

SECOND ITALIAN ARAB BUSINESS FORUM  
Rome, 17 October 2018

# INNOVATION AND DIGITAL TRANSFORMATION: ITALIAN ARAB FIELDS OF PARTNERSHIP AND COOPERATION

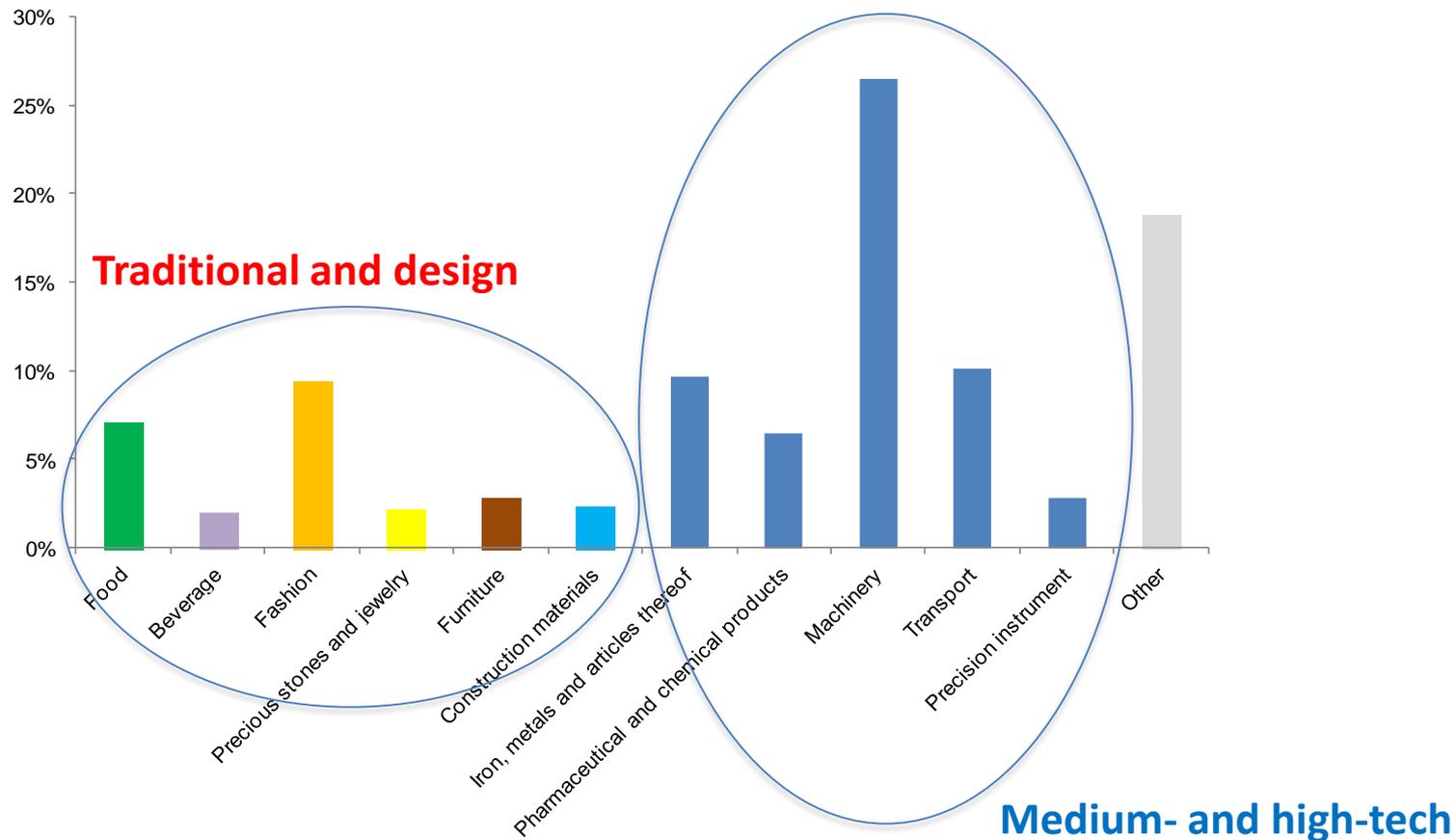
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# What is the largest share of Italian Exports?

