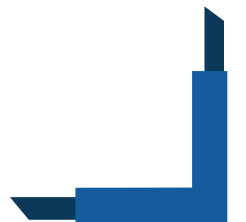




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ENTERPRISES





Tab. 1 – Distribution of enterprises – ICT chain – Campania region - Years 2019-2021

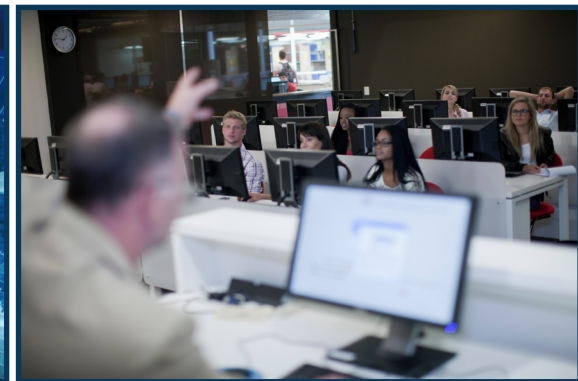
Year	2019	2020	2021
Total	1852	1945	2063

Source: data Infocamere 2021

The number of companies operating in the **ICT supply chain**, for the subcategories considered in 2021, is **increasing** sharply:



There is a clear prevalence of companies involved in software production, IT consultancy and related activities, compared to operators involved in the manufacture of computers and electronics products and optics and measuring equipment.



Distribution by class of employees and production value

With respect to company size, which we see shown below in Tables 2 and 3 and Fig. 1 and 2 (distribution by class of employees and value of production), the figures concerning the ICT supply chain in the Campania region show a clear presence of micro companies, up to 9 employees, which account for 93%.

This percentage, which is higher than the average of Italian companies (Micro and Small), is because of the strong presence of consultancy activities, normally carried out by companies with a range of hardly more than two employees.



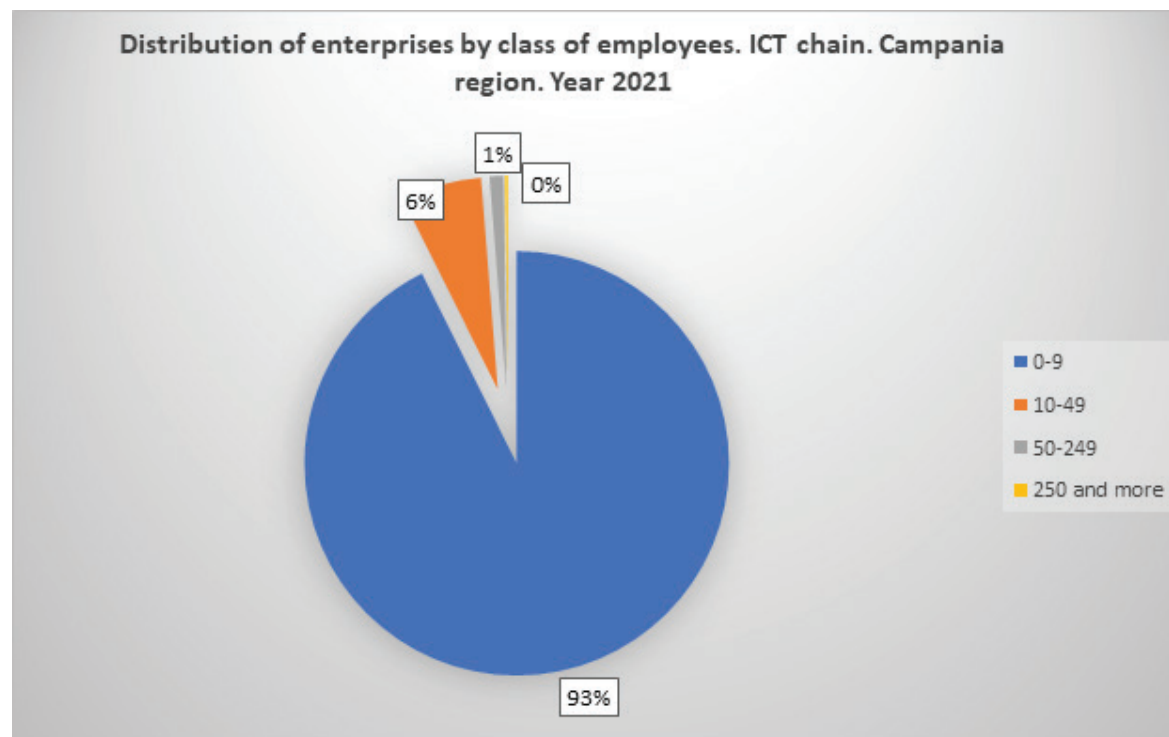


Tab. 2 – Distribution of enterprises by class¹ of employees. ICT chain. Campania region. Year 2021

