



**THE PERSPECTIVES OF THE DECISION-MAKING
PROCESS OF THE 2014-2020 UE POLICIES TO BOOST
THE INNOVATION AND COMPETITIVENESS
IN THE INDUSTRIAL CLUSTERS**

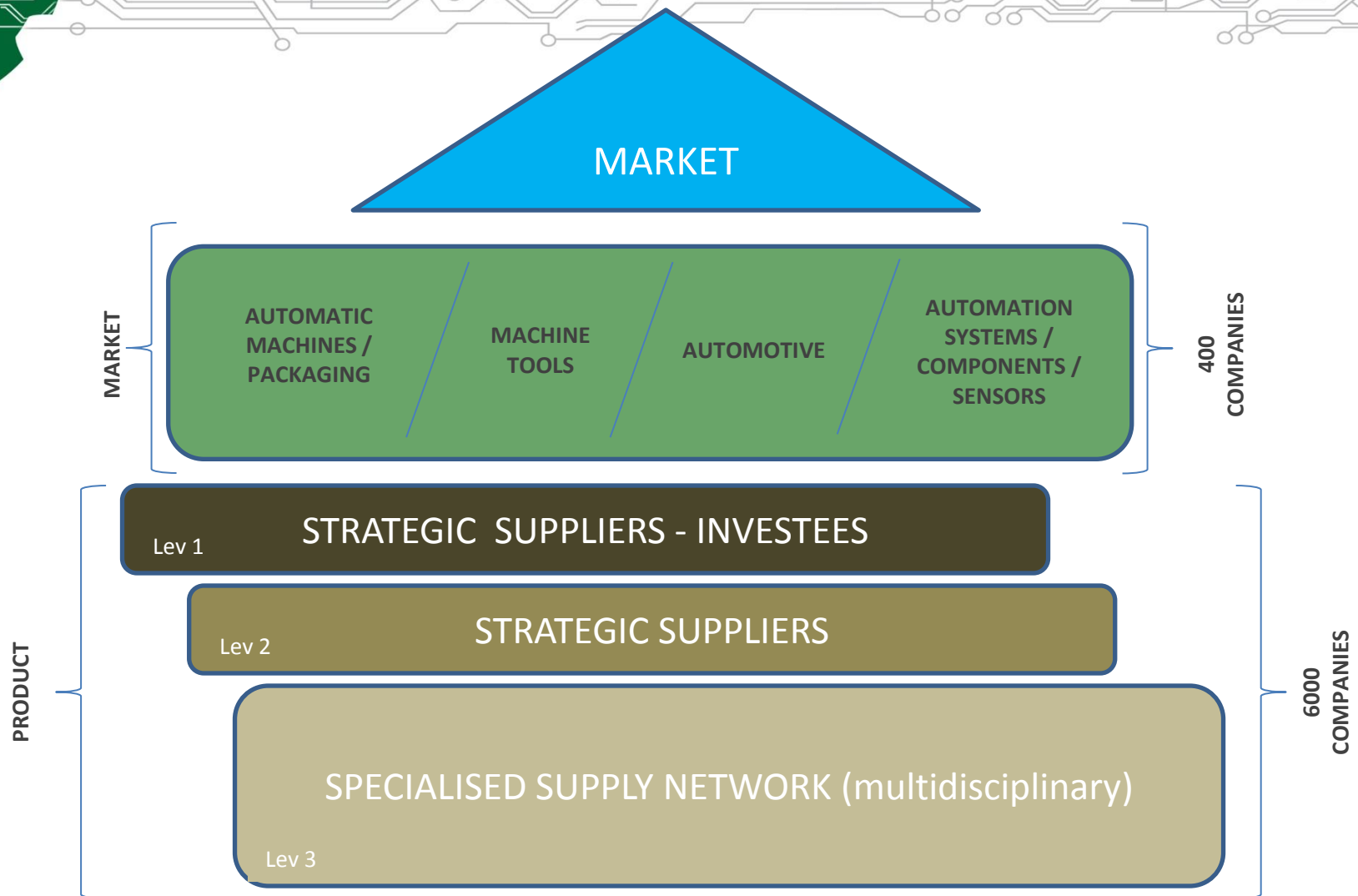
**A CONTRIBUTION TO GROWTH
FEDERICO LANZANI, COUNSELOR OF E.R.-AMIAT
BRUSSELS, 9 APRIL 2013**



The Cluster of Industrial Mechanics and Industrial Automation Technology in the Emilia-Romagna Area

