



CONFINDUSTRIA

Lombardia

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# Industrial Modernisation: the Alpine Macroregion as a driver for the European industry of tomorrow way for competitiveness

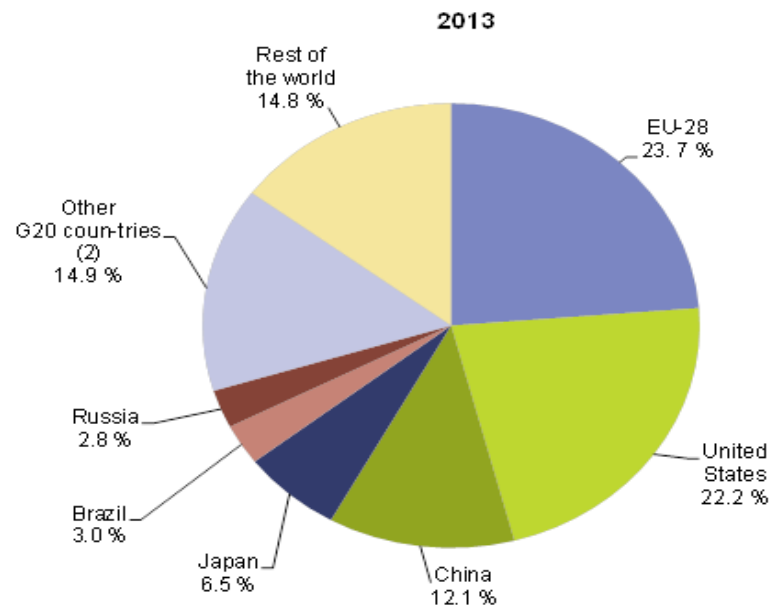
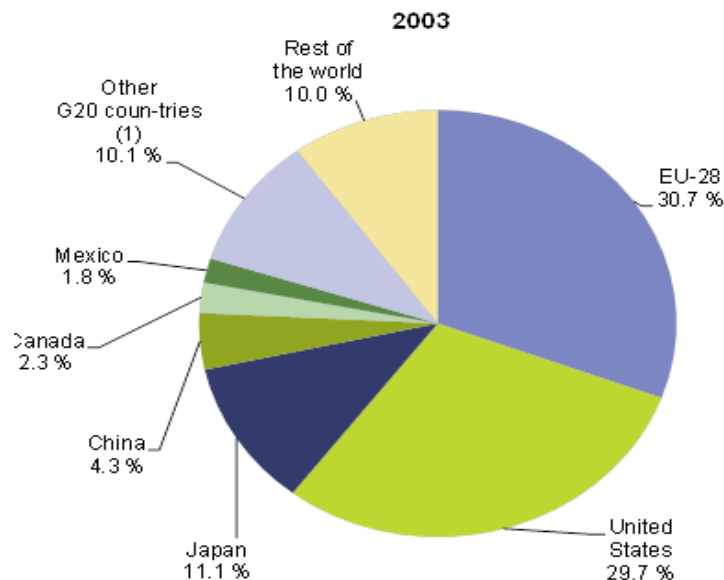
Alberto Ribolla, 11th May 2016

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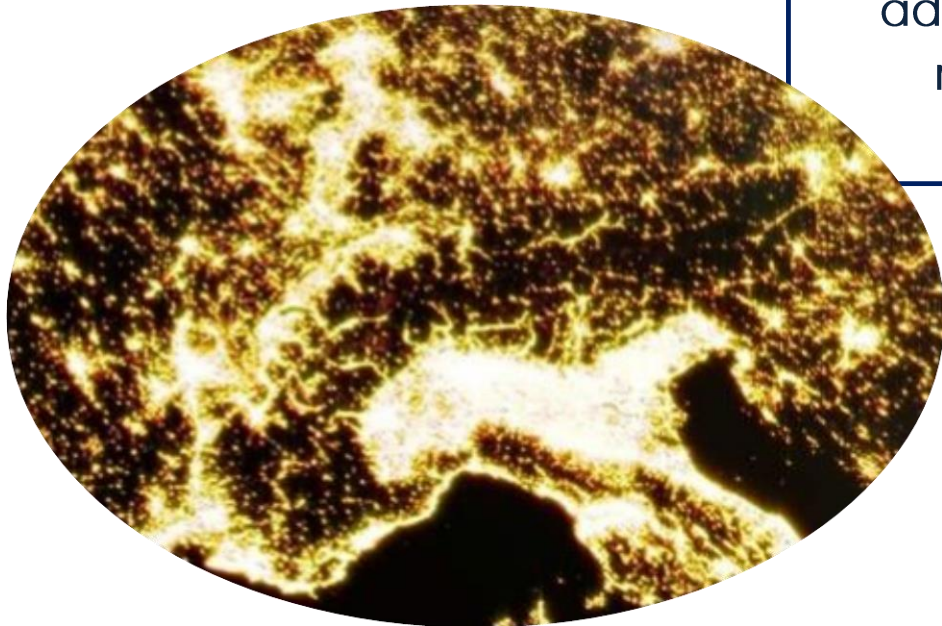