Class of Employees	Micro 0-9	Small 10-49	Medium 50-249	Large 250 - oltre	Total companies
Total for class	1911	126	22	4	2063

Source: data Infocamere 2021

Fig. 1 - Distribution of enterprises by class¹ of employees. ICT chain. Campania region. Year 2021



Source: data Infocamere 2021

¹ EU MPMI classification



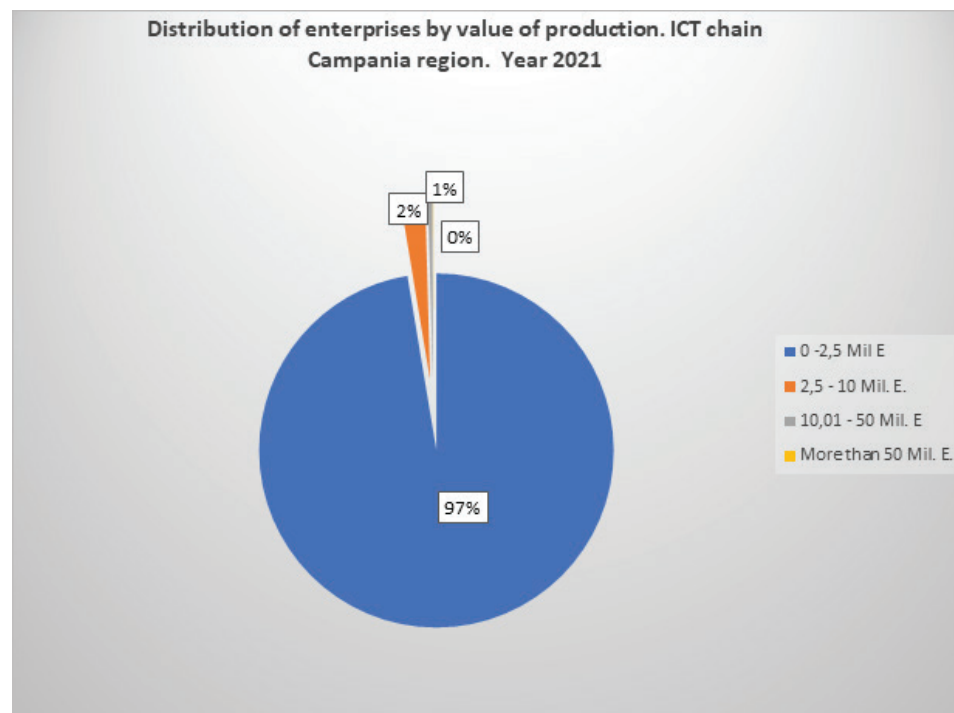


Tab. 3 - Distribution of enterprises by value of production. ICT chain. Campania region. Year 2021.

0 - 2,5 Mln. Euro	2,5 – 10 Mln. Euro	10,01 -50 Mln. Euro	More than 50 Mln. Euro	Total
2009	45	8	1	2063

Source: data Infocamere 2021

Fig. 2 - Distribution of enterprises by value of production. ICT chain. Campania region. Year 2021



