



Helping reconvert declining industrial areas-The case of Liguria

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Sviluppo Italia - A development support network



**Just a couple of words to develop
business and attract investments:
Sviluppo Italia**

Sviluppo Italia



National Agency for **enterprise** and **inward investment development**.

Mission



Promote, speed-up and spread production and development throughout the country.

Multi-level Agency



An ideal **meeting point** between the **local, national and European dimensions**.

Three main lines of action

- inward investment development
- business creation and development
- support to the Public Administration

Results achieved

- Shareholdings portfolio 160 companies
- Financed enterprises 54,000
- Total employees 106,000

Regional Network

Sviluppo Italia is present on the national territory with a **network of regional societies**



Areas of intervention



- equity holdings
- re launching production areas
- agro-industry
- incubator enterprises
- enterprises for young people
- self-employment.

Incubators – What they are



Equipped structures designed to host the start-up phase of small and medium enterprises and to help their development through **assistance services, logistic support and dedicated financial instruments.**

22 structures, for a total area of more than **120,000 square meters.**

The results achieved

706 enterprises

356 currently inside the incubators

350 outside the incubators (completed start-up)

4,945 employees

2,386 currently inside the incubator

2,559 outside the incubators (completed start-up)

Incubators-Where they are

Sviluppo Italia can boast one of the greatest network of **"enterprise nurseries"** in Europe, offering an integrated advising system for small and averages enterprises, really competitive on the domestic and international market.

In the **map below** are brought back all the **active centers making part of the national net of incubators managed by the Sviluppo Italia Group.**



Sviluppo Italia Liguria

Created in September **1986** as BIC Liguria, **Sviluppo Italia Liguria** continues today, within the coordination framework and guidelines established by Sviluppo Italia S.p.A, to develop its experience in the field of services and technical assistance to Public Administration and companies and in evaluation, creation and management of national and regional financing and community funds in Liguria.

SVI Liguria presents three incubators:

GENOVA Incubator. The Centre covers an area of **15,000** sq m, in the Genoa Campi deindustrialization area. It offers businesses spaces ranging from 30 to 460 sq m as well as shared services

La SPEZIA Incubator. It was opened in November 2001 over a space of **1000** sqm, with the support of the Liguria Region using the funds provided for under "Obiettivo 2 - 96/99" and the Italian Act 236/93 for the Development Program for the La Spezia crisis area

SAVONA Enterprise Incubator Centre has been set up as part of the port regeneration program. The Centre has an indoor surface area of **5300** sq m on three floors and includes SME workshops, a New Enterprise Experimental Centre, as well as training labs and shared spaces. The initial phase is due to conclude by the middle of 2003 with the start-up of 35 small businesses with an innovative content employing a total of approximately 150/200 staff.

Sviluppo Italia Liguria: the Genova Incubator



Since its **launch in 1990** the Genoa incubator has represented both **an opportunity at local level for those wishing to set up a new business or develop an existing business and a toll for local economic and social development**

The Centre was built in a defunct steel plants, which closure in the 1980s caused just itself about 5000 thousand job losses. Despite the starting prohibitive environmental condition (State Owned Company crises, totally lack of enterprise culture, high rate of unemployment,...) the incubator has been crucial to saving the whole local economy by supporting the creation of innovative SMEs.

Since **1990 the Genoa Campi Incubator Centre** has **created 147 companies**, 55 of which currently present in the incubator, with **732 jobs created** (both direct and indirect).

There is an average **rotation rate of 11 businesses a year within the incubator**. The most significant sectors are **IT** (50% of the businesses) and **design** (30%).

Sviluppo Italia Liguria – Financial Instrument

One basic principle of Sviluppo Italia Liguria policy has always been to operate to assist and enrich individual territorial vocations, working in close synergy and interaction with the local institutions and administrations. To better reach these results, it developed and uses an integrated system of instruments, both regulatory and financial, which can be used transversally in every area of intervention, such as:

Consorzio Garanzia Promozione Imprese It provides the bank with guarantees (up to 500.000€) in the interest of the companies, in order to improve the abilities and the conditions regarding access to credit;

Incentive funds This Fund provides for the concession of equipment grants to be distributed in favour of investments projects presented by small businesses consisting of a single operating base within the incubator

Legislative Decree 185. It supports youth Self-entrepreneurship (Title I of the Decree) and Self-employment (Title II of the Decree) in the under-utilized areas of the Country.

Sviluppo Italia Liguria- project example 1

The **High tech Incubator Project** project has been supported by Genova Municipality and offers:



Services designed to support the creation of research based enterprise:

- entrepreneurial tutoring
- technological tutoring
- mentoring system
- assistance with business planning
- patenting advisory service
- technological due diligence
- market and production research



Financial support (start up phase):
assistance for access to external seed funds/venture capital
granting of a contribution for running expenses provided for under the technological incubator program.

Sviluppo italia Liguria – Project example 2

The **Historic Centre Incubator project** combines the traditional aim of creating new businesses (artisan, commercial and service) and new jobs with the specific aim of helping to renew a restricted urban area threatened by urban and social decay.

The project phases are:

agreements with public and private owners for premises at a fixed rent for new economic activities, with a capital account contribution for renovation and a running expense contribution for the first three years' rent

promotional activity at grassroots level to attract "aspiring entrepreneurs" and organization of business creation courses as well as courses providing specific professional skills

economic, financial, administrative and fiscal assistance (drawing up a business plan, access to credit)

secretarial **services**, fax and photocopying facilities and Internet access

specific **promotional activities** for businesses involved in the incubator.

Sviluppo Italia Liguria – Project example 2

The **Historic Centre Incubator project** was funded by Italian Act 266/97 of August 7 1997 ex art. 14.

RESULTS OBTAINED

applications submitted: 159

applications examined: 149

applications approved: 95

projects implemented: 37

projects in the start-up phase: 6.

Sviluppo Italia Liguria – Contacts

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