# EUROPE IS OUR PLAYGROUND, but IF WE HAVE A LOOK AT THE WORLD ...

## % GDP growth in worldwide areas



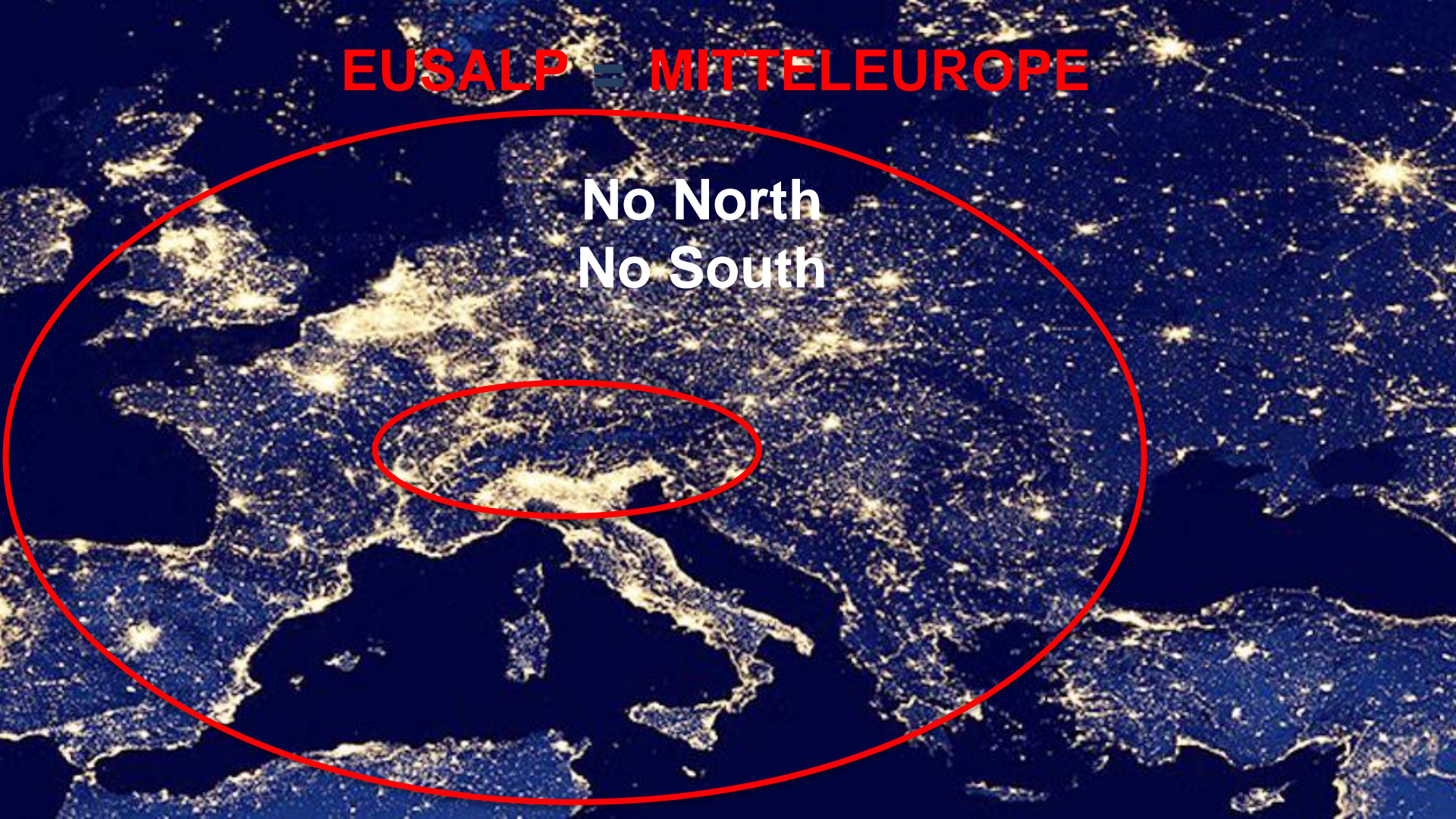
The **MEGACITIES** are the main growth engines as ECO-city ambitions and principles seem to be "the new normal";  
The traditional GO TO MARKET approaches will not be suitable when addressing this new market as demand is moving towards **complex value systems**