Source: data Infocamere 2021



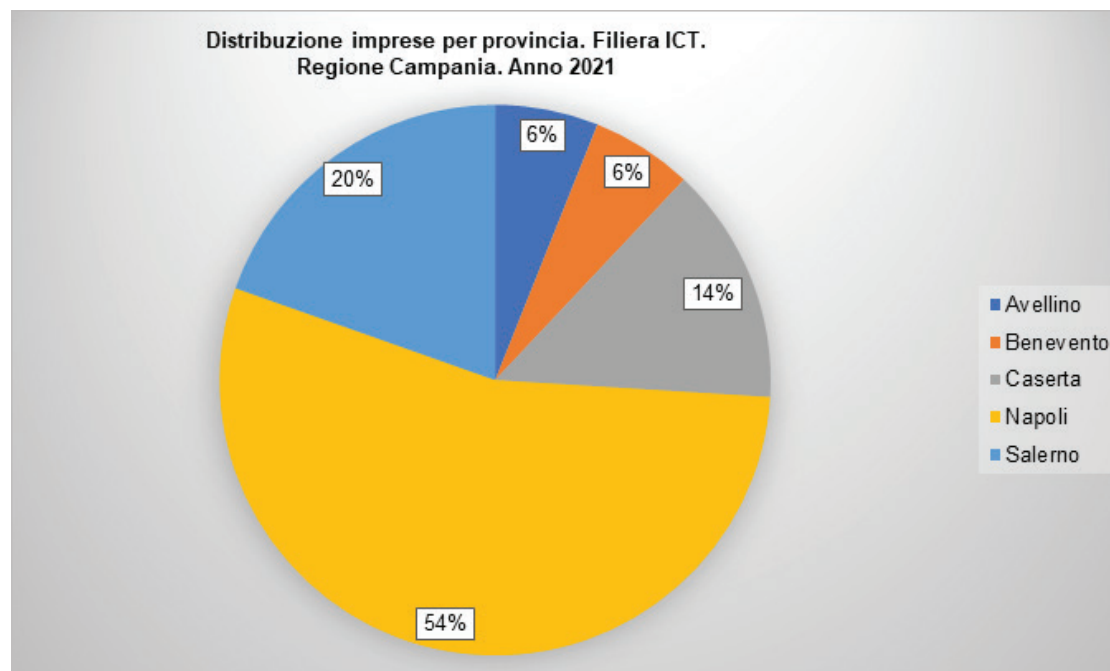


Tab. 4 - Distribuzione imprese per provincia. Filiera ICT. Regione Campania. Anno 2021

Avellino	Benevento	Caserta	Napoli	Salerno	Total
125	123	288	1123	404	2063

Source: data Infocamere 2021

Fig. 3 - Distribuzione imprese per provincia. Filiera ICT. Regione Campania. Anno 2021



Source: data Infocamere 2021

Nelle provincie di Napoli (54%), Salerno (20%) e Caserta (14%) è concentrata la quasi totalità (88%) delle imprese appartenenti alla filiera dell'ICT. Seguono Benevento e Avellino, entrambe con il 6%





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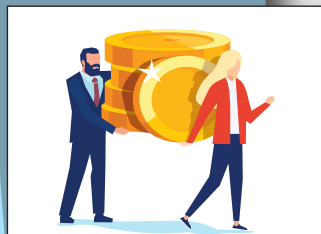
INCENTIVES AND FINANCING²

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² Source: incentivi.gov.it / mise.gov.it / invitalia.it – February 2023



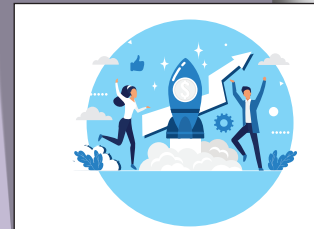
New Sabatini Green



Subsidy made available by the Ministry of Enterprise and Made in Italy. The Target is to facilitate companies' access to credit and increase the competitiveness of the production system. It supports investments to purchase or lease machinery, equipment, plant, capital goods, as well as software and digital technologies. As of 1 January 2023, the 'Sabatini Green' programme started supporting SMEs' investments in new facilities, plant and equipment, with low environmental impact, as part of programmes aimed at improving the eco-sustainability of products and production processes.

Contributions Machinery 4.0 Ministry of Economic Development

Digital Export Bonus MAECI Ministry of Foreign Affairs and ICE Agency



Tax credit aimed at supporting companies investing in new tangible and intangible capital goods for the technological and digital transformation of production processes.

Non-repayable contribution aimed at supporting manufacturing micro e small enterprises in their internationalisation activities through digital solutions

Grow in the South Fund



It provides for the **acquisition of shareholdings**, mainly minority shareholdings, in the risk capital of small and medium-sized enterprises with registered offices and operations in the eight regions of southern Italy: Abruzzo, Basilicata, Calabria, Campania, Molise, Apulia, Sardinia and Sicily.



Development Contracts

Facilities for large-scale strategic programmes (at least EUR 20 million for industrial development and environmental protection and 7.5 million euro for processing and marketing of agricultural products for the agricultural product processing sector). Development Agreement implies a fast track for resources, a reduction in time and greater involvement of the administrations.

Southern Investment Bonus 2023

Tax credit in favour of companies purchasing new capital goods intended for production facilities located in southern regions. It is granted in the form of a tax credit ranging up to 45% of the expenditure incurred, depending on the characteristics of the enterprises concerned and the area in which the production structure is located.





