

INVEST IN LAZIO

A REGION OF BEAUTY AND INNOVATION

**TOURISM, CULTURAL HERITAGE AND CREATIVE
INDUSTRY FOCUS**



Cofinanziato
dall'Unione europea



REGIONE
LAZIO



LAZIO
INNOVA



REGIONE
LAZIO

WELCOME TO LAZIO

REGION OF ROME, HEART OF EUROPE AND CENTRE OF THE MEDITERRANEAN AREA

Lazio boasts a geopolitical position of global importance: in the heart of Europe and at the center of the Mediterranean region, a crossroad towards the Middle East and South-East Asia.

Lazio is the 2nd Italian Region for Gross Domestic Product (GDP) with 186 Bn euros, contributing to 11,3% of Italian national GDP.

Lazio is the Italian Region with the highest level of specialization in manufacturing and in high-tech knowledge intensive sectors

Lazio's share of exports in global leading sectors is twice the national average (in percentage terms 72% vs 32%).



LAZIO, A CONNECTED REGION

LAZIO REGION IS F A STRATEGIC LOGISTICAL PLATFORM IN ITALY, IN THE MEDITERRANEAN AREA AND IN EUROPE



2 International Airports (Fiumicino and Ciampino, over 50 million passengers per year). Fiumicino Leonardo Da Vinci Airport is the first stopover in Italy and the first European airport in terms of traveler satisfaction.



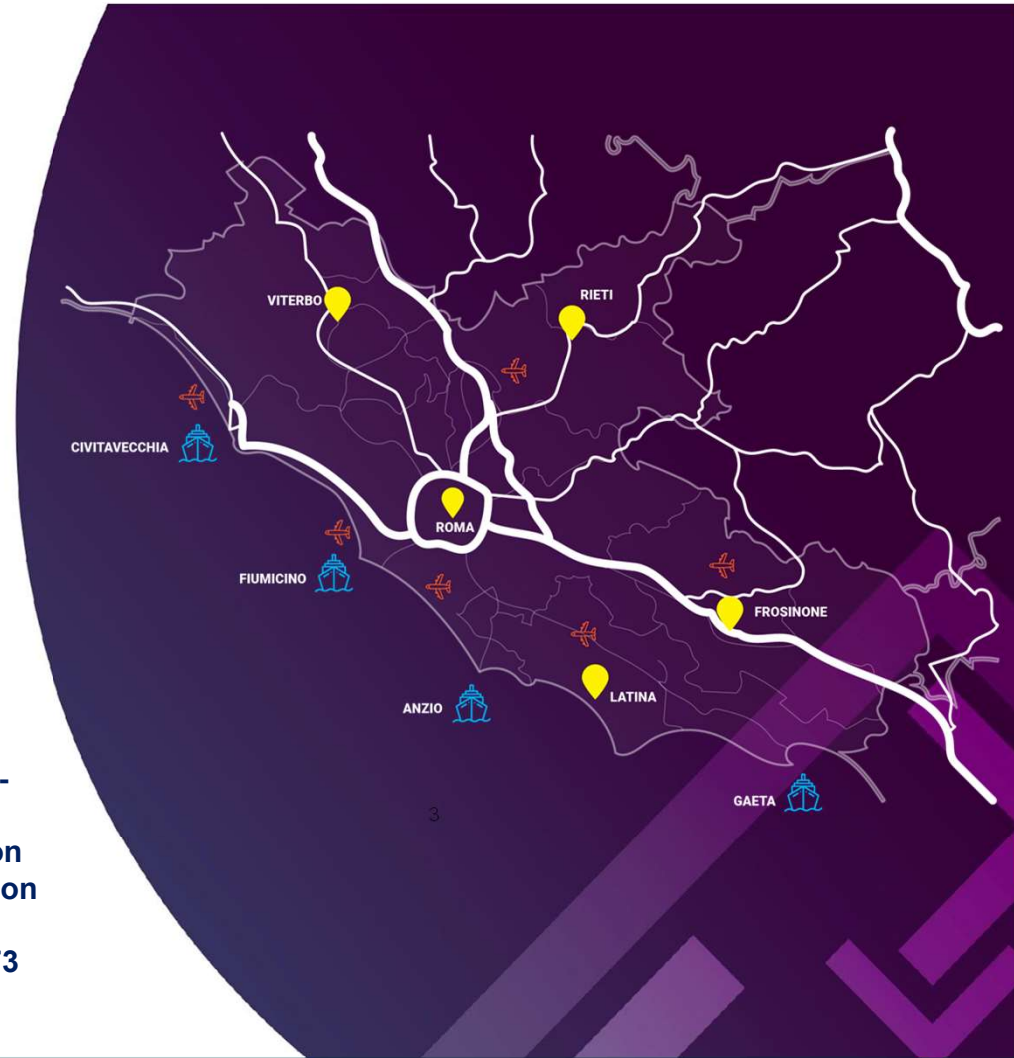
Civitavecchia Port is the major Italian touristic port, the 2nd in Europe and 7th in the world for number of passengers (3 million per year). It boasts the handling 10 million tons of goods a year.