**EUSALP = MITTELEUROPE**

**No North  
No South**



# ALPINE MACROREGION: A NEW BRIDGE FOR GROWTH



Competitiveness is determined in **big regional areas**.

**Closer integration and collaboration among manufacturing systems and synergies among different value chains**



**Superstructure and infrastructure:**  
**facilitate communication and time to market of different initiatives**

# ALPINE MACROREGION: EVOCATIVE DESCRIPTION

- **7 States**
- **48 Regions**
- **80 million inhabitants**
- **3 Motors of Europe**
- **3000 billions GDP**
- **66 billions expenditure in R&D (1/4 EU)**
- **38 million employee (1/5 EU)**



**...OUR CORE BUSINESS IS MANUFACTURING**

**1 job in manufacturing => 2/3 jobs in services**



# THE ALPINE REGION CONSTITUTES THE LARGEST EUROPEAN ECONOMIC AND PRODUCTIVE HUB, WITH A HIGH POTENTIAL FOR DEVELOPMENT

*Action Plan of the European Union Strategy for the Alpine Region COM(2015) 366 final*

More than **60% of employees** , **40% of local units** and **turnover** in **Medium Tech – High Tech field** in as share of totale manufacturing sector in Baden Wurttemberg, Bayern, Rhone Alpes and Lombardy



More than **1000 patents** per billion exp. in R&D in Baden Wurttemberg, Bayern, Rhone Alpes and Lombardy



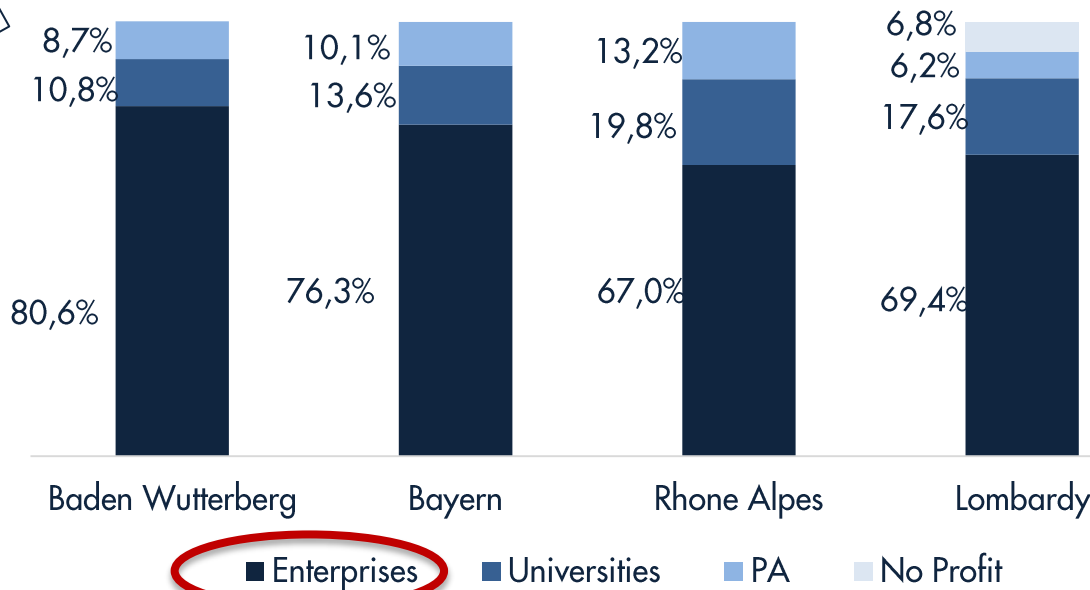
More than **40% Medium Tech – High Tech companies** involved in **R&D activities** in Baden Wurttemberg, Bayern, Rhone Alpes and Lombardy