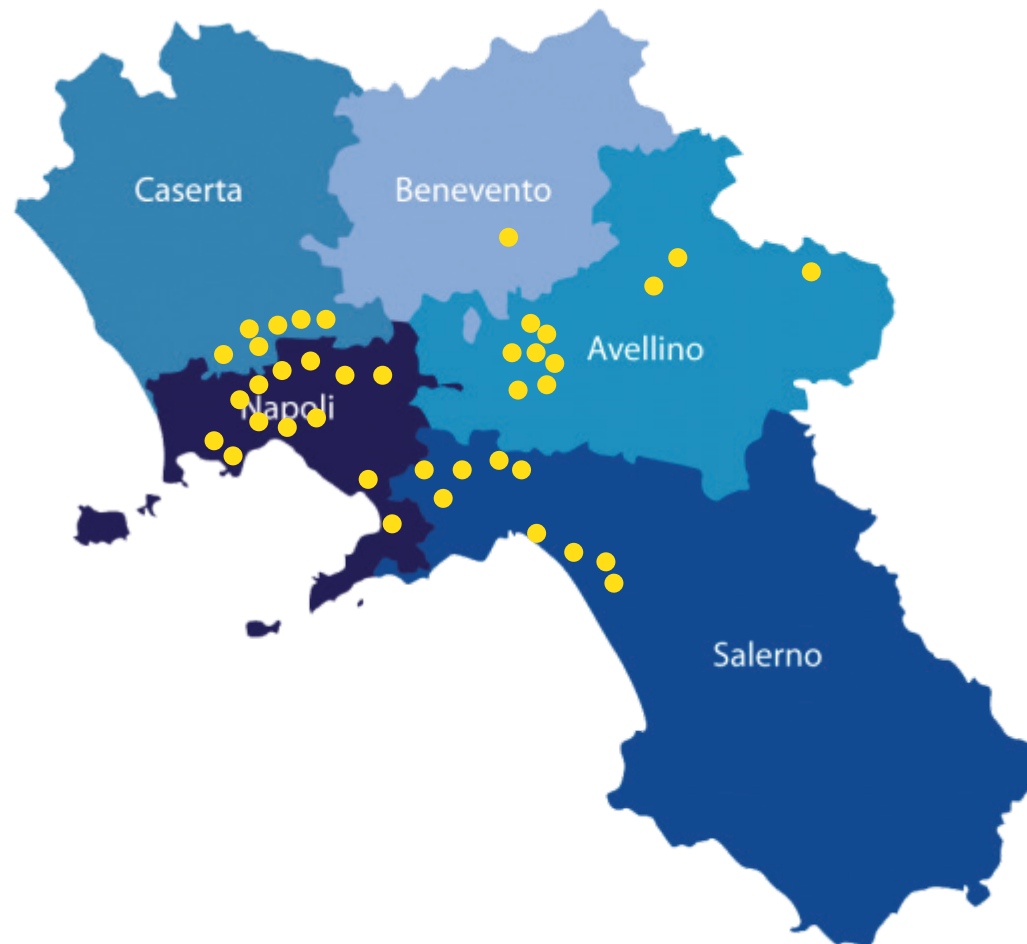
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THE ZES - SPECIAL ECONOMIC ZONE



The ZES, **Campania's Special Economic Zone**, according to the Regional Strategic Plan, covers **37 of the 550 municipalities in the region**, an area populated by **2,043,800 inhabitants** (35% of the regional population), made up of **26 'strategic' areas** where there are production facilities, ports, interports, industrial development areas (ASI), and PIP areas.



