

Booklet for setting up companies in Calabria



REGIONE
CALABRIA



Economy

- GDP: €35.9 billion (2022 current prices)
- Economic Growth: **+3%** vs. 2021 (ITER, Bank of Italy)
- Value Added: €32.3 billion (**+7.1%** vs. 2021)
 - Primary Sector: €1.6 billion (+0.1% vs. 2021)
 - Secondary Sector: €4.7 billion (+14.4% vs. 2021)
 - Tertiary Sector: €26.0 billion (+6.3% vs. 2021)



Social Heritage

- Population: 1.8 million inhabitants (**-0.2%** vs. 2021)
- Birth Rate (per thousand inhabitants): 7.3 (**+1.2 p.p.** vs. 2021)
- Average Age: 45.7 years (**+0.4%** vs. 2021), 4th youngest Region in the country



Natural Heritage

- Area: 15,222 km²
- 283 thousand hectares of protected areas
- 30% of Europe's overall biodiversity
- 4th Italian Region for Km of coastline (788) – 2nd if excluding the Islands

(*) Source: Bank of Italy - Istat, 2022

In 2022, there are 807 active hotels in the regional territory, each with an average of 120.8 beds. Extra-hotels number 2.800, with an average size of 31.5 beds.

Accommodation in Calabria, 2022

	Hotels	Extra hotels	Total
Number of accommodations	807	2.800	3.607
<i>[% share compared to Italy]</i>	<i>[2,4%]</i>	<i>[1,4%]</i>	<i>[1,6%]</i>
Number of beds	97.495	88.182	185.677
<i>[% share compared to Italy]</i>	<i>[4,3%]</i>	<i>[2,9%]</i>	<i>[3,5%]</i>

Source: Istat - Data elaborations from Istat, Accommodation capacity, 2023

The Calabrian tourism sector is also characterized by:

- **8.988 restaurants**, with an average of 2.8 employees each
- **265 travel agencies**, with an average of 2.4 employees per agency
- **772 recreational sector operators**, with an average of 1.9 employees per activity

In 2022, Calabria attracted over 1.5 million tourists, with approximately 15% coming from foreign countries. Among them, the top five are Germany (28%), Switzerland (8%), the United Kingdom (5.8%), Poland (5.5%) and the United States (5.5%). The main destinations include seaside resorts, mountain areas, religious sites, natural parks and historic centers.

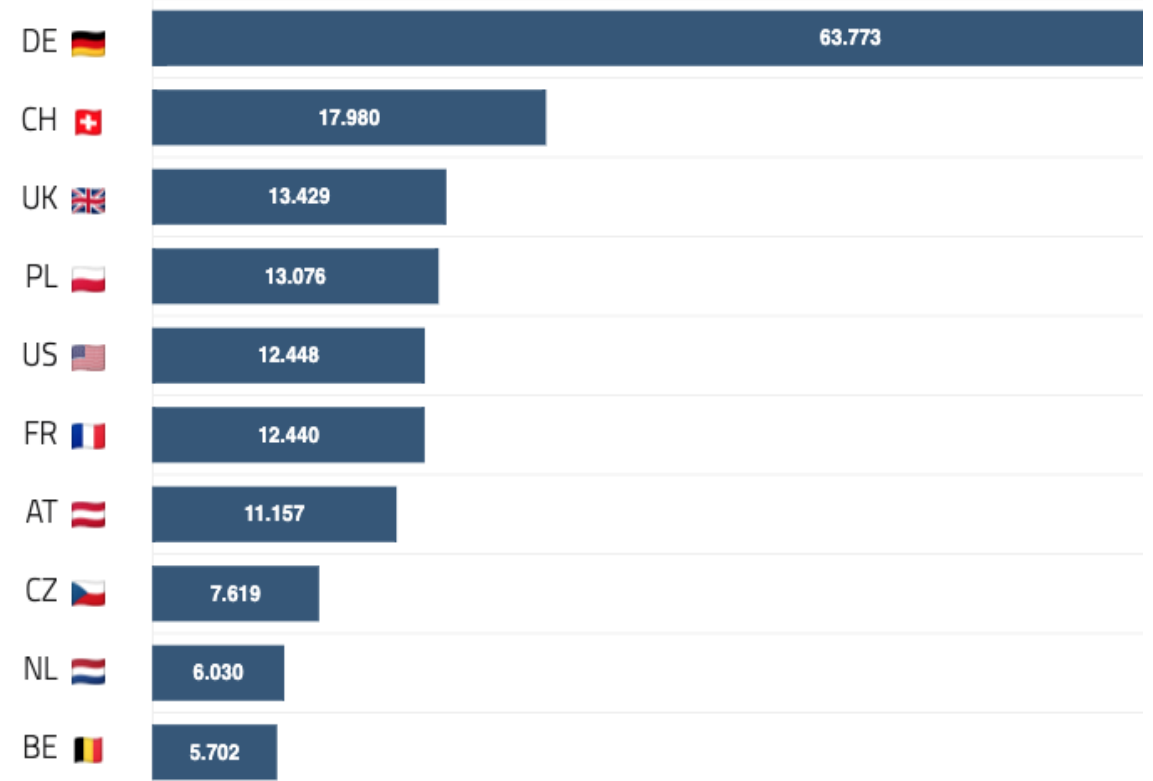
Tourist flows in Calabria, 2022

Arrivals and overnight stays, 2022

	Italians	Foreigners	Total
Arrivals	1.298.383	226.027	1.524.410
<i>[% compared to Italy]</i>	<i>[1,8%]</i>	<i>[0,3%]</i>	<i>[1,1%]</i>
Overnight stays	6.065.688	1.189.219	7.254.907
<i>[% compared to Italy]</i>	<i>[2,6%]</i>	<i>[0,5%]</i>	<i>[1,5%]</i>

Source: elaborations based on Istat data "Movement of customers in accommodation facilities", 2023

Top Countries of international tourist arrivals, 2022



There are 136 cultural attractions (museums, galleries and/or collections; archaeological areas or parks; monuments or monumental complexes).