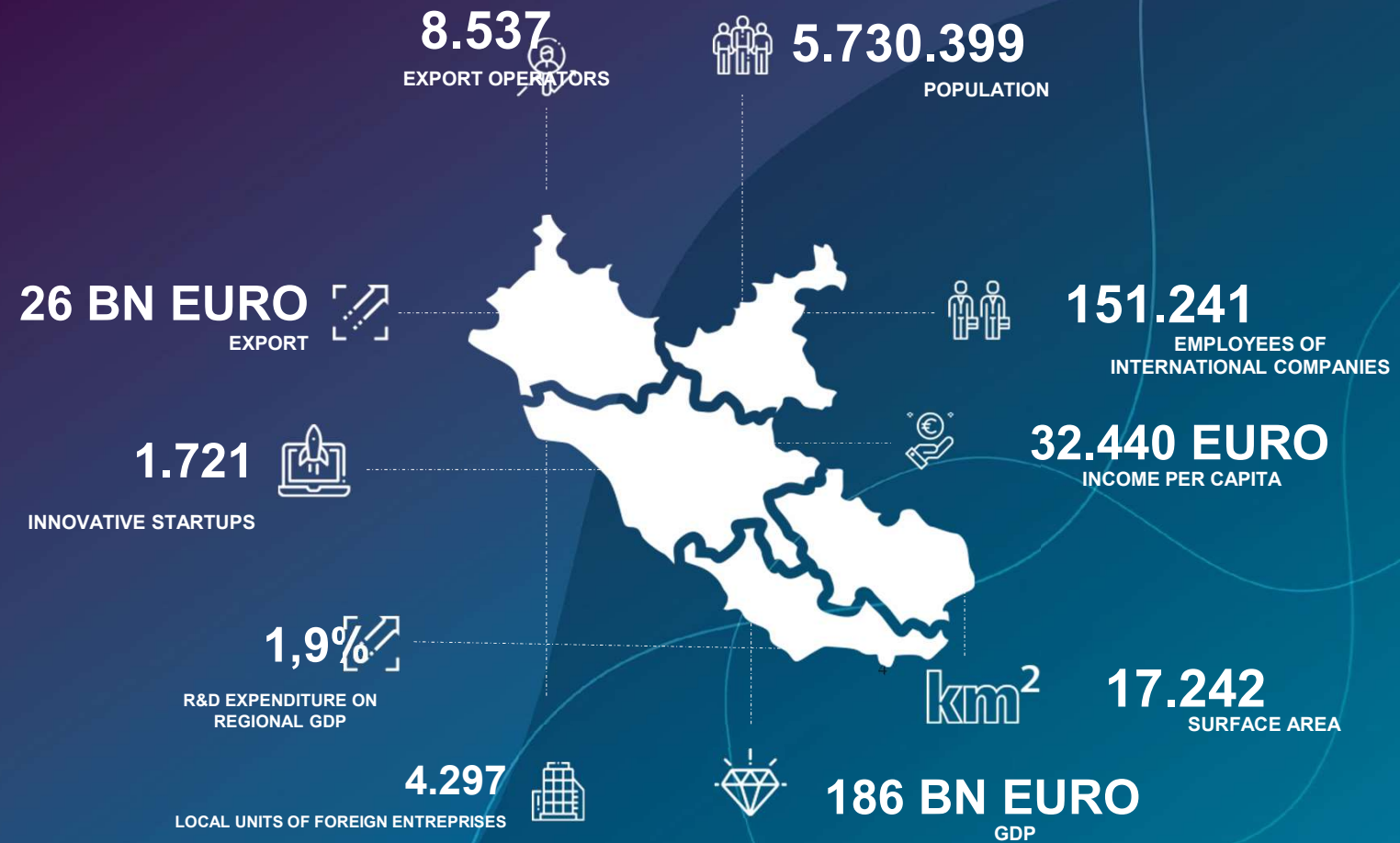
2 main railway stations (Termini and Tiburtina) which guarantee high speed rail connections with all major Italian and European cities. Lazio is part of the Trans-European Networks - Transport (TEN-T).