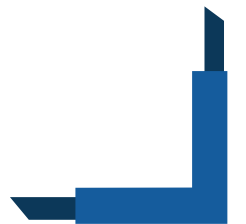


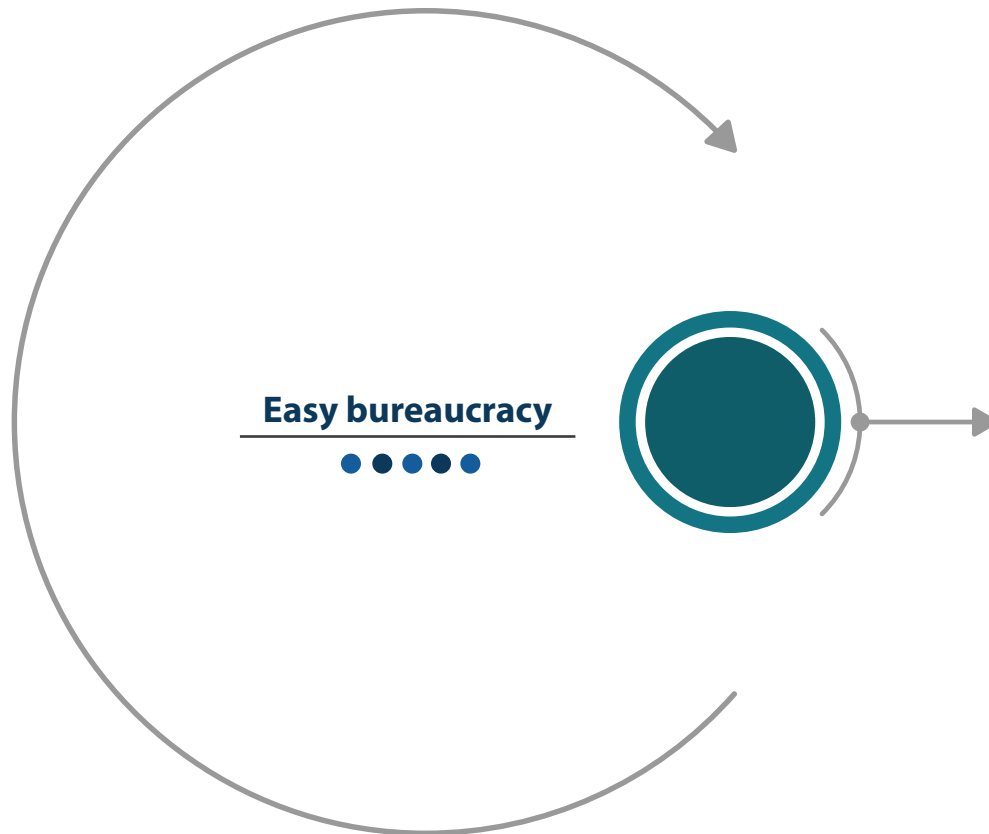
BENEFITS SETTLEMENT IN ZES



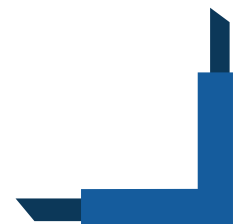


The ZES is managed by an Extraordinary Commissioner with special powers as the main interlocutor for investments.





Investment programmes enjoy a simplified and speeded-up administrative process thanks to reduced procedural deadlines, a single authorization and a dedicated desk.





25% credit of the investment (productive and real estate), for large companies, 35 per cent for medium-sized companies and 45 per cent for small companies, up to EUR 100 million for productive investments and investments in real estate, (also through leasing contracts);

Income tax for activity in ZES reduced by 50%, starting from the tax period in which a new activity is undertaken and for the following six tax periods;

Partial contribution exemption for private sector employers for the period 2021-2029. The relief is 30% of social security contributions payable until 31 December 2025; 20% of social security contributions payable for the years 2026 and 2027; 10% of social security contributions payable for the years 2028 and 2029.



IMPORT/EXPORT. ICT SECTOR. CAMPANIA REGION. YEAR 2021



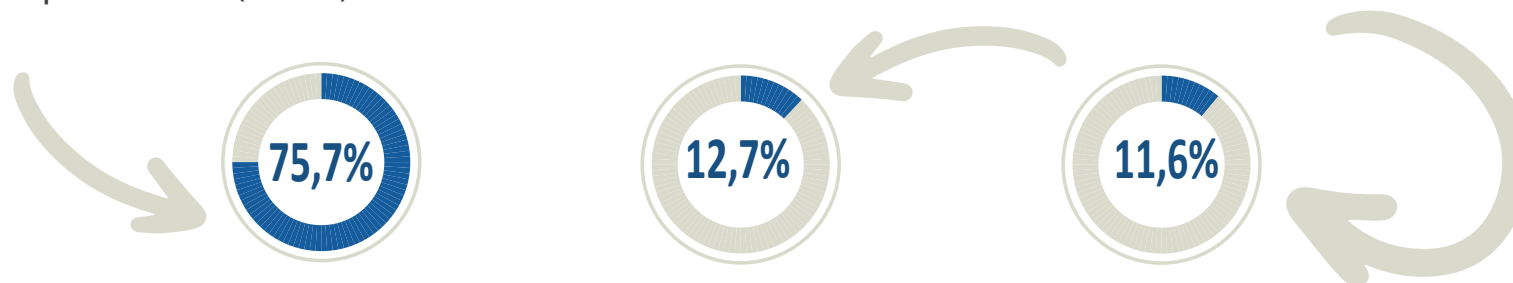
The total value of exports 2021 of the Campania Region in the ICT sector is over 195 million Euros



an increase, compared to 2020, of 7 million Euros (+4%).

Imports are also growing to almost Euro 361 million in 2021 (+17%).

The product class contributing most to exports is the manufacture of telecommunications equipment (75.7%). This is followed by the production of electronic components and circuit boards (12.7%) and then computers and peripheral units (11.6%)