Cultural attractions in Calabria, 2022



Museums, Galleries and/or
Collections

96



Archaeological Areas or Parks

10



Monuments or Monumental
Complexes

17

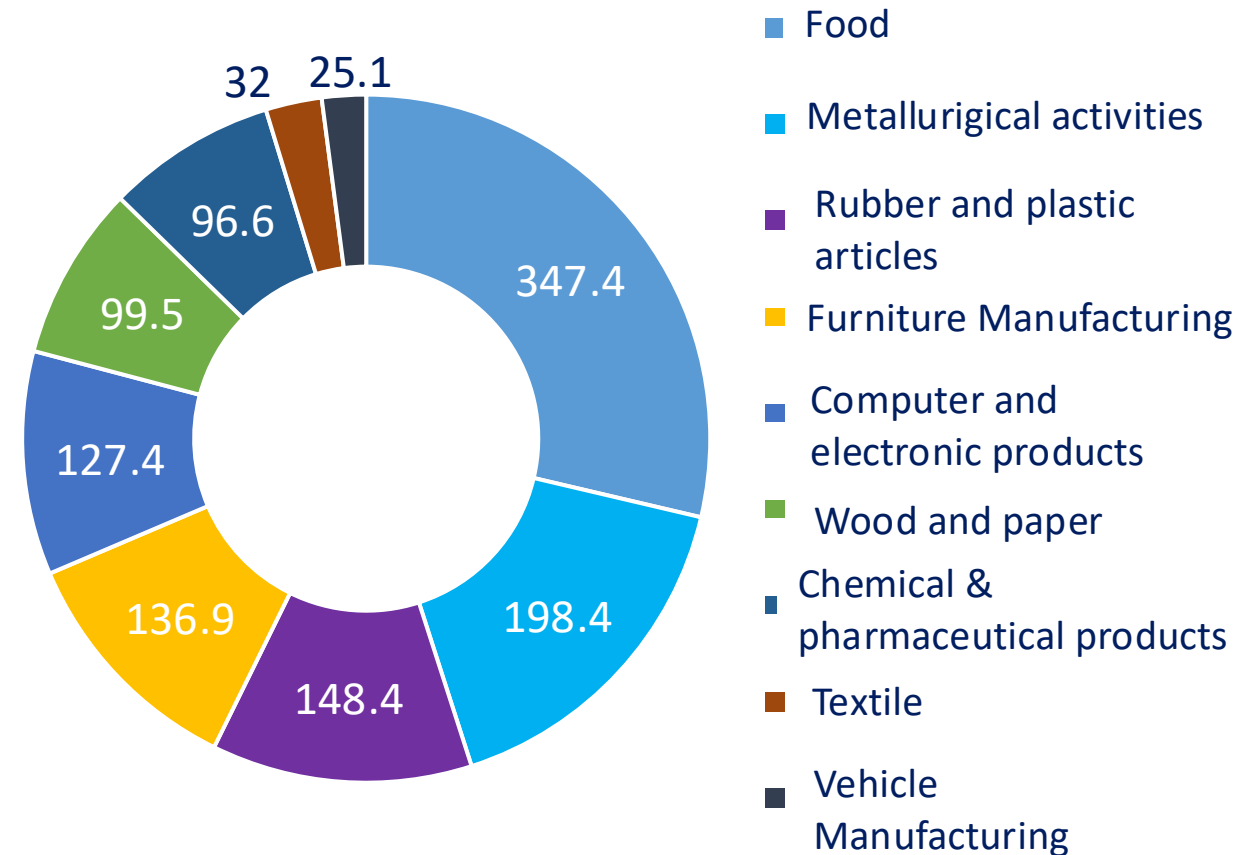
The **main museum attractions and archaeological parks** by number of visitors are:

- National Archaeological Museum of Reggio Calabria
- Museum and Archaeological Park of Capo Colonna
- Museum and Archaeological Park of Scolacium
- National Archaeological Museum of Crotona
- Cattolica of Stilo
- National Archaeological Museum and Archaeological Park of Sibaritide
- National Gallery of Cosenza

- The industry in Calabria generates **14%** of the total regional value added.
- Industrial activities employ approximately **82 thousand workers (13.9% of the regional total)**, showing a growth of +4.5% compared to the pre-pandemic period (+3.6% vs. national average).
- Manufacturing is concentrated in three main sectors: the **food sector (28.7%)**, **metallurgical activities (16.4%)**, and the **production of rubber and plastic articles (12.2%)**.
- The manufacturing sectors with the highest growth in the five-year period 2017-2021 are: **computer and electronic products (+94.8% vs. +9.3% Italy average)**, **chemical and pharmaceutical products (+39% vs. +9.9% Italy average)** and **extractive industry (+27.5% vs. 33.6% Italy average)**.