Main Highways: A1 Milano-Roma-Napoli, A12 Roma-Civitavecchia, A24 Roma-L'Aquila. The extension of the road network in Lazio Region consists of approximately 10 thousand kilometers, of which 473 are motorways and 553 national roads.



LAZIO KEY INDICATORS



ALL ROADS LEAD TO ROME

THE STRATEGIC ROLE OF ROME FOR THE ATTRACTIVENESS OF THE LAZIO REGION

TOURISM



Rome, with over 20 million tourists a year, is the most visited city in Italy and one of the most visited in the world.

VATICAN STATE



Rome is home to the Vatican State, with its own 85 diplomatic representations of the main countries, residence of the Pope and home to the Basilica of St. Peter, the Vatican Museums and the Sistine Chapel.

DIPLOMACY



Rome hosts 209 diplomatic missions (embassies, consulates, permanent missions and other diplomatic representations) according to Global Diplomacy Index 2019.

ROME AS A STRATEGIC HUB



2 International airports: Fiumicino and Ciampino. Fiumicino Airport is connected to Rome by the direct train "Leonardo Express". Travelling time: only 32 minutes, trains run every 15 min.



3 major railway stations: Termini, Tiburtina and Ostiense. Head office of the important logistics center: CAR - the ROME AGRIFOOD CENTRE (agroalimroma.it).

INTERNATIONAL ORGANISATIONS HEADQUARTERS BASED IN ROME



FOOD AND AGRICULTURAL ORGANISATION



INTERNATIONAL FUND FOR AGRICULTURAL DEVELOPMENT



WORLD FOOD PROGRAMME



INTERNATIONAL GENETIC RESOURCES INSTITUTE



**INTERNATIONAL CENTRE FOR THE STUDY OF THE PRESERVATION
AND RESTORATION OF CULTURAL HERITAGE**



**REGIONE
LAZIO**

PUBLIC GREEN AREAS, PARKS AND GARDENS

Rome is the greenest city in Europe: green spaces are 67% of the municipal area, that is 85.000 hectares out of the 129.000 in total.

Public green spaces within the urban areas are made up of urban parks, historic villas, public gardens, flowerbeds and green landscaping areas for a total of 3.932 hectares.



3

BOTANICAL GARDENS



14

NATURE RESERVES



1

**BIOPARCO
ZOOLOGICAL
GARDEN**



4

LARGE PUBLIC PARKS

- Villa Borghese
- Villa Doria Pamphili
- Villa Ada
- Villa Torlonia
(plus numerous historic villas with public park)

UNIVERSITIES



ROME IS THE MAJOR UNIVERSITY CITY IN EUROPE WITH AROUND 300.000 STUDENTS

MAIN CONGRESSES AND TRADE FAIR VENUES:



**NUVOLA
DI FUKSAS**



**REGIONE
LAZIO**

WHY CHOOSE TO INVEST IN LAZIO



LAZIO, REGION OF INNOVATION

ONE OF THE MOST IMPORTANT R&D AND INNOVATION SYSTEMS IN ITALY AND WORLD CLASS INTERNATIONAL EXCELLENCES



LAZIO, REGION OF KNOWLEDGE

IS ONE OF THE FIRST ITALIAN REGION FOR RESEARCHERS, UNIVERSITIES AND PUBLIC AND PRIVATE RESEARCH INSTITUTIONS



LAZIO, REGION OF CULTURE AND CREATIVITY

FIRST ITALIAN REGION BY SHARE OF ADDED VALUE AND EMPLOYMENT PRODUCED BY THE CULTURAL AND CREATIVE PRODUCTION SYSTEM



LAZIO, 8 SECTORS OF EXCELLENCE

FOR INNOVATION, RESEARCH AND HUMAN CAPITAL:

1. LIFE SCIENCES & BIOTECH
2. AEROSPACE & SPACE INDUSTRY
3. TOURISM, CREATIVE-CULTURAL & DIGITAL INDUSTRIES
4. AUDIOVISUAL & FILM INDUSTRY
5. ICT
6. ENGINEERING & AUTOMOTIVE
7. AGRIFOOD
8. BLUE ECONOMY

LAZIO, REGION OF INNOVATION

- Lazio hosts global industrial players from all over the world that run their R&D activities
- Lazio hosts many public and private research centres
- Tech Districts & Clusters play a role as aggregators, knowledge enablers and in transferring technology

4

SCIENTIFIC AND
TECHNOLOGICAL
PARKS

3

TECHNOLOGICAL
DISTRICTS

6

TECHNOLOGICAL
NATIONAL CLUSTERS

1.721

STARTUPS – Newly
established innovative startups
in the last 3 years: +59% (Italy
+45%)

 3.7 BN€
R&D EXPENDITURE

 3.5 BN€
R&D
EXPENDITURE

 62.981
TOTAL EMPLOYED
IN R&D

 18
NATIONAL
RESEARCH CENTRES

LAZIO, REGION OF KNOWLEDGE

LAZIO IS A TERRITORY RICH IN HUMAN CAPITAL AND IT IS AMONG THE FIRST ITALIAN REGIONS FOR NUMBER OF RESEARCHERS, UNIVERSITIES AND PUBLIC AND PRIVATE RESEARCH INSTITUTIONS.

LAZIO IS ALSO ONE OF THE MOST SIGNIFICANT RESEARCH CENTRE IN EUROPE.