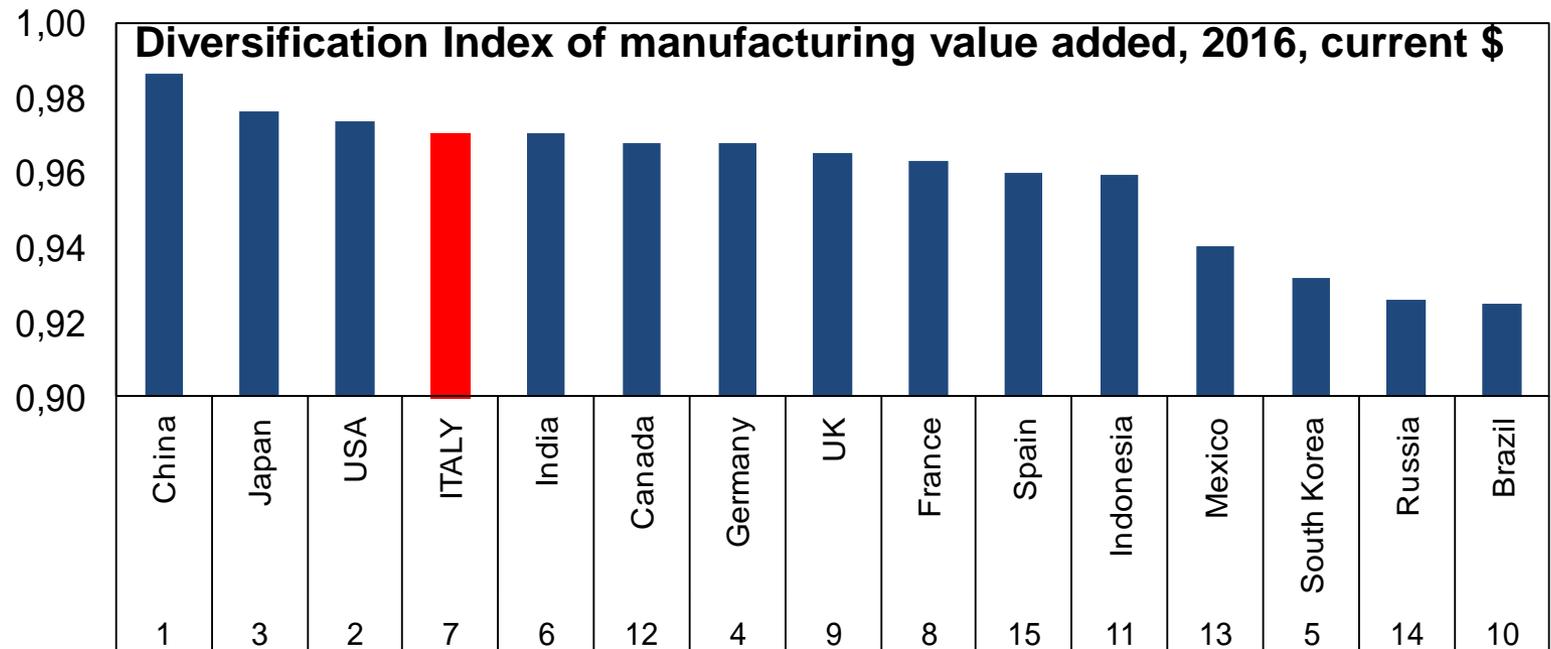
Everyone thinks of food, fashion, wine and design...

...however the greatest part of Italian export is machinery and other medium and high-tech products



# The excellence of the Italian manufacturing competences

- Europe's second-largest manufacturing economy, seventh in the world.
- Third-largest exporter in the world of industrial robots.
- Among the five countries worldwide with a manufacturing trade surplus exceeding \$100 billion.