Main Manufacturing Specializations of Calabria

(values in million euros), 2021



Characteristics and Resources



Commitment to Sustainability



International Openness



Availability of Research and Innovation Infrastructures



Youth and Education and Research System



Geographical Centrality and Integrated Logistics



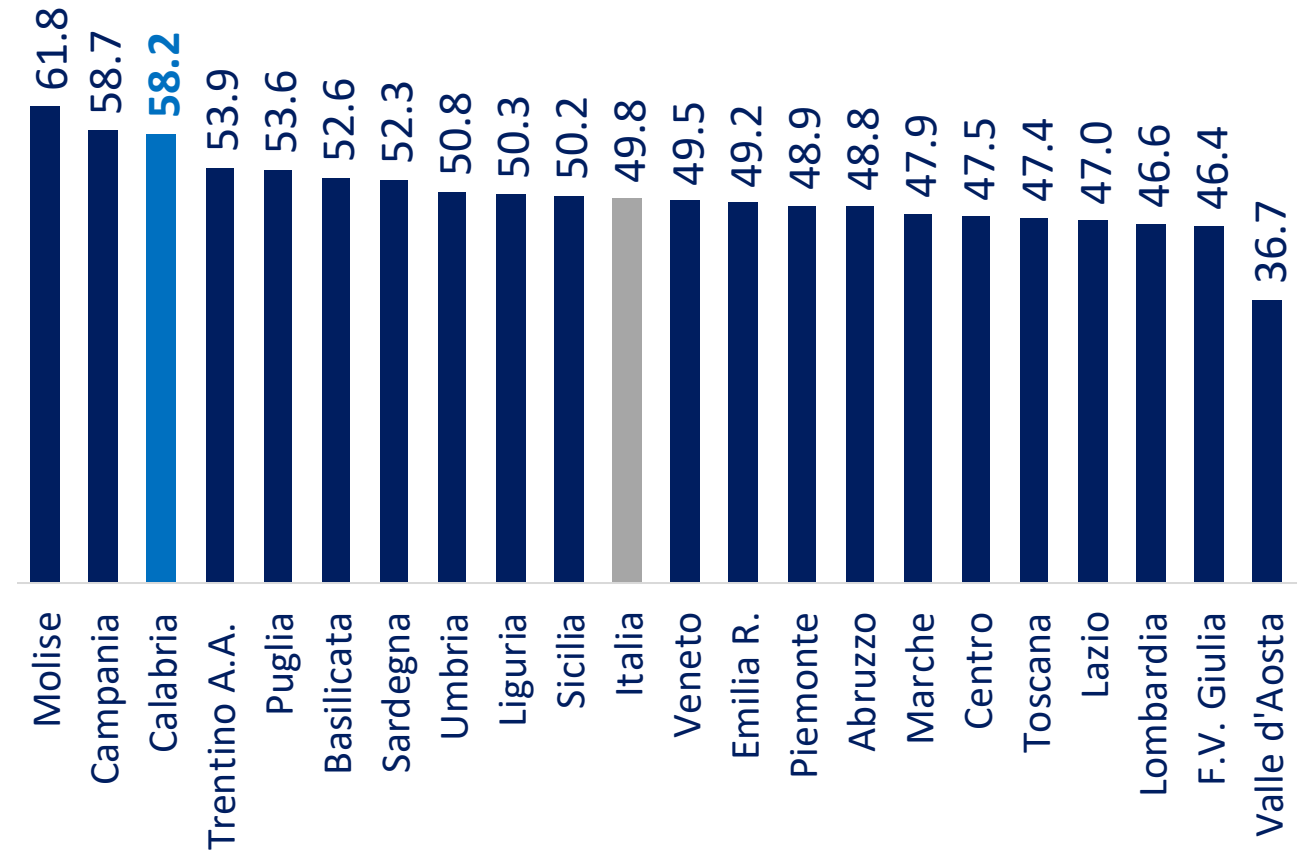
Business Incentives



Support for Project Activities

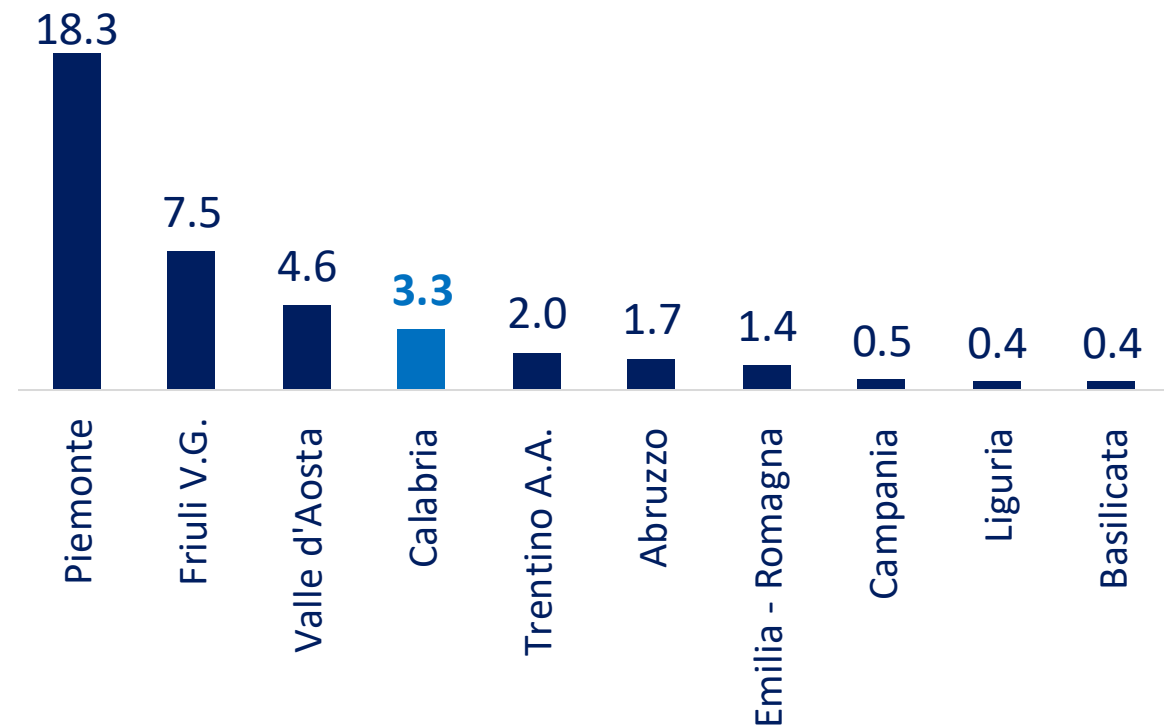
- **Enterprises' investments in environmental sustainability** in Calabria record an intensity of 58.2% (vs. 49.8% Italy average).
- The share of gross energy consumption covered by renewable sources was 40.4% (vs. 17.7% Italy average).
- The number of organic farms in the region amounts to 10.576 (13% of the national total), also thanks to a high regional surface area dedicated to organic farming (208.292 hectares), ranking 1st in Italy.