# ALPINE METROPOLITAN AREAS AND CITIES ARE KEY LOCATIONS FOR ACTIVITIES WHICH COMPETE AND INNOVATE IN A GLOBAL ECONOMY.

Action Plan of the European Union Strategy for the Alpine Region, COM(2015) 366 final

## Who produces R&D ? % data, 2013



**DON'T FORGET INNOVATION !!**

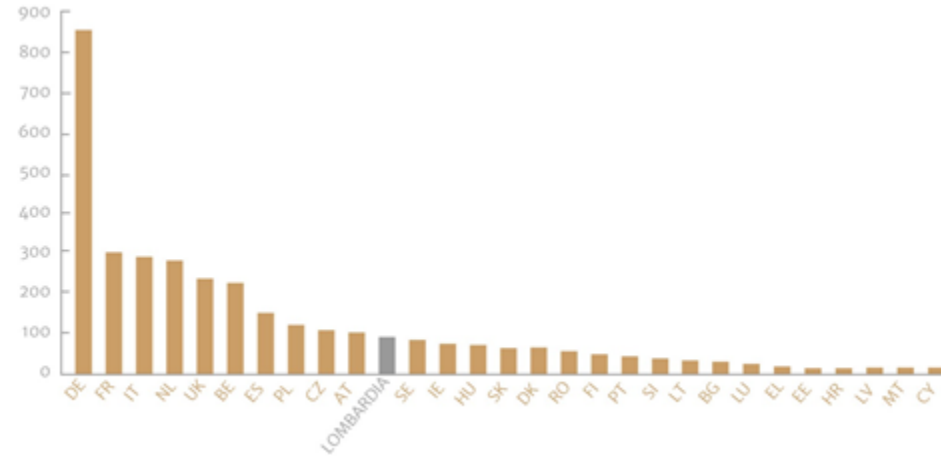
**WE HAVE TO HELP THEM**



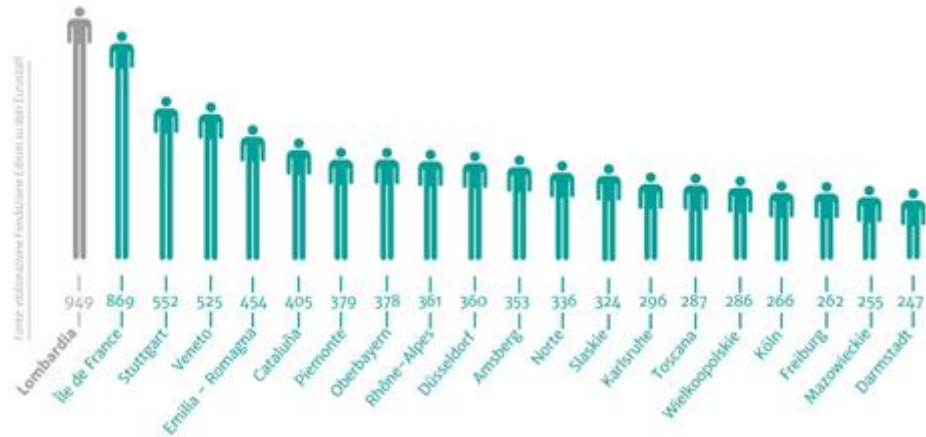
# A LOMBARDY EXAMPLE

**Lombardy is the European region with the highest number of people employed in manufacturing...**

*Lombardy Manufacturing Export in comparison with EU 28 States Manufacturing Export, 2014*



*Scoreboard of the first 20 European Regions (NUTS2). Manufacturing Employment, 2012*