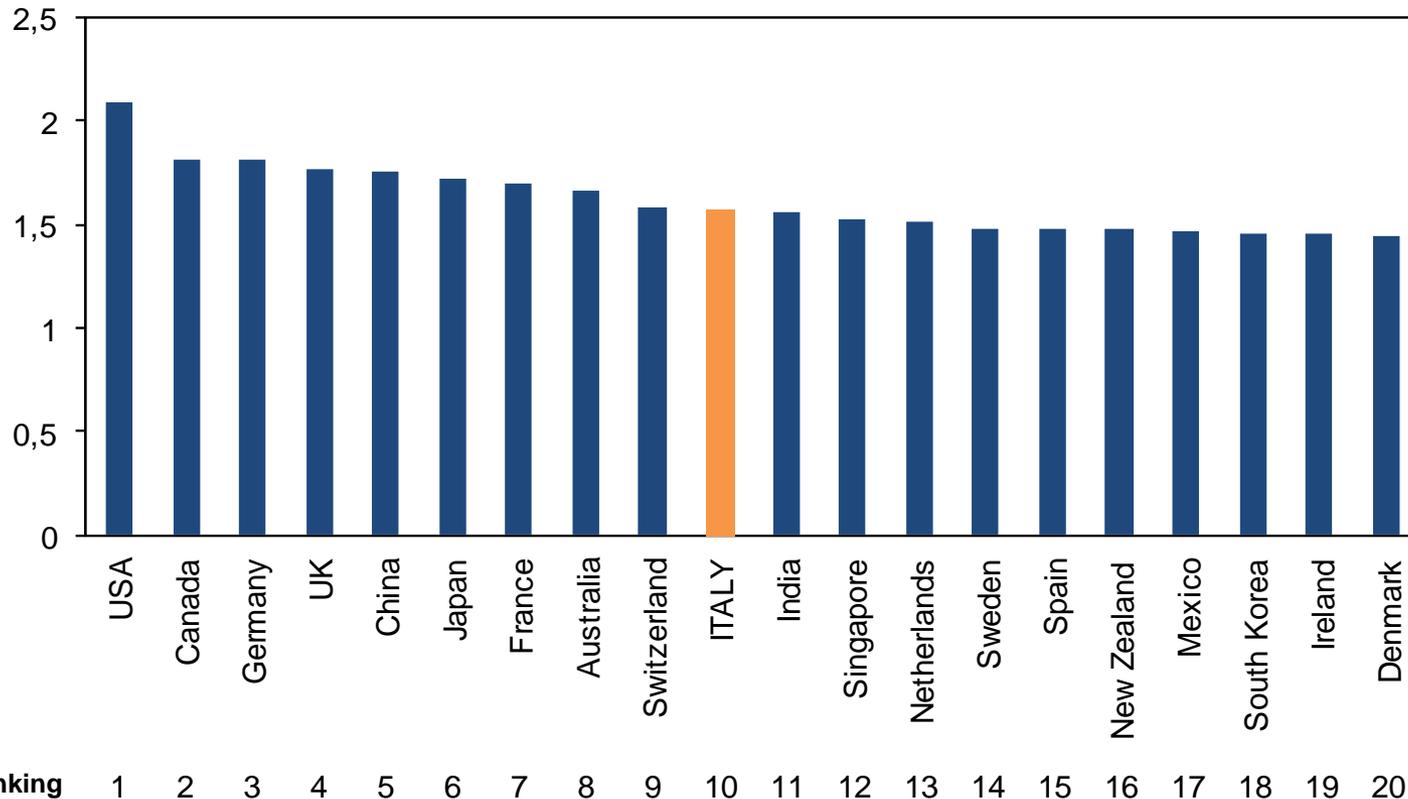
Country rank in global manufacturing value added share (under the country label).

Source: CSC calculations on Oxford economics data.

# An attractive economic environment where to invest

- In 2018, Italy has become the 10<sup>th</sup> most attractive economy in the world for FDIs - the best score since 2004.