Intensity of enterprises' investments in environmental sustainability (percentage values), 2022



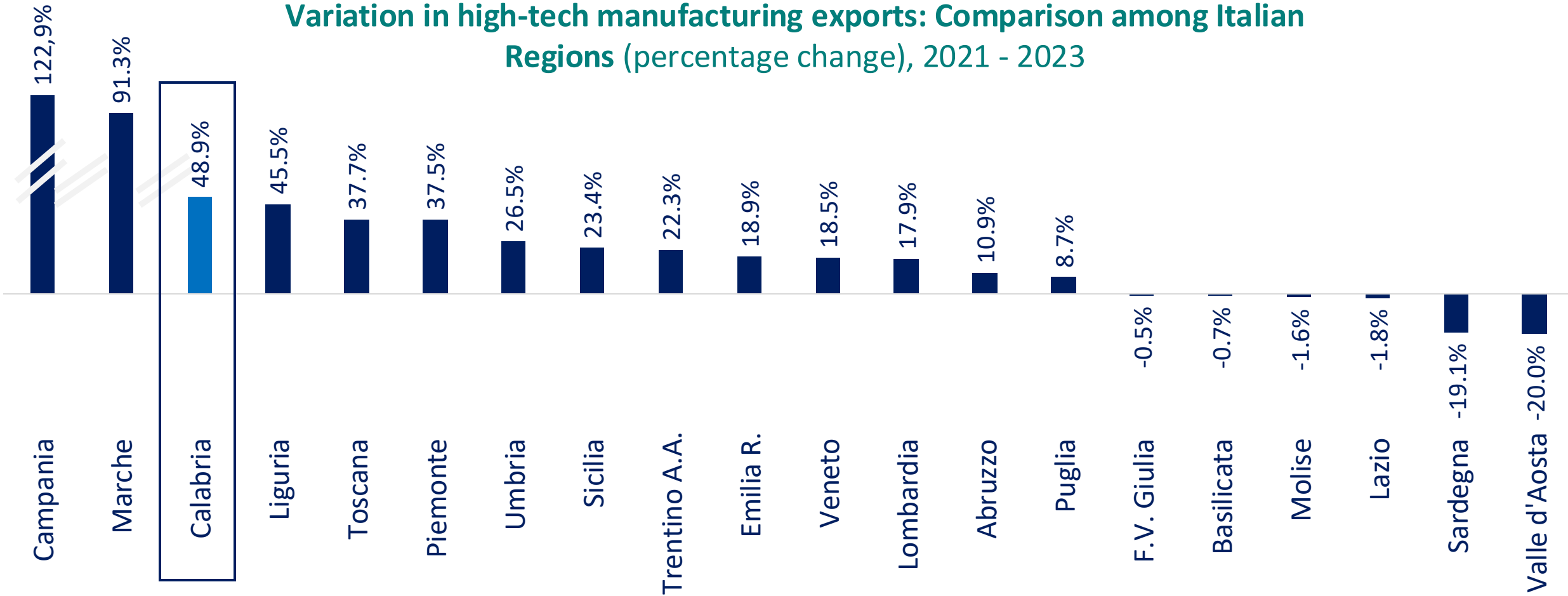
- Calabria is the southern region with the highest hydroelectric power capacity.
- Between 2013 and 2021, 24% of the Region's renewable energy was generated from hydroelectric sources.
- In 2022, the contribution to renewable energy generation decreased by 7 percentage points (reaching 17%) due to drought, which reduced energy production by 360 GW/h.

Top 10 Italian Regions by Hydroelectric Power Capacity (MW), 2021 - 2022



Calabria records a higher growth in high-tech exports compared to the national average

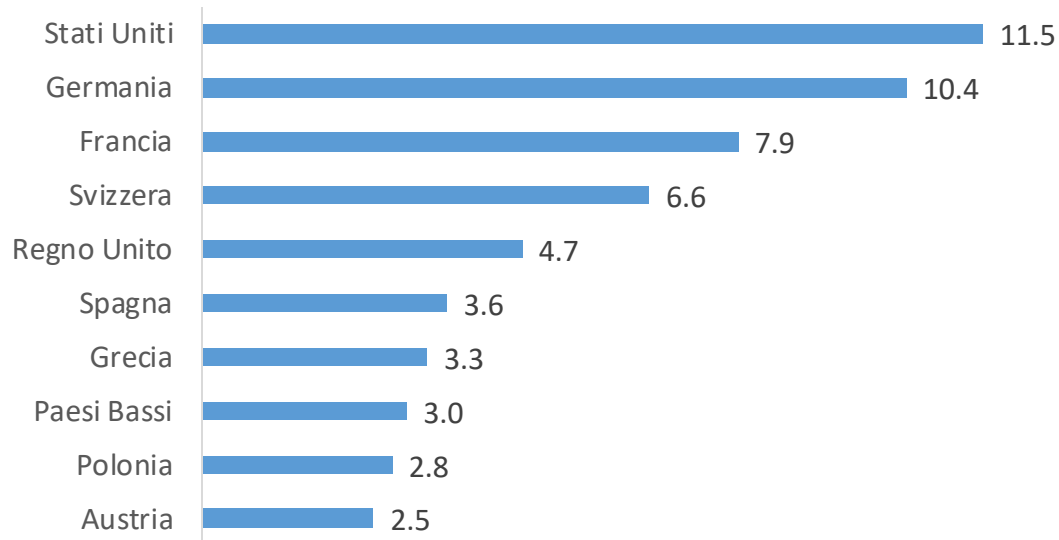
Variation in high-tech manufacturing exports: Comparison among Italian Regions (percentage change), 2021 - 2023



