

OECD Workshop on “Knowledge-Based Entrepreneurship, the Triple Helix and Local Economic Development”

Workshop organized by the OECD Local Economic and Employment Development (LEED) Program as Part of the Triple Helix Conference, London
Wednesday, 10 July 2013 - 11.00h

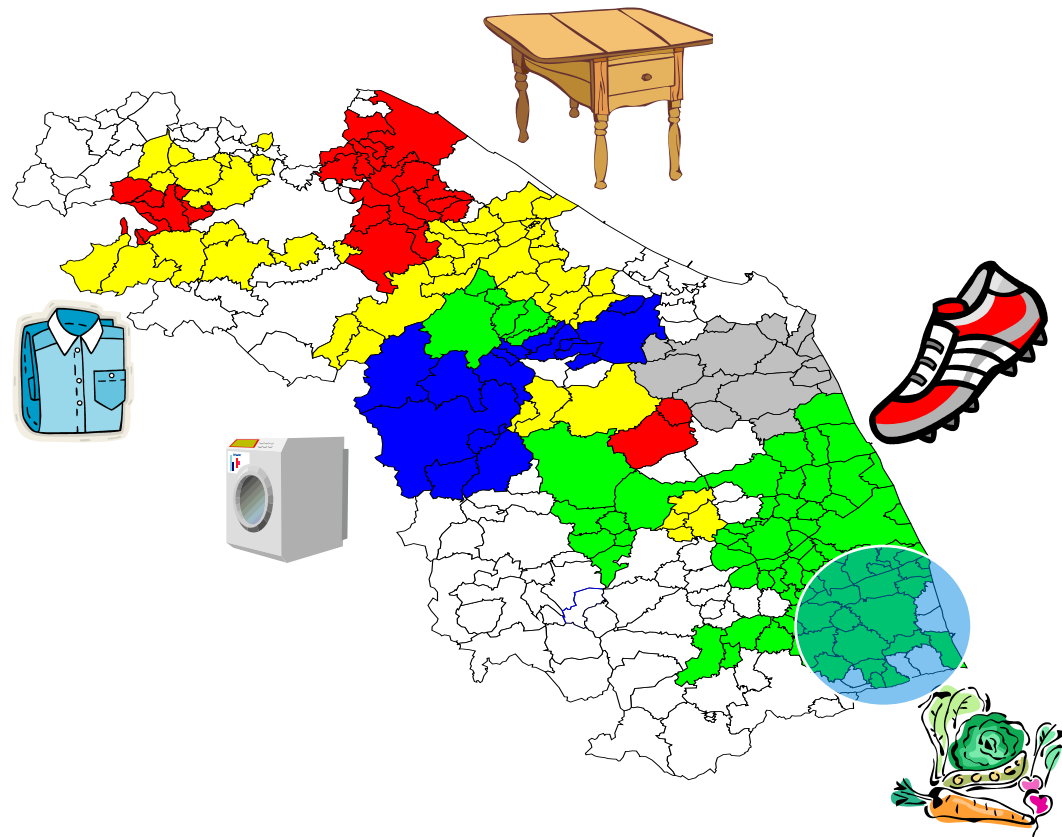
The OECD entrepreneurship, SME and local development Review in the Marche Region, Italy

