

Growing a Research and Innovation ecosystem to develop a more open, inclusive and attractive Campania region

VALERIA FASCIONE

Regional Minister for Research, Innovation and Startups
Campania Government



VISION

An open, inclusive and attractive region for a strong social and economic impact that create widespread well-being.

Purpose: make **Campania** a world class open innovation platform, stimulating territorial competitiveness, able to attract talents, businesses and capitals

Can the city of pizza reinvent itself as a tech capital?

By Manuela Saragosa & Rosamund Jones
Business reporters, Naples

13 September 2018 | Business

SPIEGEL Wirtschaft

Neapel probt den Imagewandel

Silicon Valley am Vesuv

Müllskandale und die Camorra haben bisher das Bild von Neapel geprägt. Start-ups und Europas erste »Apple Academy« sollen das ändern. Hat der Standort gegen London oder Berlin eine Chance?

Italië moet synchroon leren roeien

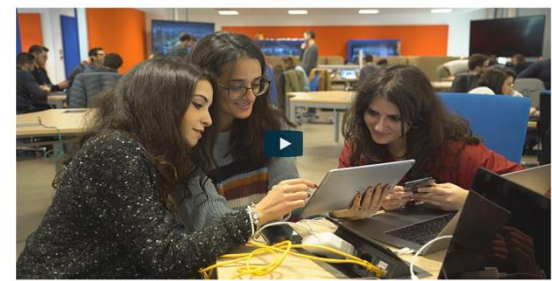
Rome heeft een historisch keuzen met een Europees steunprogramma Italië te hervormen. Maar hoe transformeren de regering van premier Mario Draghi het land van conservatief en bronvervalsing naar groei, verspreiding en 'siliconvalley' digitalisatie? Dit was van een serie over de Italiaanse opgang voorwaarts.

Home > European affairs > Europe > In Naples, students look to the future in the world's oldest public university

In Naples, students look to the future in the world's oldest public university

By Claudio Rosmino • Updated: 22/01/2019

In partnership with The European Commission



The Federico II University in Naples is the world's oldest public university. It also hosts the Developer Academy where students learn to develop apps for iPhones. Every year some 400 students are selected for the 9-month course. In its third year, the course is the result of private and public cooperation between Apple and national and local institutions supported by the EU's Cohesion policy. The methodology? Challenges.

"The main benefit of the Challenge Based Learning methodology, that we are using here," says mentor Moritz Philo Recke. "Is that they (the students) are actually working on real problems, real

TECHNOLOGY TRANSFER

OPEN INNOVATION



INDUSTRIAL PHD PROGRAMS

HACKATHONS

CLUSTER – TECHNOLOGICAL CHAIN

R&I EXTENDED NETWORKS

OPENING INNOVATION HUB

ATTRACTION OF NEW INVESTMENT



DIGITAL

- Apple
- Cisco
- Deloitte
- Accenture
- TIM
- Al maviva
- Terna
- Nokia
- KPMG
- DXC
- Exprivia
- Intellera

HEALTH

- Merck
- Dompè
- Novartis
- Oracle
- Medtronic

AEROSPACE

- Leonardo
- Thales Alenia Space
- Airbus

TRANSPORTS

- Stellantis
- Ferrovie
- Autostrade

FINTECH

- UNICREDIT
- Intesa SanPaolo

R&I STRATEGY

RESEARCH AND INNOVATION ECOSYSTEM IN CAMPANIA



7 universities
(6 public and 1 private)



2 IRCCS - scientific hospitalization institute (1 public National Cancer Institute Pascale Foundation and 1 private SDN on diagnostic imaging and laboratory)



40 advanced research centers active in technology transfer and innovation services



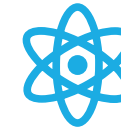
1 National Center in Agritech and 4 Spoke of other National Centers (HPC, MOBILITY, BIODIVERSITY, PHARMA)



7 High Tech Districts (DAT) and 21 public-private laboratories operating in regional strategic supply chains



36 support structures for business creation
8 certified incubators
2 national accelerators of the CDP network



23 acceleration programs supported by Campania Region and run by incubators, accelerators, fab-labs and business centers



1509 innovative startups (October 2024)
2nd Italian region, Naples is the third Italian province

KEY RESULTS



HUMAN CAPITAL – UNIVERSITY

1st place in Italy for incidence of **young people on the population** (17.1% vs 15%)