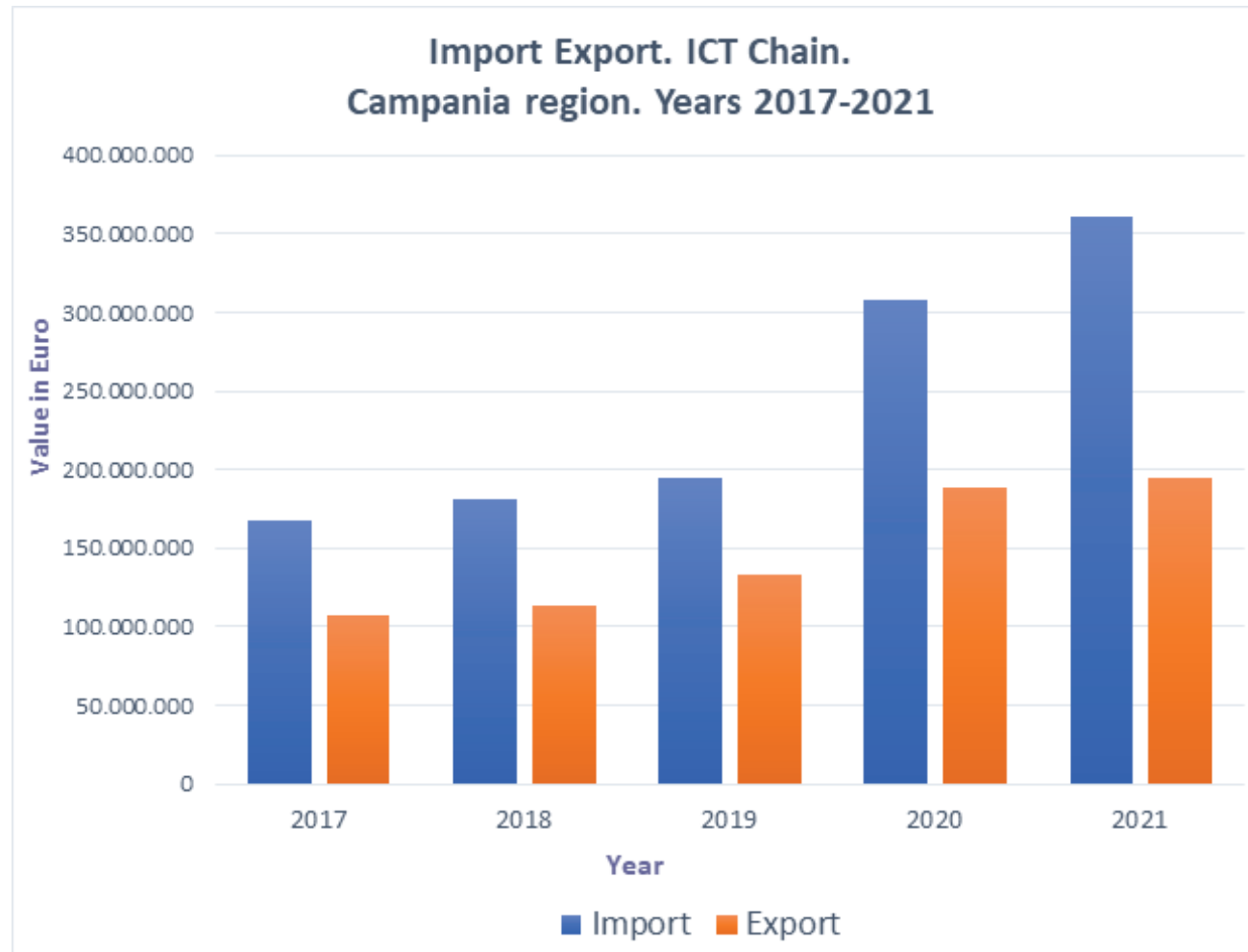
Tab. 5 - Import-Export Value. ICT Chain. Campania region. Years 2017 – 2021

Merce (Ateco 2007)	IMPORT					TREND IMPORT 2020-21	EXPORT					TREND EXPORT 2020-21	BALANCE IMPORT/EXPORT 2021
	2017	2018	2019	2020	2021		2017	2018	2019	2020	2021		
TOTAL	167.618.843	181.044.409	194.804.613	307.330.555	360.760.952	▲	107.311.935	112.746.509	132.742.285	187.924.663	195.016.209	▲	-185.744.740

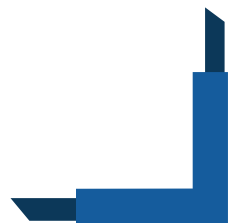
Source: Coeweb Istat Data Warehouse foreign trade statistics. Cumulative data 2021



Fig. 4 - Import-Export Value. ICT Chain. Campania region. Years 2017 – 2021



Source: Coeweb Istat Data Warehouse foreign trade statistics. Cumulative data 2021





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TRAINING AND INNOVATION FOR THE ICT SUPPLY CHAIN IN CAMPANIA



The Campania ICT ecosystem integrates training research and development in a complex system implemented by numerous public and private actors.

Human Capital is one of the priority areas of attention for the **Campania Region, the homeland of some of the best researchers in Europe and the world.**

The Campania Region has launched many initiatives aimed to providing new training and learning tools and methods for young people with the activation of Human Capital interventions, also in partnership with private actors.