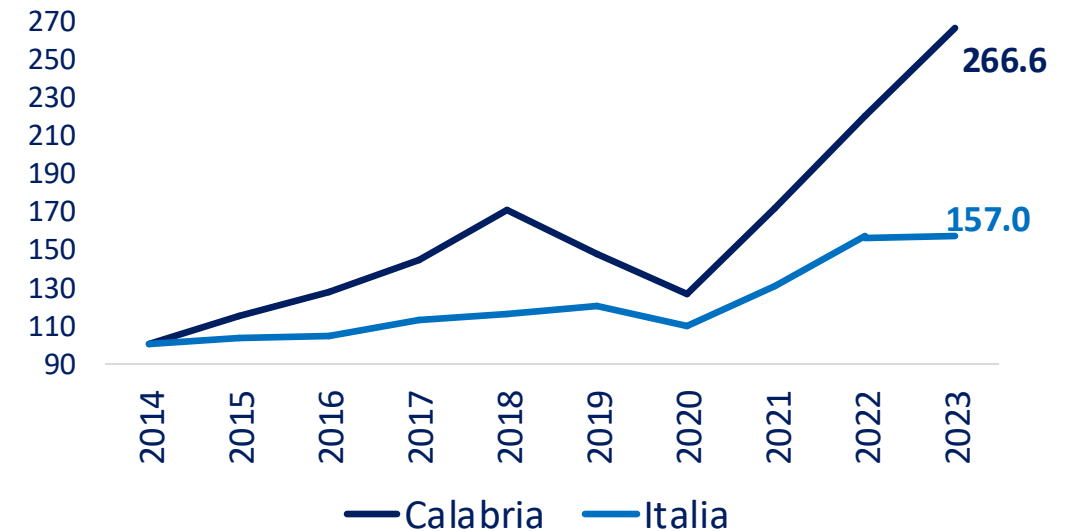
(*) Fonte: Coeweb, 2024

- In 2023, total exports reached to **€ 866.4 million** (+20.9% vs. 2022).
- Since 2015 exports of Calabrian products have shown a growth rate higher than the national average.
- The main destination countries for Calabrian products and services are: USA (11.5%), Germany (10.4%) and France (7.9%).

Top 10 Countries by Export Value (average 2015-2023), %



Trend of Calabria and Italy's Exports (index number; year 2014 = base 100), 2014-2023



(*) Source: Coeweb, 2024



☐ Logistically connected to over 60 ports in the Mediterranean and 120 worldwide.

☐ Linked to the main European railway corridors through the Tyrrhenian railway line (Battipaglia-Reggio Calabria) and the Adriatic.

- Dragon
- North Europe - East Med NWC
- AE11 Westbound

- Gioia Tauro is the first Italian port for transshipment, ranking 6th in the Mediterranean and 8th in Europe.
- Thanks to infrastructure investments Gioia Tauro is the second port in Italy for connectivity index in 2024.
- Gioia Tauro is the first Italian port for growth between 2019 and 2021 (about +624 thousand TEU), in stark contrast to other national and international ports.
- 40% of goods unloaded in Italy from non-EU countries pass through Gioia Tauro.



- Dimensions of the port-channel:
 - Length: 3.4 km
 - Width: 250 meters
 - Depth: up to 18 meters

The size of the yards equals more than 200 hectares on lease.

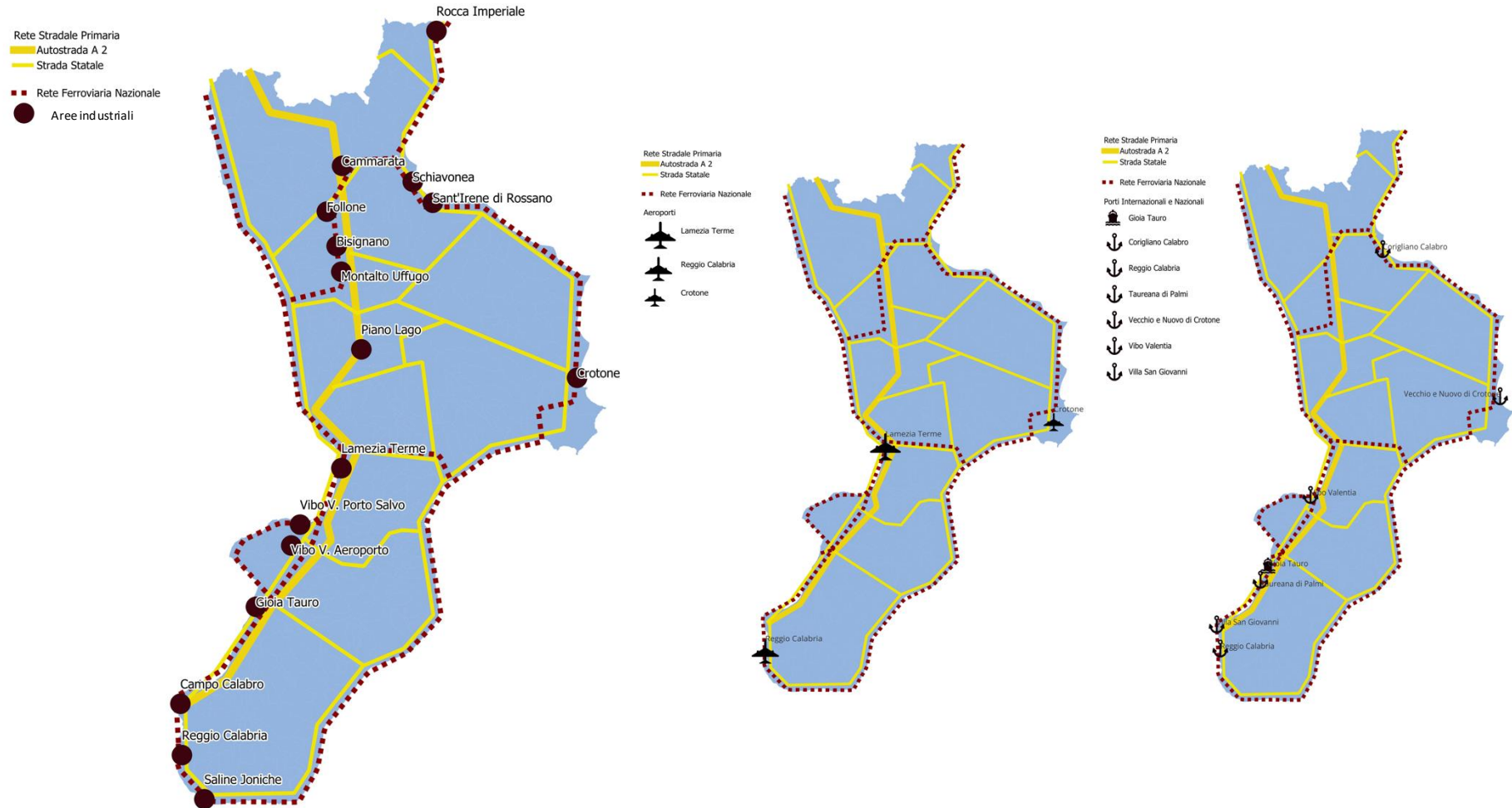
It can accommodate 4 mega-ships* and trains longer than 750 meters.