19

Universities

- 6 Public
- 7 Private
- 6 Distance Learning Universities ¹₀



44.599

Graduates

- 24.860 Female
- 19739 Male



60%

Graduates in science and economic



241.847

University Student



82.000

Scholarships



13.201

University Professors and Researchers



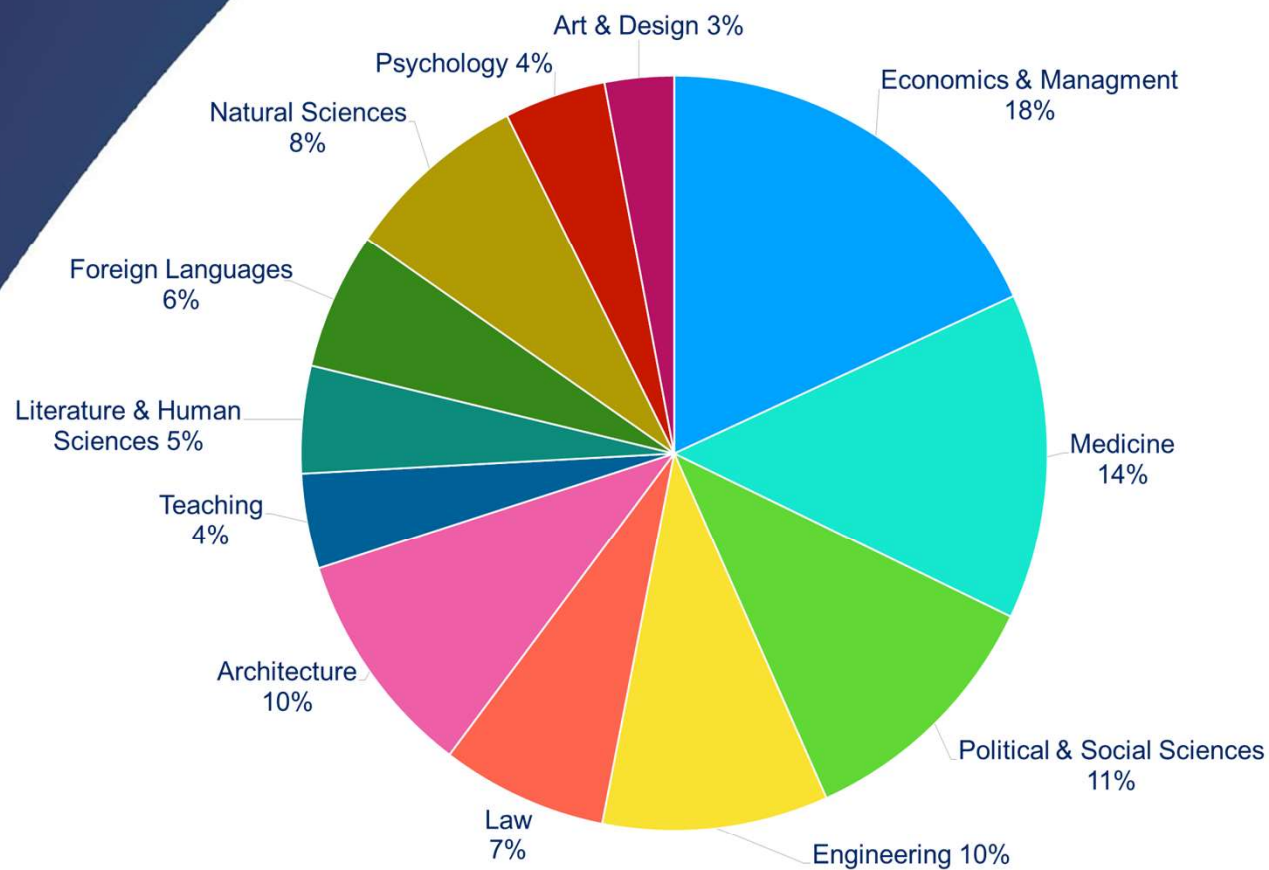
LAZIO
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REGIONE
LAZIO

THE UNIVERSITY SYSTEM

Graduates for degree courses



LAZIO, REGION OF CULTURE AND CREATIVITY

- LAZIO HOSTS MOST IMPORTANT MONUMENTS AND UNIESCO SITE.
- ROME AND THE VATICAN CITY, ARE AMONG THE TEN MOST FAMOUS DESTINATIONS IN THE WORLD, WITH A UNIQUE ARTISTIC AND CULTURAL HERITAGE.
- LAZIO HOSTS MOST IMPORTANT MONUMENTS: FLAVIAN AMPHITHEATER-COLOSSEUM, PALATINE HILL AND PALATINE MUSEUM, TRAJAN'S MARKETS AND FORUM, BATHS OF CARACALLA, OSTIA ANTICA, VILLA ADRIANA E VILLA D'ESTE, ABBAZIA DI MONTECASSINO.



Over
250



6
UNESCO
SITES



4
CENTRAL INSITUTES
OF THE MINISTRY OF
CULTURAL



36
MONUMENTS



30
ARCHEOLOGICAL
AREAS AND PARKS



REGIONE
LAZIO

SECTOR OF EXCELLENCE

CREATIVE, CULTURAL AND DIGITAL INDUSTRIES

LAZIO IS THE FIRST ITALIAN REGION FOR ADDED VALUE AND EMPLOYMENT PRODUCED BY THE CULTURAL AND CREATIVE PRODUCTION SYSTEM, WITH ROME AS THE GREATEST CONTRIBUTOR TO THE EXCELLENCE OF THE REGION

THE LAZIO CULTURAL TECHNOLOGY DISTRICT (DTC)

contributes to the development of the cultural industry, increasing synergy among universities, culture and production in knowledge, conservation, restoration, enhancement and use of cultural heritage.

