

Sustainable Urban Agriculture, Agrofood Chain, Foods Systems

Tourism & Culture, Diversification-Slow food & Supplies

Digital Transition & Smart City

General Socio-economic Profile

Located in Central Italy, Umbria is fully committed to developing a competitive, environmental and socially sustainable economy. The regional economy is mainly made up of small and medium enterprises, and the regional reform and development strategy focuses on pillar industries including aerospace, mechanics, biomedical, marine, natural fabrics, healthcare, automobile, agrifood, mechatronics, agrimec, bioplastics and green chemistry. At the heart of the regional development strategy are digital innovation and tourism. Specifically, there are three pivotal areas: environmental sustainability, culture, as well as wine & dine experiences. In addition to growing its tourist sector, the region promotes internationalisation of its productive system, and supports small and medium enterprises to emphasis on scientific research, technological innovation and green development.

Umbria



870,165



8,456 km²



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Good Practices

The Umbria region has developed smart specialisation strategies with the aim of enhancing local potentials and leveraging on regional assets and talents through research and smart entrepreneurship. The strategies identify factors to help achieve desirable goals, which include a more efficient integration of industry and research, access to global markets, industry added-value services, living quality improvement and enhanced regional attractiveness. Within this context, the Umbria region has identified five priority sectors:

- Agrifood
- Life sciences
- Green chemistry
- Energy
- Smart industry/aerospace

Within each priority sector, the region has implemented a triple helix approach by involving actors from industry and academia in a supportive institutional set-up.

Sharing the regional smart specialisation strategy with Chinese partners via the IURC programme would be a valuable opportunity for the region to deepen cooperation and engage on reciprocal learning and exchange, with a particular focus on sectors which best represent the region's contribution to the programme: agrifood and tourism.

Preferred Areas of Cooperation

Umbria seeks to address thematic areas related to agrifood chain as well as tourism & culture. In detail, Umbria wishes to carry out activities that help promote local tourism offers, with a focus on food and wine to attract and engage tourists overseas.

Moreover, the region hopes to exchange expertise in the sector of agricultural machinery. Agri-product and machinery commercialisation as well as overseas promotion will benefit the entire region, speed up digital transition, promote the tourist destination, and highlight the RIS3 goals. In this regard, the region values its collaboration with Chinese institutions and local private businesses for win-win results.