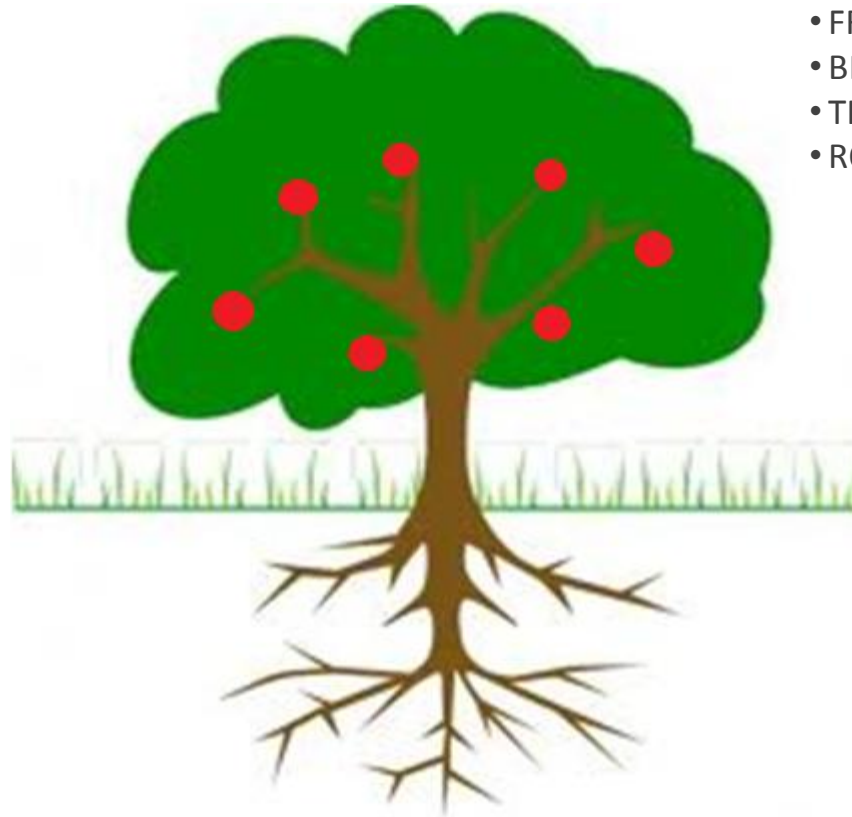
- This cluster produces automation systems and other products for some of the most renowned corporations worldwide in the food and beverage, cosmetic and pharmaceutical industries:
 - 7 out of 10 tea filter bags come from machines manufactured in Emilia-Romagna
 - 25 billion crown corks are provided every year by a manufacturer based in Bologna
 - 1 out of 2 medications is packaged using systems manufactured in Emilia- Romagna
- Some figures: over 7000 companies, over 100,000 employees, the difference between import and export exceeds 12 billion Euros
- E.R. – AMIAT (Emilia-Romagna Advanced Mechanics and Industrial Automation Technology) is an association representing an industrial cluster and is conceived as the first Italian territorial platform aiming at increasing competitiveness and employment thanks to a direct relation with European Institutions.

The Cluster Model: "Flexible Specialisation"



The sub-supplier network grants great expertise also in the fields of Chemistry, Electronic Engineering and IT.

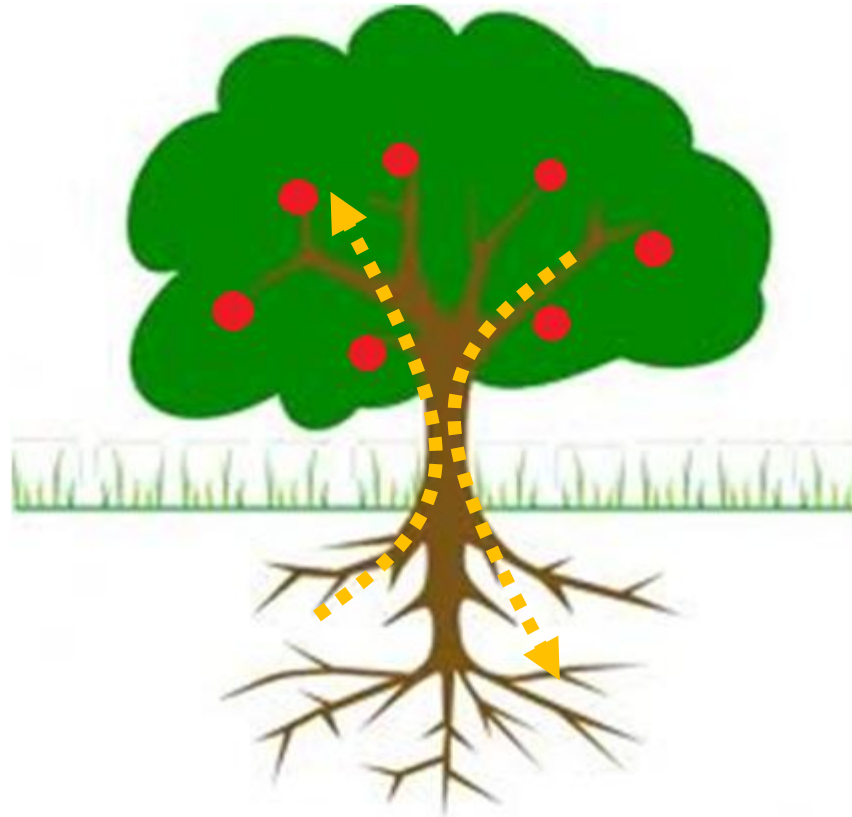
The Similarity Between the Cluster And a Fruit-Bearing Tree