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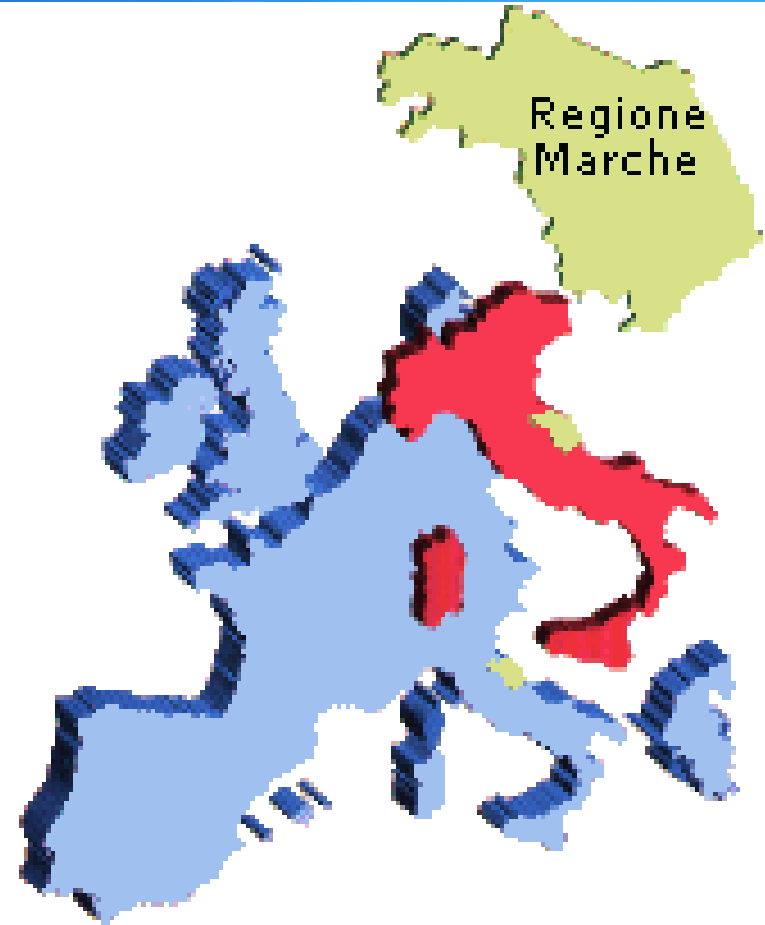
Getting an «international perspective and advice» on how to strengthen the «cluster driven» development

- Marche development is the result of a «cluster driven» experience.
- But up to the end of WW2 the situation was very different: the Region was one among the least development area in Italy;



Getting an «international perspective and advice» on how to strengthen the «cluster driven» development

- Marche decided in 2009 to get advices from OECD not only for strenghtening industrial policies in a very challenging and difficult economic season but also for taking advantage of an international perspective, on how to better compete in the globalized arena building on market requests for technology-based and green-oriented productions.
- The objective of Marche was to remove «lock in factors» in the local economy in view of taking advantage of new and more sustainable technologies



Recent cluster policies in Marche

OECD Local Economic and Employment Development (LEED) has carried on a Review based both on a local diagnostic prepared by local expert and an international panel study visit.

Following the OECD policy recommendation, Regional authorities increased attention and efforts to address some specific issue:

- **Human capital and labour market**
 - **Cultivate entrepreneurship**
 - **Facilitate enterprise development**
 - **Fostering greater university industry cooperation and inter-university collaboration**
 - **Prioritise econo-environmental issues**

Fostering greater university industry cooperation and inter-university collaboration: a regional policy of success to overcome technology lock in

The newly “Technological centre System” is now providing strategic methodology for the following critical factors essential for maintaining international competitiveness for small and medium businesses and thus their global economic success :

- **Quality**
- **Technological Innovation and Research**
 - **International cooperation**
 - **Specialized training**
- **Design**

Putting together university/research, business environment and local government: a case of industrial cluster policy to be “exported” to other areas

- A system to support cluster SMEs, capitalizing on key factors for cluster development
- The Technological Centers system are based on the Triple Helix Model. They are tools of industrial policy, intended to support the processes of innovation, diversification and internationalization of regional production with local character.
- Recently the Centers have assumed, together with the contribution of the laboratories they are equipped with, a fundamental role in the matter of research, innovation and quality certification, representing today those strategic factors which maintain the high “Made in Italy” competitiveness level of Marche products in the global market.
- The strategic repositioning of the Centers really took place in the light of backdrop changes in the last few years (globalization and a growing integration of technological innovation processes; development of the immaterial economy and of ICT services etc.).