(*) Ships longer than 400 meters

Highlights

- 5,244 hectares
- 900 settled companies
- 16 industrial clusters
- 3 airports
- 7 national and international ports
- 5 retroport industrial areas

In the 2021-2027 Cohesion and Development Fund, 45 million euros are allocated for the infrastructure development of industrial areas.



The Region has established the **Regional Agency for the Development of Industrial Areas and for the Attraction of Productive Investments** (with Regional Law No. 16 of March 29, 2024) in order to strengthen the productive system, promote investments and settlements and enhance the competitiveness of companies operating or intending to operate in Calabria.

Main **activities** of the Agency:



Promote the establishment and development of businesses in Calabria



Support investors in their settlement and the development of projects



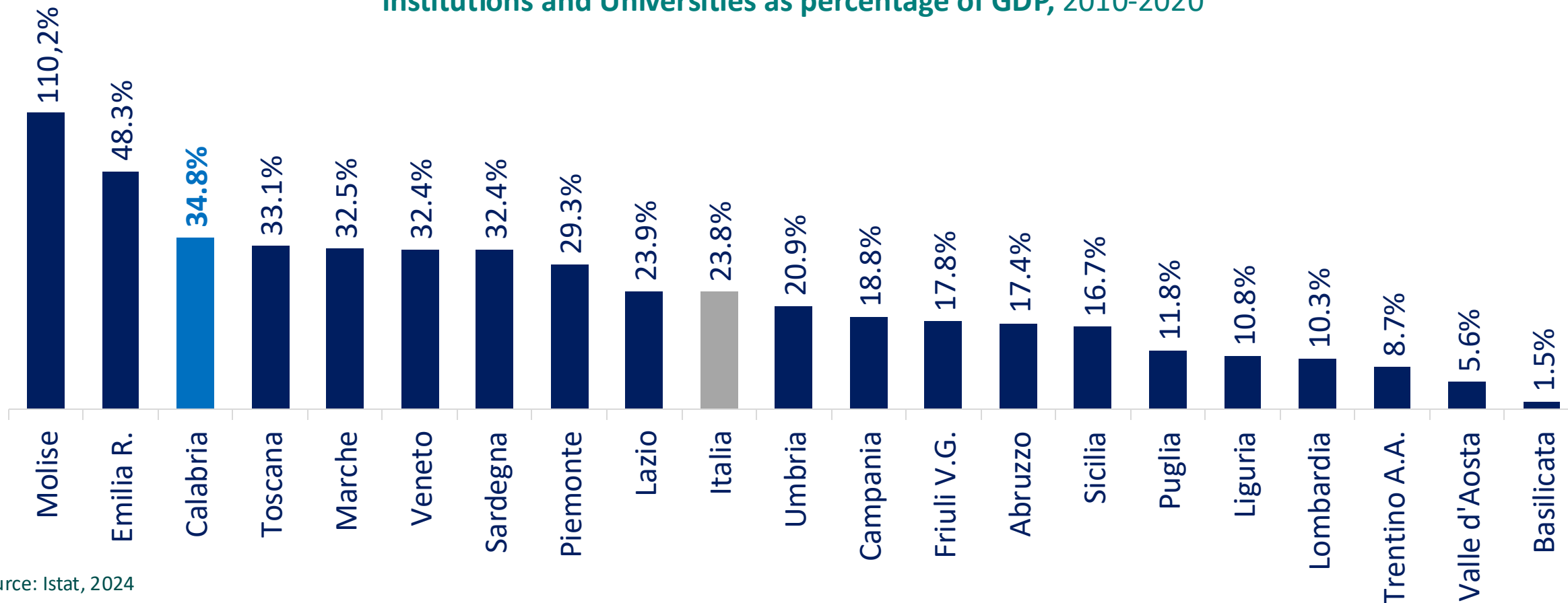
Provide support and promotional services to attract productive investments



Promote investment opportunities

Calabria Region ranks third in Italy for the growth of R&D expenditure as a percentage of GDP