MAIN SPECIALIZATIONS:

Advanced immersive technologies, Augmented reality combined with storytelling techniques, Conservation of archeological Heritage, Video Game Industry, Digital technologies for cinema, 3D animation, Photography, Television, Music, Theatre, Publishing, Utilities and applications on digital platforms.



189.000

EMPLOYEES



13.1BN €

VALUE ADDED OF THE SECTOR



25MN €

VISITORS OF MUSEUMS AND ARCHEOLOGICAL SITES

36.739



COMPANIES

30.000



COMPANIES LINKED TO CULTURAL TOURISM

8%



CONTRIBUTION TO REGIONAL GDP



REGIONE
LAZIO

SECTOR OF EXCELLENCE

TOURISM

LAZIO IS ONE OF THE MOST IMPORTANT ITALIAN DESTINATIONS IN TERMS OF NATIONAL AND INTERNATIONAL TOURISM, WITH ROME HAVING THE HIGHEST MARKET SHARE FOR TOTAL TOURIST NUMBERS IN ITALIAN CITIES.

Tourism will play a strategic role for the post-pandemic recovery of regional economy.

All forecast show the return to growth in 2022 and Lazio will be again the most important tourist destinations and Rome will get the highest market share of the total tourist number in Italy.

NEXT WORLD EVENTS TO IMPROVE THE TOURISM ECONOMY

- RYDER CUP 2023
- JUBILEE 2025
- CANDIDACY OF ROME FOR EXPO 2030

THE OFFICIAL TOURIST BOARD OF LAZIO REGION:

<https://www.visitlazio.com/web/en/>



15,6MN

FOREIGN TOURIST ARRIVALS



64MLN

FOREIGN OVERNIGHT STAYS



OVER **3,7BN €**

TOURIST SPENDING RELATED TO THE CULTURAL AND CREATIVE INDUSTRY



30.000

CULTURAL TOURISM COMPANIES



7,7BN €

THE AMOUNT SPENT BY FOREIGN TOURISTS



2,9

NIGHTS IS THE AVERAGE STAY



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LAZIO'S CULTURAL HERITAGE TECHNOLOGICAL DISTRICT

The "**Cultural Heritage and Culture Technologies**" Specialisation Area - with the inclusion of related technologies and applications - has a consolidated academic, scientific and business tradition in Lazio. It is a sector of excellence in the region, recognized all over the world and which boasts over **165 museums** (state, civic, provincial), **17 amongst universities, central institutes and research organizations** and over **30,000 businesses** linked to the culture and tourism value chain.

Today the DTC Lazio Community includes more than **700 researchers and teachers engaged in research projects and human capital formation; more than 100 members of the Stakeholder Board; 250 highly qualified laboratories equipped with advanced scientific instrumentation.**

In July 2018 the DTC Lazio Centre of Excellence was established as a centre of aggregation and integration of technological skills applicable to the conservation, enhancement and promotion of the historical-artistic and cultural heritage of the Lazio region. The DTC is formed by Lazio's most important five public universities (Sapienza, Tor Vergata, Roma Tre, Viterbo and Cassino), Italy's main national research institutions (CNR, ENEA, INFN), with the support of the Regione Lazio and MIUR, and in collaboration with MIBACT.