Degree courses in ICT-related subjects offered by the Universities of Campania: University of Naples Federico II, University of Salerno, University of Campania-Vanvitelli, University of Naples - Parthenope, University of Sannio. Research grants for the promotion of Open Innovation processes aimed at supporting the training of Campania graduates engaged in the implementation of research and innovation projects for the benefit of business competitiveness.

PhDs with industrial characterisation in strategic sectors of the labour market



UNIVERSITÀ



ITS - Technical Institutes

They offer both classroom training and work experience in companies (apprenticeship). The training courses are the result of shared and participatory planning by the stakeholders (companies, universities/scientific and technological research centres, local authorities, etc.) with the aim of providing students with highly specialised skills, in response to the need for figures to be included in company processes.

ITS in Campania dealing with new technologies: Istituto Tecnico Superiore per Tecnologie Innovative per i Beni e le Attività Culturali e Turistiche, BACT; Istituto Tecnico Superiore Antonio Bruno

In the field of training, the San Giovanni a Teduccio **Technology Pole of the Federico II University of Naples** represents one of the most important international hubs for digital skills and technologies, a successful example of public-private partnership.

Many value-added initiatives have developed within the hub:

Apple Developer Academy	Digita Academy (in collaboration with Deloitte Digital)	Cisco Networking Academy	FS Mobility Academy	TIM #Wcap	Fertility Training Center (centre realised by Merck)	Academy 5G (realised by Capgemini, in collaboration with TIM and PTC)	Cybersecurity Hackademy (promoted by Accenture)
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CeRICT Regional Information Communication Technology Centre

A consortium company that aims to enhance the research and production capabilities and opportunities of its partners at the service of local and regional economic development. It has two main areas of specialisation: IT (Information Technology) and TLC (Telecommunication Technology).

CNR - National Research Council IRISS - Research Institute on Innovation and Development Services

The Research Institute of Innovation and Services for Development (IRISS), an organ of the National Research Council (CNR), established in 2014, with the mission to study innovation and services with a view to developing the international competitiveness of companies and territories.

MEDITECH

The only Competence Centre for Industry 4.0 in Southern Italy, an example of inter-regional collaboration between the Campania and Puglia regions that aims to be a reference point in the digitalisation of sectors such as aerospace, automotive, shipbuilding, agrifood, pharmaceutical, energy, building and civil construction. It is located within the Città della Scienza in Naples and sees the participation of 5 universities from Campania and 3 from Puglia and 22 private companies (for the ICT sector: ENGINEERING, EXPRIVIA, FILIPPETTI and TIM).



Campania Digital Innovation Hub (DIH), set up by the Campania Territorial Associations of Confindustria and ANCE Campania, is part of the national network of Confindustria Hubs, with the aim of providing specialised services to assist companies on 4.0 technologies and digitisation processes

PID - Digital Enterprise Points

Within the Chambers of Commerce, their aim is to provide initial orientation, training and information services to businesses (particularly micro, small and medium-sized enterprises) on 4.0 technologies and digitisation processes.

CTT - Technology Transfer Centres

They carry out training, technology consultancy and technology transfer services in the areas of operation identified by the MISE. In order to be accredited CTTs, the facilities must possess specific requirements defined in the director's decree of 22 December 2017, the conformity of which is verified and issued pursuant to the director's decree of 23 December 2019.

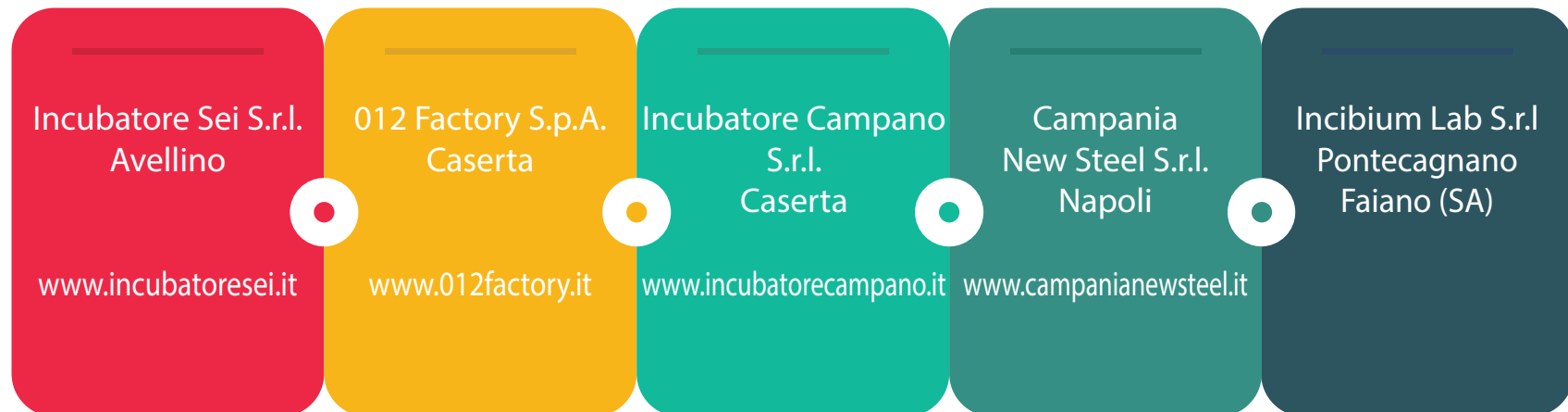
In Campania there are: Management House Italia srl; Technology Advising