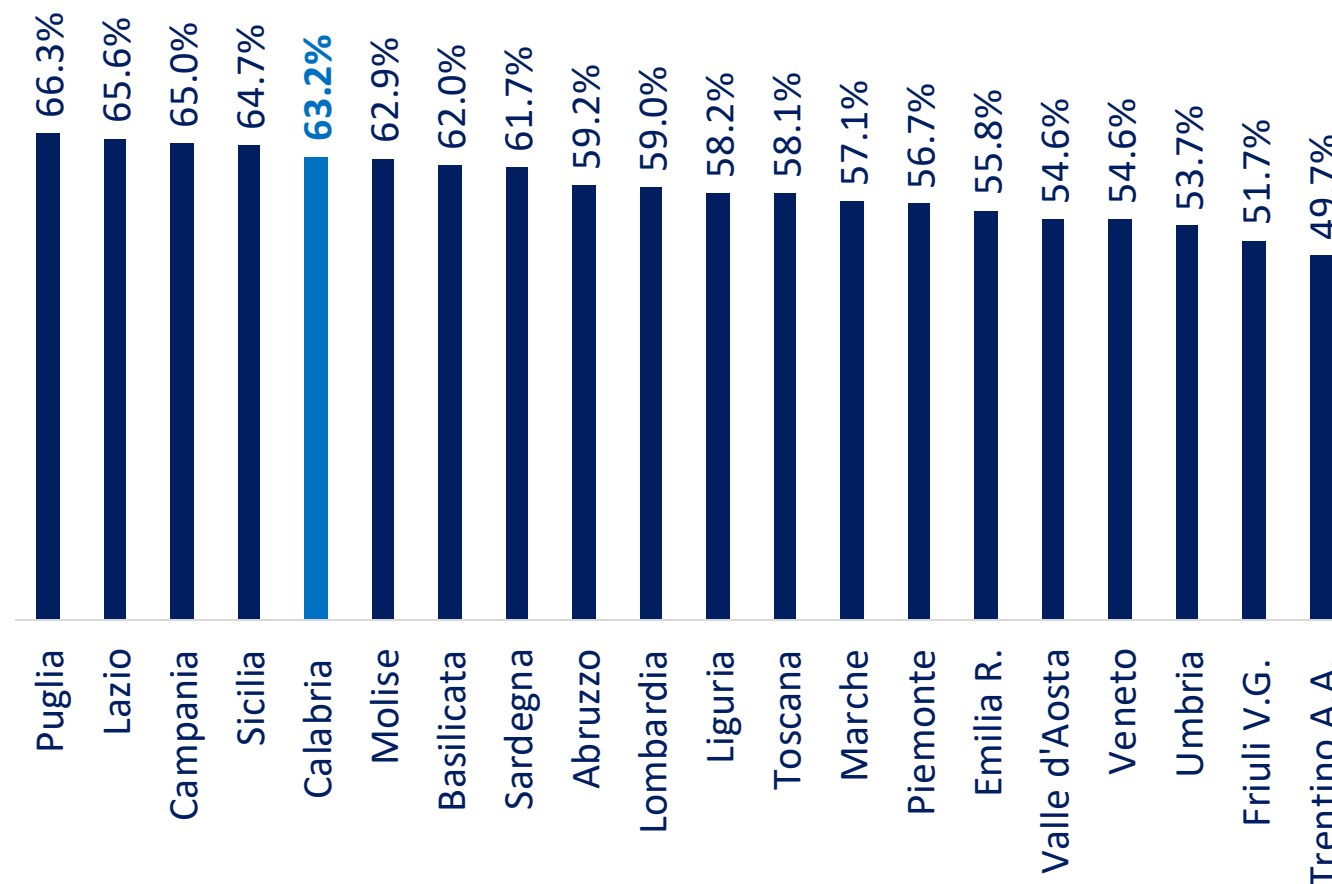
Variation in Research and Development (R&D) expenditure by businesses, public institutions, private non-profit institutions and Universities as percentage of GDP, 2010-2020



(*) Source: Istat, 2024

- 63.2% of companies report high ease in recruiting workers, ranking Calabria the 5th region among Italian regions.
- Calabria is the 4th **youngest region** in the country (45.7 years vs. 46.4 Italy average).
- The University of Calabria **rank 1st as the best university among major public universities*** (after Pavia and Perugia), 2nd in the provision of scholarships and 1st in residence and canteen services.
- The youth sector shows a high entrepreneurial vocation, with Calabria ranking **2nd in the youth entrepreneurship rate** (6.6% vs. 5.6% Italy average).

Ease of recruiting workers in Italian Regions (% of total hirings), 2022



(*) From 20.000 to 40.000 enrolled students, 20 Universities. Source: Censis Ranking 2024/2025

3 Universities



- 14 Departments
- About 30,000 students
- Around 4,500/5,000 degrees granted yearly



- 4 Departments
- About 10,000 students
- Around 1,000/1,200 degrees granted yearly



Università degli Studi
Mediterranea
di Reggio Calabria

- 6 Departments
- About 6,000 students
- Around 600-800 degrees granted yearly

6 Research Centers INRC

It conducts research across various scientific fields:

- Agriculture and Food Sciences
- Environmental Sciences
- Health and Biomedical Research
- Renewable Energy
- Cultural Heritage
- Social Sciences



Italian National
Research Council

4 Research Infrastructures

- **STAR** in the field of fundamental and applied materials research
- **BioMedPark** in the field of human chronic and neurodegenerative diseases
- **Agri-food Research Network** in the field of food properties and industrial processes from raw materials to final products
- **SILA** in the field of environmental monitoring, control and protection.

1 Interregional Ecosystem

Innovation ecosystem to promote R&D projects. Funded by Next Generation EU (PNRR) for 120 million euros.



3 Startup Incubators/Accelerators

- **Technest** - University Incubator
- **Entopan Innovation** - MIMIT certified incubator
- **CyberXcelerator** – Cassa Depositi and Prestiti Incubator

There is an ecosystem of **subjects and skills in the field of Artificial Intelligence** both in Calabrian universities and in the productive industries (startups and corporations).

Prominent figures in Unical are:



Gianluigi Greco

- Full professor of Computer Science
- Director of the Department of Mathematics and Computer Science
- President of the Italian Artificial Intelligence Association.



Georg Gottlob

- One of the world's leading experts in Artificial Intelligence
- Member of the Royal Society
- He chose the University of Calabria and left the prestigious Oxford University and “Fellow” of St John's College, Oxford.



