

Short presentation

January 11-13, 2022

Emilia-Romagna presents its future vision at Expo Dubai.

The land of motors and advanced manufacturing opens up to new partnerships and investments.

Emilia-Romagna – the first Italian region for innovation and for export per capita - will be present at Expo Dubai with **a mission including top actors of its advanced mechanical engineering**: Clust-ER MECH and Digital District Reggio Emilia, along with the Regional Government and its agency for investment promotion ART-ER, strongly committed to support inward and outward internationalization activities.

The regional cluster is worldwide famous for the Motor Valley and innovative machinery, attracting important FDIs in recent years (e.g.: Silk EV-FAW, Philip Morris, BorgWarner).

This mission aims to promote international investments, R&D activities and training actions, and to start new partnerships and collaborations in the development of innovative projects with UAE or other countries, generating opportunities for regional companies and R&D laboratories.

The initiative will include B2B meetings, an event to present the projects and actors involved, a visit to the Sharjah Research Technology and Innovation Park.

Agenda

- The initiative takes place in conjunction with the Thematic Business Forum Travel & Connectivity (January 12th), the Emilia-Romagna Regional Day and the Forum on Artificial Intelligence (both January 13th).
- **11 Jan** - Visit to Sharjah Research Technology and Innovation Park
- **12 Jan - M-Eating Cibus, Expo Dubai.** 10 am - 1 pm: B2B meetings with delegation representatives in a dedicated and personalized space; 4 - 5.30 pm: event to present the projects and the actors involved; 5.30 - 6.30 pm: Networking

For more information:

Invest in Emilia-Romagna investinemiliaromagna@art-er.it - www.investinemiliaromagna.eu

Clust-ER Mech: info@mech.clust-er.it - <https://mech.clust-er.it/en/>

Digital District Reggio Emilia: info@fondazionei.it - <https://dd-re.it/en/>

Go to the next page for the full press release 

Press release

January 11-13, 2022

Emilia-Romagna presents its future vision at Expo Dubai.

The land of motors and advanced manufacturing opens up to new partnerships and investments.

Emilia-Romagna – the first Italian region for innovation¹ and export per capita – will be present at Expo Dubai with a **mission including top actors of its advanced mechanical engineering**, a cluster that has created the most beautiful cars in the world, cutting-edge machinery requested on a global level and that has been able to attract some of the most important foreign investments in Italy in recent years.

The mission aims to promote international investments, R&D activities and training actions, and to start new partnerships and collaborations in the development of innovative projects with UAE or other countries, generating opportunities for regional companies and R&D laboratories.

Subjects involved in the initiative are key actors of the regional innovation ecosystem:

- **Clust-ER MECH**, association including companies, laboratories and training institutes, that involved several members in this mission in Dubai;
- **Digital District Reggio Emilia**, a territorial best practice in terms of innovation, digital transformation, education, training and attractiveness;
- The **Regional Government** - supported by its agency for investment promotion **ART-ER Attractiveness Research Territory** - strongly committed to support inward and outward internationalization activities.

The agenda:

- The initiative takes place in conjunction with the Thematic Business Forum Travel & Connectivity (January 12th), the Emilia-Romagna Regional Day and the Forum on Artificial Intelligence (both January 13th).
- **11 Jan** - Visit to Sharjah Research Technology and Innovation Park
- **12 Jan** - **M-Eating Cibus, Expo Dubai**. 10am - 1pm: B2B meetings with delegation representatives in a dedicated and personalized space; 4 - 5.30pm: event to present the projects and the actors involved; 5.30 - 6.30pm: Networking

Advanced mechanical engineering represents the most important specialization in Emilia-Romagna, a crosscutting cluster linked to all the other regional supply chains (agri-food, building, health, fashion, etc.), with the regional mechatronics boosting digitalization processes. In this business environment we find the worldwide known **Motor Valley** - with brands such as Ferrari, Lamborghini, Ducati, Maserati, Dallara, Pagani, FAW – that is investing in manufacturing of **electric vehicles**. The **packaging machinery** division represents another excellence, with 57% of the Italian turnover of the sector. The **space economy** is one of the regional priorities for the future growth, with other excellences and strong connections with mature sectors of the cluster (materials, components, engines, etc.). The whole territory is strongly oriented towards smart manufacturing supported by the **regional Data Valley**.

¹ Source: European Innovation Scoreboard 2021

Emilia-Romagna Region promotes and attracts innovative investments creating qualified employment and integrated with the regional supply and value chains. The regional development agency ART-ER will be present with **Invest in Emilia-Romagna**, the contact point for foreign investors providing a wide range of services free of charge: support for incentives, image building, business networking, support in location scouting, aftercare.

Clust-ER MECH represents the regional advanced manufacturing and automotive engineering, showing the ability to collaborate among companies and laboratories of the Emilia-Romagna High Technology Network in the development of innovation projects. The projects that will be presented have been selected through a call for interest dedicated to all the 120 members of Clust-ER MECH. The mission will be attended by four companies and four laboratories that are collaborating in the development of four projects in the fields of:

- e-mobility in the on/off-highway sectors (batteries, chargers, innovative powertrains)
- applications in the Industry 4.0 field (predictive maintenance, IoT, cloud computing, big data)

MECH's companies and labs that will take part to the mission and will present their innovative projects are:

Companies: Bonfiglioli Group, Borgwarner Systems Lugo, MBS, Pure Power Control.

Labs/Innovation Centers: Intermech - UNIMORE, Siteia - UNIPR, MechLav - UNIFE, Romagna Tech.

The **Digital District** is located in the province of Reggio Emilia, at the core of the regional mechanical engineering district. This project, representing a territorial best practice, will be presented by the innovation centre **REI Foundation** (Fondazione REI) - that also manages the Reggio Emilia Technopole - with the support of the entrepreneurial association **Unindustria Reggio Emilia**. The Digital District creates an effective collaboration between public and private sectors, putting research and qualified human resources at the core of its development model. Its main objective is to attract innovative investments and to start long-lasting relationships with companies and innovation centers. Several innovative FDIs landed in this area recently: in 2020, the joint-venture including FAW (China's largest automotive manufacturer) and Silk EV (US international automotive engineering and design company) started in Reggio Emilia a new investment worth over 1.3 BLN euros to create a cutting-edge hub for design and production of full electric and plug-in high-end cars.

This mission - connected with the one carried out in December 2021 by MUNER (Motorvehicle University of Emilia-Romagna) - brings again Clust-ER MECH, Digital District and the whole regional territory on an international stage, providing the opportunity to get in touch with other similar initiatives and starting fruitful collaborations.



For more information:

Invest in Emilia-Romagna: investinemiliaromagna@art-er.it - www.investinemiliaromagna.eu

Clust-ER Mech: info@mech.clust-er.it - <https://mech.clust-er.it/en/>

Digital District: info@fondazionerei.it - <https://dd-re.it/en/>