- FRUITS = PRODUCTS
- BRANCHES = CORPORATIONS
- TRUNK = STRATEGIC SUPPLIERS
- ROOTS = SUB-SUPPLIER NETWORK

- SOIL = HISTORICAL AND CULTURAL HERITAGE
- CLIMATE = POLITICAL STRATEGIES
- LEAVES = UNIVERSITY, SCHOOL, EDUCATION
- IRRIGATION AND FERTILISATION = FUNDING AND REGULATIONS

The Similarity Between the Cluster And a Fruit-Bearing Tree



“FLEXIBLE SPECIALISATION”

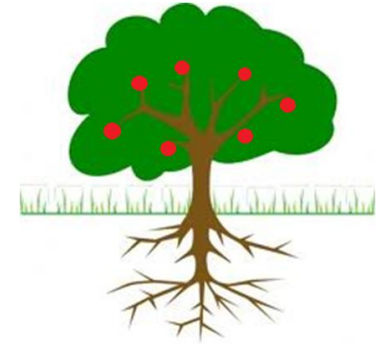
- LOCAL
- INFORMAL
- SPEED INSTEAD OF PROCEDURES

EXPERTISE RUNS WITHIN THE CLUSTER LIKE SAP RUNNING INSIDE A TREE

Strong Points And Points To Be improved

STRONG POINTS

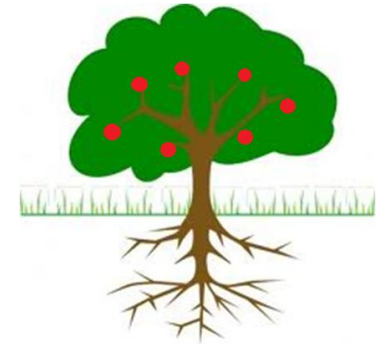
- ✦ operates on a global scale
- ✦ reacts very well to crisis
- ✦ has been growing non-stop since '50
- ✦ allows continuous cost optimising
- ✦ is spontaneously committed to incremental innovation



POINTS TO BE IMPROVED

- ✦ sub-suppliers often close down:
 - credit
 - small dimensions, undercapitalised
- ✦ little radical innovation – the one that changes the paradigms – both in terms of technologies and organisation

Elements Of Collaboration with European Institutions



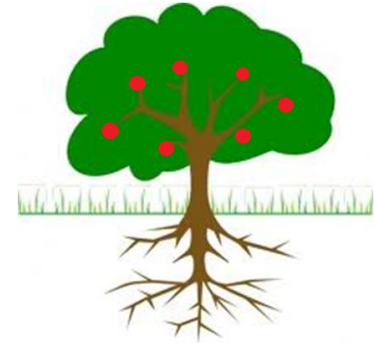
THE FUNDING OF EVERY PART OF THE TREE
MUST BE CONNECTED TO THE FRUIT

- ✳ **foster the collaboration within the cluster;**
- ✳ avoid any rigid separation between small companies and corporations;
- ✳ the dimension of the company is the consequence of its position within the cluster;
- ✳ **making innovative projects transnational is a positive factor only if it is “moderate”**

Collaboration With Other EU Clusters

A TREE WHICH IS RESPECTED AND NOT EXPLOITED

- ✦ Europe has a strong tradition in welfare, social responsibility, CSR
- ✦ The first action ever taken against slavery was a law promulgated in Bologna in 1249 (*Liber Paradisus*)



PROPOSAL:

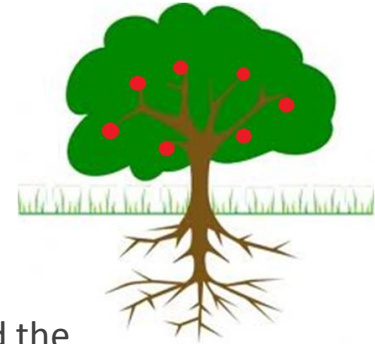
DEVELOP A EUROPEAN STANDARD REGARDING THE CONTENT OF CSR IN INDUSTRIAL AUTOMATION

- ✦ involve the corporations producing consumer goods
- ✦ collaborate with other European Clusters to keep the competitive advantage gained by Europe
- ✦ turn welfare from a cost into a competitive factor binding the other competitors as well.

Education And Knowledge

THE LEAVES CARRING OUT PHOTOSYNTHESIS: THE TECHNOLOGY TRANSFER

- **encourage the presence of teachers and students in the company**
 - students are trained inside the company so that they can understand the needs of the industrial world
- **find out solutions integrating innovative programmes and training programmes**
 - integrated training on innovation funding
 - must be experience-based
- **encourage the access to the R&D centres within companies**
 - nanotechnologies
 - new materials
 - advanced sensors



“Not Even The Earthquake Has Stopped Us”





Emilia-Romagna Advanced Mechanics and Industrial Automation Technology