Francesco Scarcello

- Pro-rector
- Full professor of Information processing systems
- He has been awarded a highly prestigious scientific fellowship by the European Association for Artificial Intelligence (EurAI).

Calabria Smart Specialization Strategies: Innovation Areas



**Agriculture 4.0
and Agri-food**



**Environment,
Circular Economy,
and Biodiversity**



**Sustainable Construction
Energy and Climate**



Tourism and Culture



**ICT, Digital Technologies
Innovative Tertiary Sector**



Smart Manufacturing



**Logistics and Sustainable
Mobility**



Life Sciences



Blue Economy



<p>Specific Action RP ERDF 2021/2027 (Action 1.1.1)</p>	<p>Support for projects of research, development and innovation activities, including in collaboration with research organizations.</p>	<p>€ 136 mln</p>
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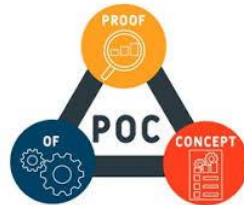
The main grants for R&D projects between SME, Large Enterprises and Research Organizations are:



R&D

Research and development program

SME, LE → Research Organization



PROOF OF CONCEPT

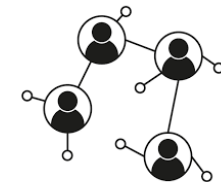
Industrial validation of scientific research

Research Organization → SME



INNOVATION SERVICES

Adoption of innovative services



LIVING LAB

Innovative solutions for social problems



<p>Specific Action RP ERDF 2021/2027 (Action 1.1.2)</p>	<p>Support the creation and consolidation of innovative startups with a knowledge intensity applications and for research spin-off initiatives in priority areas and trajectories.</p>	<p>€ 51 mln</p>
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There are a series of support activities for the development of innovative startups:



StartCup, business plan competition



Incubation program



Venture capital fund for innovation



Grants for the creation and growth of startups



Acceleration program



Tools to support **international partnerships** and **European projects**



STEP Regulations

Specific Action 1.6.1 Support for investments in **digital technologies** and innovation in **deep tech technologies**

€ 214 mln

Specific Action 2.9.1 Productive investments mainly associated with **clean and resource-efficient technologies**

The actions of the STEP will be financed through a supply chain agreement between large enterprises, SMEs and research organizations for investments up to 50 million euros. The costs will include:



Industrial research and experimental development



Capital Investment



Professional Services



Training and Development



Intellectual Property

CALL

ELIGIBLE INVESTMENT

Extra-Accommodation Operators (second house).

- Promote interventions to qualify the receptivity of second homes through:
- space adaptations and the development of services, including for the elimination of architectural barriers
 - installation of home automation systems and improvement of minimum legal standards in safety
 - seismic adjustment and fire prevention.

Support for **quality tourist accommodation** in Calabria.

- Raising the quality standards of the accommodation offer through:
- the expansion and improvement of services with a view to sustainability, accessibility and environmental safety
 - the construction of new facilities with a high level of qualification
 - the digitization of businesses and the transition to a Tourism Industry 4.0 perspective.

Support for the **creation and consolidation of innovative startups**

- Promote the **creation and consolidation of high-tech enterprises** for :
- product/service and business model
 - validation technical and market validation and competitive positioning
 - business consolidation and growth.

CALL

ELIGIBLE INVESTMENT

**Enterprises
Competitiveness Fund
(FCI)**

To support enterprises in the implementation of productive investments, aimed at the **growth and/or expansion of business activities**, through the introduction of technological innovations in products and processes, including with a view to the implementation of transition 4.0 processes, digital transition, implementation of circular economy models and sustainable development.

**Support for
internationalization
projects of SMEs and
their aggregations**

Support the regional production system in the processes of opening up and/or increasing exports, diversifying outlet markets and using also digital channels.



- **Baker Hughes**, a U.S.-based energy services company, has invested €10 million in Vibo Valentia in 2019 in a new, fully robotic, digital production line dedicated to gas turbine components with low environmental impact and high efficiency.



- Japan's **NTT Data** is a multinational systems integration, professional services and strategic consulting company. With its new headquarters in Cosenza, it will aim to hire 5,000 new employees. It will be the operational base of the new Innovation center for which NTT Data will invest 200 million euros.



- Multinational **ATOS**, Europe's leading player in Cybersecurity, Cloud and High Performance Computing, has opened an office in Cosenza, creating more than 100 new job positions.



- **LUTECH**, Italy's leading digital and artificial intelligence company, has opened an office in Cosenza in 2024 and will hire more than 100 human resources in 2025.



- **Hitachi Rail** Italy builds regional trains in the province of Reggio Calabria, operating in the region with 500 employees, invested 16 million euros in 2018 in an operation that created 50 new positions, with an industrial development program that in addition to production investments, includes a research and development project that looks at the entire country.



Callipo

- **1st in Calabria** and among the first in Italy to process the premium Mediterranean Tuna
- **73 million** euros in sales in 2021
- 30 tons of tuna processed daily
- **7 industrial facilities** with 500 employees
- **5 million euros invested** for a technological model for storage



Amarelli

- **3 centuries of history** linked to licorice production, it was sealed by the inclusion in the authoritative **Treccani Encyclopedia of the Amarelli Company as icon of Made in Italy**
- **Over 4 million Euros** in sales in 2021
- **It exports to 26 countries**
- It has **Amarelli Museum** about the history and production of licorice. It is the **second most visited corporate museum in Italy**



Gruppo Caffo

- Company producing **Vecchio Amaro del Capo**, the most appreciated liquor in Italy and a symbol of Calabria.
- 92 million euros in sales in 2021.
- **It exports to 70 countries**

- The Calabrian ecosystem is **dynamic and rich in potential**.
- Calabria is a strategic investment destination where **land, innovation and infrastructure** integrate to create a competitive ecosystem.
- From its breathtaking coastline to the natural resources of Sila, the region offers an ideal environment for **sustainable growth and business development**.