**...and its export sector exceeds that of entire countries such as Hungary or Denmark**









**THE FUTURE**

**INTERNET OF THINGS**



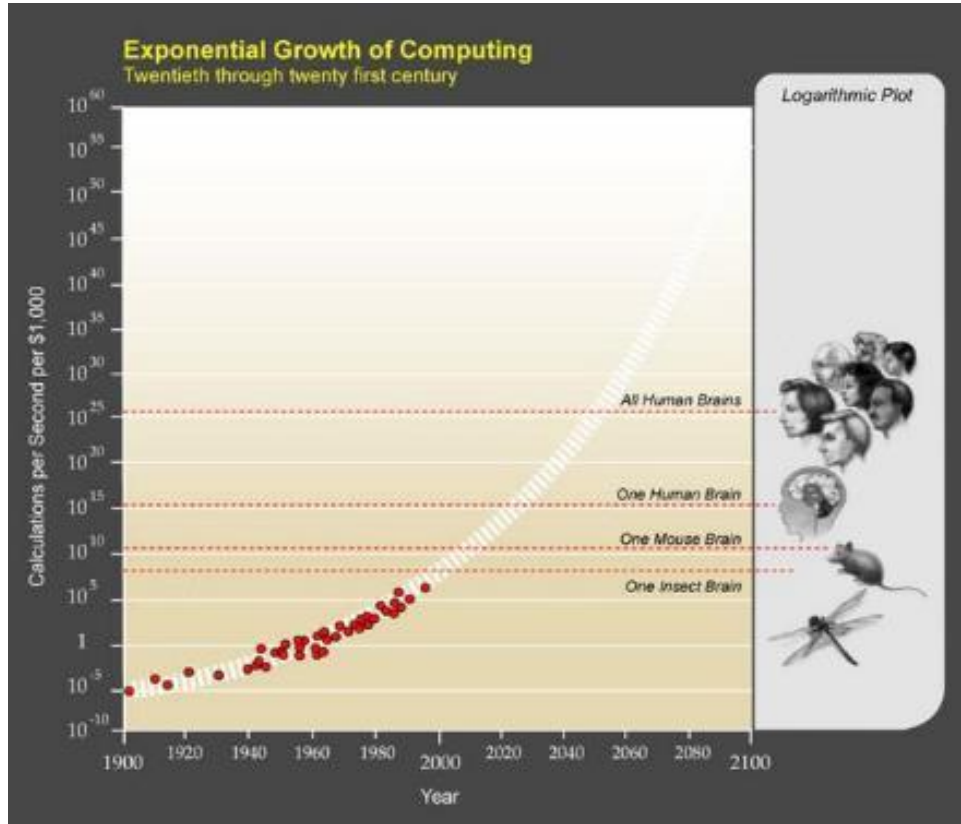
**SMART MANUFACTURING**

# IS NOW THE TIME FOR THE NEXT INDUSTRIAL REVOLUTION ?

Revolution	Year	Information	
	1	1784	Steam, water, mechanical production equipment
	2	1870	Division of labour, electricity, mass production
	3	1969	Electronics, IT, automated production
	4	?	Cyber-physical systems



# Moore's law: Exponential Growth of Computing



*“The number of transistors that can be packed into a given unit of space will double every two years”*

*“ By 2020 there will be **50 billion devices** connected to the internet. For each person on earth there will be **7 device/objects online. Today: 3”***

Cisco

# CULTURAL REVOLUTION

These changes require a cultural revolution of the entire **manufacturing system**, which will need to focus on 3 lines:

- **New relationship with technology**
- **New relationship with finance**
- **Qualified human capital**



# WHAT DO WE EXPECT FROM EUSALP



● **FAST TRANSBORDER COMMUNICATION STRUCTURE**



**Precise and  
Strategic decision**



**Clear and Immediate  
Governance**



**Stakeholder  
involvement**

**INTEGRATION. COORDINATION.  
COOPERATION**  
**NO NEW EU FUNDS, NO ADDITIONAL EU  
FORMAL STRUCTURES AND NO EU  
LEGISLATION**, WHILE RELYING ON A  
COORDINATED APPROACH, SYNERGY EFFECTS  
AND A MORE EFFECTIVE USE OF EXISTING EU  
FUNDS AND OTHER FINANCIAL INSTRUMENTS.

[http://ec.europa.eu/regional\\_policy/en/policy/cooperation/macro-regional-strategies/alpine/](http://ec.europa.eu/regional_policy/en/policy/cooperation/macro-regional-strategies/alpine/)

# SYNERGIES AMONG FUNDS, POLICIES and INSTITUTIONS



Multiregional Funds of Funds



Smart Specialisation Strategies



**European Union**

European Structural  
Investment Funds

**European Fund for  
Strategic Investments**

Joint Programming



Synergies among policies and  
institution

# THE AIM OF A MACRO-REGIONAL STRATEGY IS TO MOBILISE NEW PROJECTS AND INITIATIVES, CREATING A SENSE OF COMMON RESPONSIBILITY.

Danube Region Business Forum  
Danube River Forum



BSR Star Programme



1st Forum of EUSAIR: B2B + Ministerial  
meeting



# OUR PROPOSALS

## MANIFESTO FOR AN INTEGRATED AND SUSTAINABLE MOBILITY WITHIN ALPINE MACROREGION STRATEGY



With support of



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## WORLD MANUFACTURING FORUM IN EUSALP (Milan)?