CERTIFIED INCUBATORS



Joint-stock companies (Decree-Law No. 179 of 18 October 2012, converted with amendments by Law No. 221 of 17 December 2012) that offer services to support the birth and development of innovative start-ups, recognised as 'certified incubators' by the MISE, if they meet certain requirements (logistical, equipment, administrative, relationships with public partners, with adequate and proven experience in supporting innovative start-ups).

In Campania, as of 10 October 2022, there were five incubators as certified by the MISE:



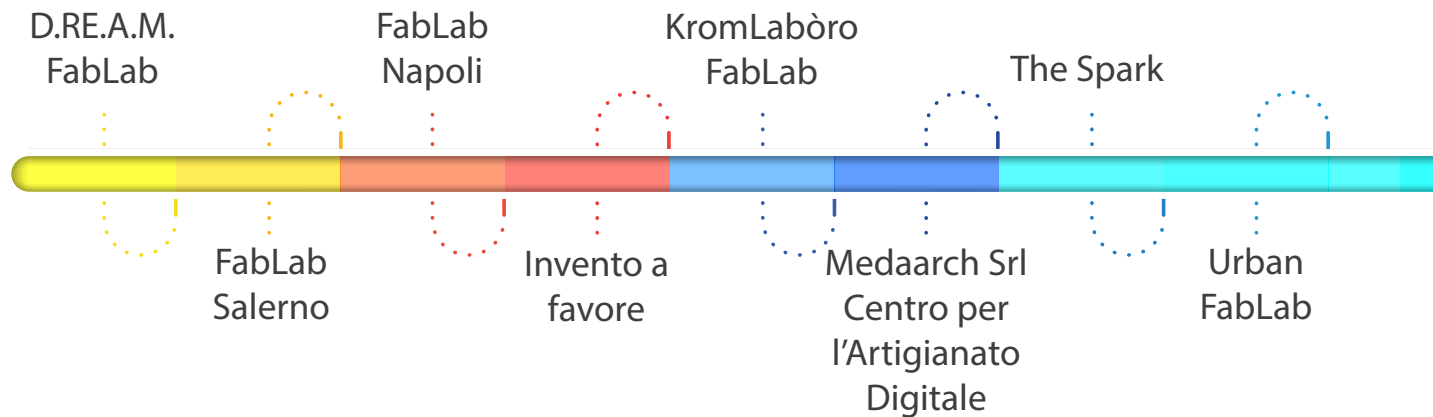


FabLab

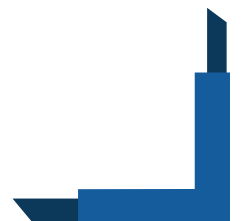


Structures offering professionalism and specific tools for digital fabrication as well as operational, educational, technical and logistical assistance to local communities and enterprises.

In Campania they are active*



*<https://www.atlantei40.it/>
(Portal promoted by Unioncamere and Ministry of Economic Development).



ELEMENTS OF INNOVATION/BEST PRACTICE



PRIDE - regional hub for advanced digital innovation

In the context of the 'Digital Europe Programme' in support of the digital transformation of European societies and economies, PRIDE is one of the 13 Italian Digital Innovation Hubs funded by the European Commission, and has the task of ensuring the digital transition of Campania's industrial system with particular reference to SMEs operating in strategic regional sectors (Aerospace, Automotive, Railways, Fashion, Agrifood, Energy-Environment and Health) and to the local PA.

Coordinated by the Campania Digital Innovation Hub - Rete Confindustria Scarl, in the role of lead partner, Pride is formed by a partnership consisting of the Consortium 'Meditech - Mediterranean Competence Centre 4 Innovation', Cerict - Regional Centre of Competence in ICT, and ICAR - Institute for High Performance Computing and Networks of the CNR.

It is the virtual place where supply and demand for innovation meet, an Alliance for Innovation aimed at promoting the innovation potential of start-ups and SMEs to generate development and competitiveness.

It also presents itself as a marketplace where it is possible to participate in the innovation market, launching a technological challenge or proposing an innovative solution.

OPEN INNOVATION CAMPANIA