3rd university system in Italy by number of students (200 thousand students in 2022), recording a recovery on the net migration balance of 7.3% (-1.3% total). **We train 11% of Italian students and 42% of those from the South**



RESEARCH

1st place in the South and 7th place nationally for **investments in Research and Development with a value of 1.4 million euros** (+7.7% between 2016 and 2021)

1st in the South for the incidence of investments in Research and Development on GDP equal to 1.3% (Italian average 1.5%)



INNOVATION

1st in Italy for youth entrepreneurship (11.3% vs. 8.7% national average)

1st in Italy for growth rate of innovative startups between 2020 and 2022 (+52.2%)

2nd in Italy for number of innovative startups (1509), and **2nd for number of certified incubators** – 8 with coverage of all the provinces

1st in the South for number of patents filed



HI-TECH MANUFACTURING AND EXPORT

2nd place in Italy for growth in high-tech manufacturing (+66.5%)

1st in Italy for growth in high-tech exports, which represent almost half of the total in 2022 (45.8%)



MORE THAN 200 COMPANIES ARE LOOKING FOR OUR TALENTS



012
factory



IN CIBUM LAB

**AND INCUBATORS
SUPPORTING OUR STARTUPS**

VITA

**incubatore
campano**

SEI
INCUBATORE
D'IMPRESA
AREE INTERNE

**startUp
europa LAB**

**TERRA
NEXT**

Growing a Research and Innovation
ecosystem to develop a more open, inclusive
and attractive **Campania region**

promotion of **entrepreneurial discovery**
development of **open innovation** contexts
adoption of an **international perspective**

INSTRUMENTS	euros
Campania Startup Innovativa (2017-2020-2023)	82 million
Campania Venture Capital (financial instruments)	40 million
Training for new competencies (Apple Developer Academy young talents)	20 million
Industrial PHD	10 million
CambiaMenti Digitali (new instruments and competencies for schools)	6,65 million
Support for startups ecosystem (2 editions)	6 million
Erasmus and Erasmus Plus	3,9 million
Open Innovation Research Scholarship	2 million
Erasmus for Startup	1,8 million
TOTALE	164,5 million



CAMPANIA RIS3: RESEARCH AND INNOVATION STRATEGIES FOR SMART SPECIALISATION

The strategy match the most important **productive sectors** and **key research and innovation areas** to select the **technological domains** particularly promising for smart growth

9 Areas of Smart Specialization

1. Aerospace
2. Biotechnology and Health
3. Agri-tech
4. Blue Growth
5. Energy, Environment and Sustainable Construction
6. Cultural Heritage, Creative Industries and Tourism
7. New Materials and ICT Enabling Technologies
8. Fashion
9. Transportation and Logistics

FOCUS ON TECHNOLOGY

OPEN INNOVATION **CAMPANIA**

<http://openinnovation.regione.campania.it>

- Marketplace where industries and public sector could find the answers to their innovation needs.
- Talent showcase with brilliant inventions, discoveries and products.
- Collaborative environment to foster innovation.

Strictly connected with the national strategies for precommercial procurement and innovation contracts

FOCUS ON OPENNESS



INTERNATIONALIZATION OF R&I AND ECONOMIC SYSTEM

- China italy innovation forum
- Sino italian exchange
- MIT REAP regional enterprise acceleration program
- ICE – export SUD plan
- Trade fairs and technological exchanges
- EXPO + other national and international fairs

FOREIGN DIRECT INVESTMENT ATTRACTION

SPECIAL ECONOMIC AREAS (ZES)

TOOLS FOR HUMAN CAPITAL INTERNATIONALIZATION

- Erasmus plus individual mobility in Campania
- Erasmus startup in Campania)

INTERNATIONAL MISSIONS IN THE WORLD INNOVATION HUBS

- BARCELONA (digital startups)
- BERLIN (startups and enabler)
- CHINA (R&I ecosystem + startups)
- DUBAI (R&I ecosystem)
- GEORGIA (R&I ecosystem)
- ISRAEL (startups and smes)
- LONDON (startups and enabler)
- PARIS (startups and enabler)
- SILICON VALLEY (R&I ecosystem)

**FOCUS ON
GLOBAL**

Thank you!

VALERIA FASCIONE

assessore.fascione@regione.campania.it

www.campaniacompetitiva.it

www.regionecampania.it