A.T. Kearney FDI Confidence Index



# Innovation finds application in many products *Made in Italy*



Italy offers state of the art technologies in renewable and digitalization

Italy is among the best exporters of innovative and highly valued construction materials

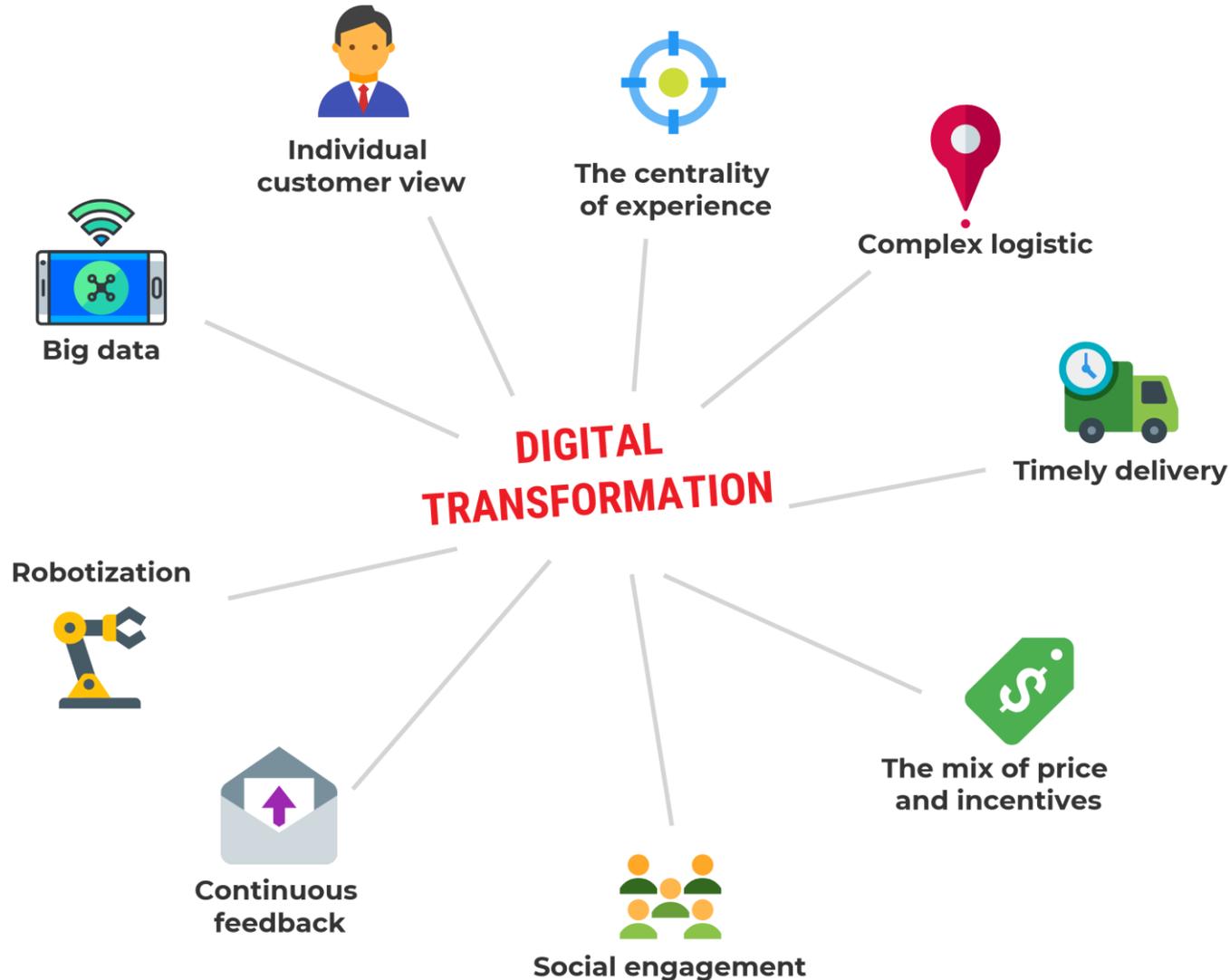


Best practices in drilling and pipeline technologies

Highly sophisticated technologies for transport and military equipment



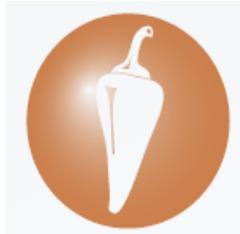
# The multi-faceted nature of digital transformation