€ 13 Mn

DTC1 - FUTOURING PROJECT

- 5 International Calls
- 10 Projects
- € 13 Million
- 200 Participants
- 27 Contractors

€ 41,7 Mn

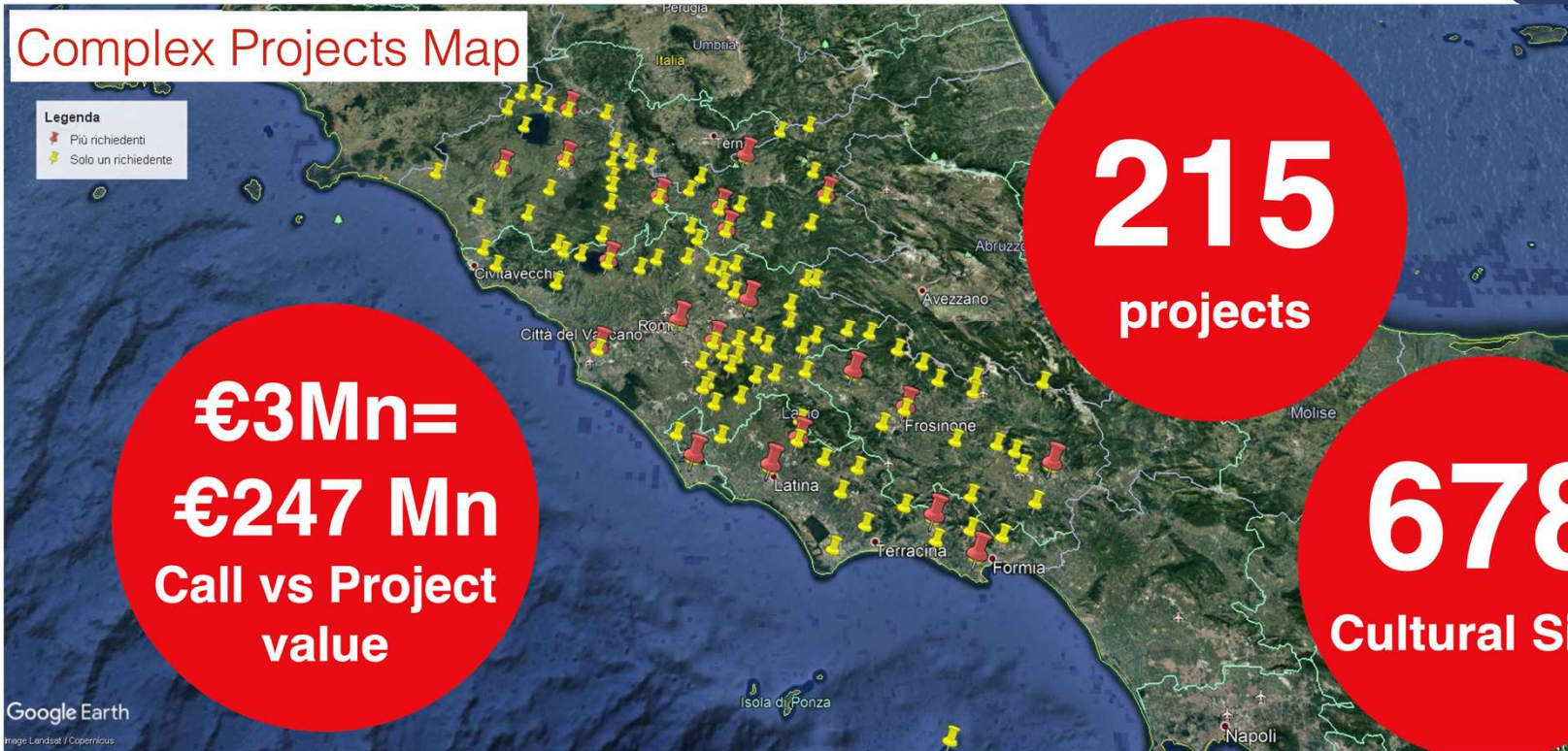
DTC2 - PHASE 2

- € 6 Mn Centre of Excellence
- € 23,2 Mn Complex projects
- € 3 Mn Investment in SMEs
- € 6 Mn Live Shows
- € 3,5 Mn Festival #5

DTC LAZIO
CENTRO DI ECCELLENZA

DTC'S COMPLEX PROJECTS

Prototyping a new approach to cultural heritage valorisation



Contact us

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 **COMMUNITY OF INNOVATORS**
CULTURAL HERITAGE AND CREATIVE INDUSTRY: <https://www.linkedin.com/groups/12308461/>



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