# The Italian SMART specialization strategy



**ENERGY**



**AGRIFOOD**



**CULTURAL  
HERITAGE**



**BLUE GROWTH**



**GREEN  
CHEMISTRY**



**AEROSPACE**

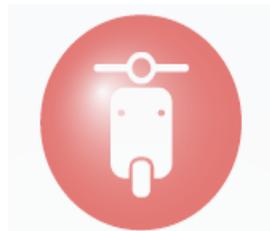
## 12 NATIONAL TECHNOLOGICAL CLUSTERS ACTIVE AT THE EU AND GLOBAL LEVEL



**DESIGN  
CREATIVITY AND  
MADE IN ITALY**



**INTELLIGENT  
FACTORY**



**SUSTAINABLE  
MOBILITY**



**SMART LIVING  
TECHNOLOGIES**



**HEALTH**



**SMART, SECURE  
AND  
INCLUSIVE  
COMMUNITIES**



# The Italian Technology Cluster Intelligent Factories

## ➤ Lighthouse Plants Project:

A production plant completely based on 4.0 Industry technologies.

These plants become a national and international point of reference for best practices and state of the art knowledge. Companies participating in the design and construction of the plant can register in the Lighthouse Club.



TO INCREASE THE COMPETITIVENESS OF THE ITALIAN MANUFACTURING INDUSTRY THROUGH THE DESIGN AND IMPLEMENTATION OF A NUMBER OF RESEARCH PROJECTS FOR THE DEVELOPMENT OF NEW ENABLING TECHNOLOGIES



TO MAINTAIN AND DEVELOP ADVANCED SKILLS IN ITALIAN MANUFACTURING



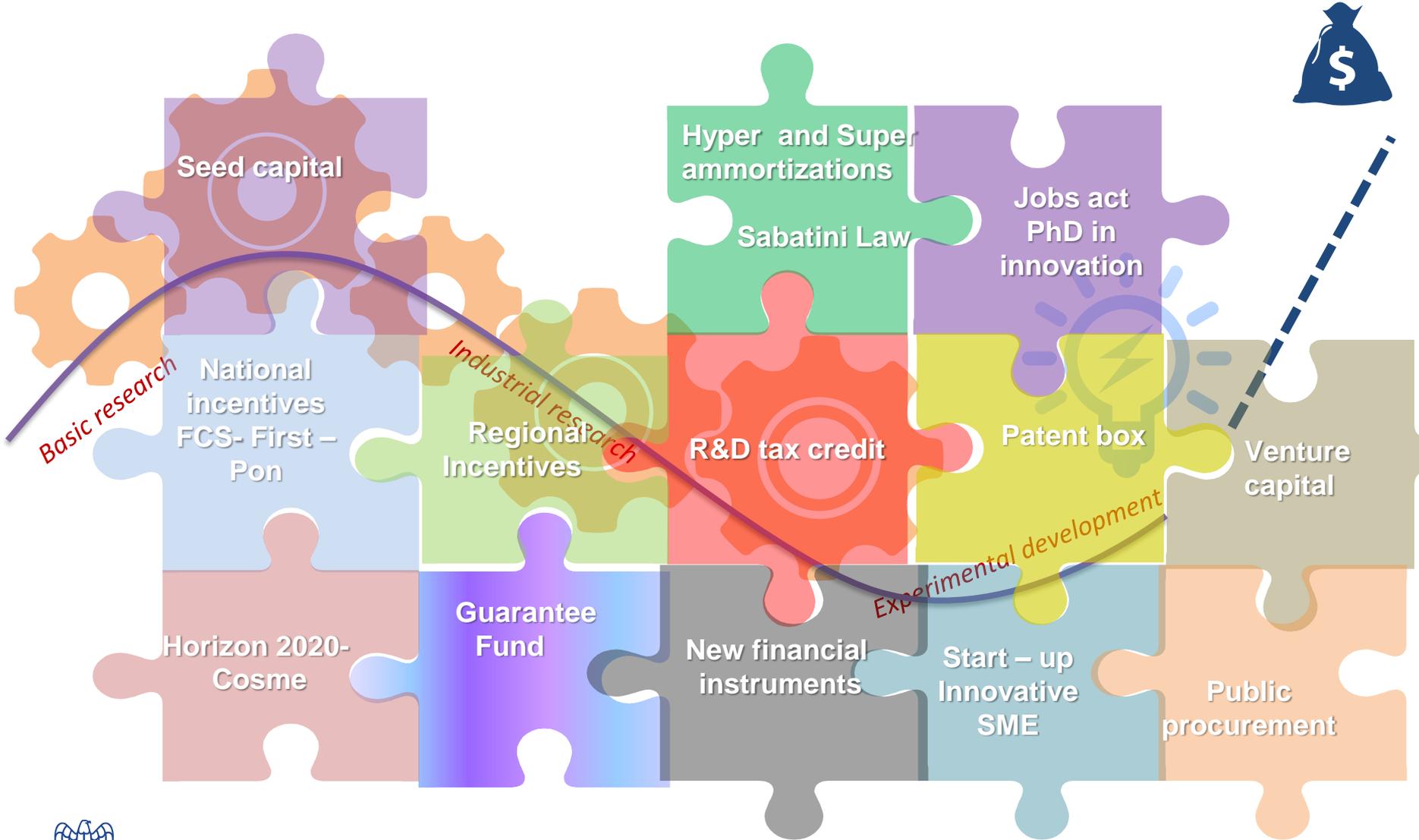
TO INCREASE ITALIAN COMPANIES' ACCESS TO NATIONAL AND INTERNATIONAL FUNDS AND IMPROVE THEIR RETURN ON INVESTMENT IN RESEARCH PROJECTS



TO SUPPORT ENTREPRENEURSHIP AND COMPANY GROWTH THROUGH THE INVOLVEMENT OF PRIVATE INVESTORS.



# A rich portfolio of policy instruments for innovation in Italy



# Italy is the perfect partner to work with Arab countries towards the attainment of their “Visions 2030” ...

The Arab Vision of development to enhance the technology stand towards the **diversification** of the economy and to attain **sustainable development**:

- Activate **enabling factors** for an environment favorable to innovation.
- Special attention to innovation in the field of **renewable energies**.
- Efforts in creating **local expertise or attracting foreign talent for the digitalization** of the economy and in the field of defense.
- Improve the business environment also through the introduction of **special economic zones** and tax free areas.

# ...and to promote best practices for enabling digital transformation in Middle East and North African countries

Italy can play an important role in development and cooperation programmes to:

- share experience and lessons learnt aimed at fostering **finance for small innovators**
- set up a **business friendly environment** targeting innovation and digital transformation
- identify key competences and leverage on them for **diversifying the economy** towards more sophisticated technologies
- ease the formation of **partnerships** across Italian firms and firms based in the MENA countries

## Conclusions and issues for discussion

- Italy has advanced technologies that can be useful in the Arab World and the MENA, looking for channels of cooperation and partnership...
- What are the overlapping areas of the Italian and the Arab visions for future development? How to leverage on them?
- Which Italian manufacturing competences can best serve the purpose of realizing a digitalization strategy for the Arab industries?
- Italy has a well diversified economic landscape, mixing competences that range from traditional sectors to top high-tech productions... There is hence wide room for building strong partnerships and cultivate deep cooperation with all Arab countries.

