

Puglia, a large Italian region and of the European union extending out into the Mediterranean Sea.

A view of synthesis

Puglia is an Italian region that stretches over 1.935.790 hectares.

Its altimetric profile is mostly plain and with broad low-lying hills that do not exceed 700mt high in their highest built-up areas.

The only mountainous towns, over 1000 mt, are to be found in the province of Foggia, in the areas of the Gargano promontory and the Dauno sub-Apennines. (Figure1)

Figure 1



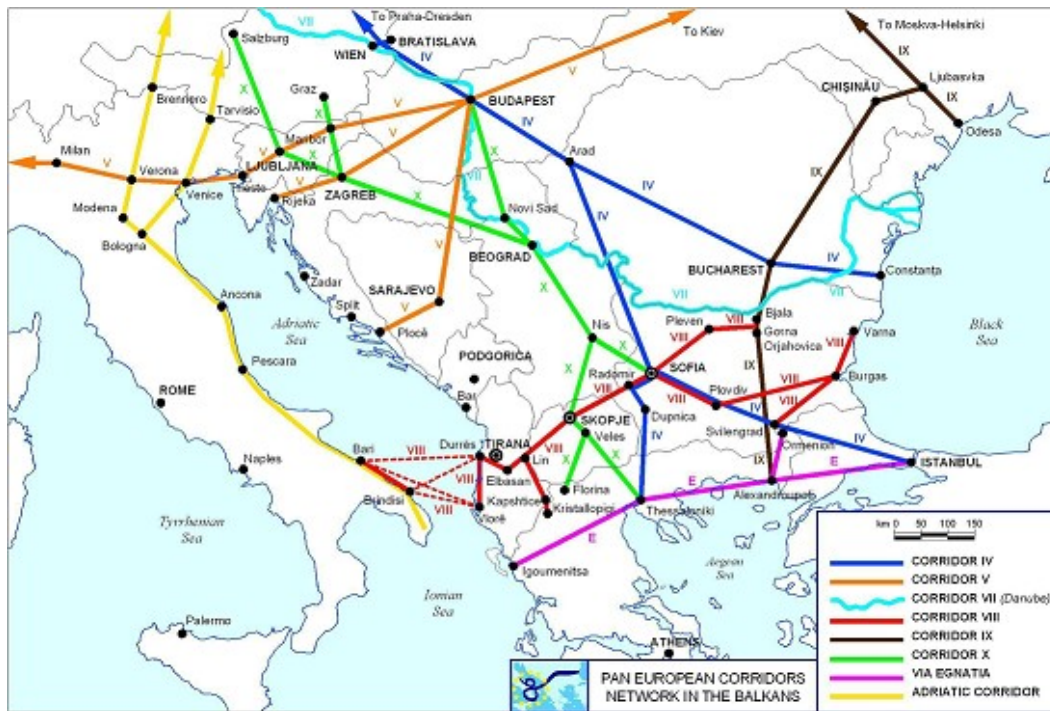
The Adriatic Sea and the Ionian sea lap Puglia's shores.

Its coastal regional development is wide and extends for about

800 km. The Harbour infrastructures - hinged on the big parts of Bari, Brindisi and Taranto and on those of minor dimension as Manfredonia, Barletta, Molfetta, Monopoli, Otranto and Gallipoli- make the region accessible by the sea and allow the Italian and the foreign authorities, the economic international authorities, the regional and the provincial ones as well as the local government and the economic operators – to perceive Puglia as a natural equipped wharf of the European community stretching over the Mediterranean that from centuries is in fruitful geographical economic cultural and religious relations with the Balkan area, the Middle-East, Northern Africa and East Europe.

Also, as shown in figure 2, Puglia is interested to develop the international Corridor n°8 (figure 2- dotted red) that will join other big European corridors actually in progress.

Figure 2



Puglia is a crossroad between countries and different continents. Due to its geographic position and its natural resources Puglia has encouraged individual economic operators, small to medium sized Italian and overseas enterprises manufacturing, trading, tourist and scientific industries and has also fostered settlements of different scale in the various territorial contexts that are also densely populated and as such able to raise a remarkable internal demand of immediate and durable consumer goods as well as capital goods. Its population amounted to 4.068.700 (1.975.855 males and 2.092.845 females) in January 1st 2006. The population between 15 and 50 years old was nearly 50%. These data enable Puglia to be considered a region relatively “young”. 48.725 was the number of foreigners who proved to be residents in Puglia in December 31st 2005 (TABLE 1).

Table 1

Indicators	Unit measure	of	2000	2005	2006	Annual-average rate variations %	
						2000- 2006	2005- 2006
Resident population	thousands		4.026,1	4.071,5	4.068,7	0,2	-0,1
Labour unit agriculture	"		159,1	130,8	132,7	-0,3	1,5
Labour unit total industry	"		315,8	339,0	344,0	1,4	1,5
- industry excl.constructions	"		214,7	204,1	205,7	-0,7	0,8
- construction	"		101,1	134,9	138,3	5,4	2,5
Labour unit services	"		829,6	833,0	849,0	0,4	1,9
Labour unit at large	"		1.304,5	1.302,8	1.325,7	0,3	1,8
People looking for a job	"		240,0	209,0	184,0	-4,3	-12,0
Labour force	"		1.475,0	1.431,0	1.440,0	-1,4	0,6

Source: Svimez, Report on the economy of Southern Italy 2007 – data ISTAT

Puglia is divided into six provinces: [Foggia](#), [Bari](#) – the largest as for population with the regional capital – [Brindisi](#), [Taranto](#), [Lecce](#) and the - [Bat - Barletta - Andria -Trani](#) a new institution that includes seven comunes previously part of Bari province and three of Foggia province. (FIGURE 3)

Figure 3



In 2006 (ISTAT assessment) the GDP of the region amounted to 57.421,8 million euro that, after a three-year period of stagnation however occurred on national level, has started to grow again of 1,7%. This data is made up by a quota coming from the primary

sector, equal to 5%, that produces considerable quantities of valuable produce as wheat, olives, grapes, fruit and vegetable, beets, milk, flowers, tobacco and, in some areas of the Salento, medicinal herbs that give rise to an intense activity of food processing and agroindustry one. They are then distributed in territorial dies that are widely branched out and mostly marked by the presence of big industries from the North of Italy, in activity next to the ones in Puglia.

The industrial GDP is equal to 23% and it is engendered by a conspicuous group of heavy industries such as iron and steel, petrochemicals, chemicals, engineering; in particular aviation and automotive industry, energy, cement, transshipment and IT, predominantly controlled by Northern and foreign capitals.

Flanked to them there is a net of small, medium-sized and sometimes big industries, belonging to local operators that are active in various sectors of the economy: food processing, textile clothing, shoe, furniture, precision engineering, plastics, plant engineering.

To complete the industrial sector of the region there operates a considerable number of qualified medium-sized construction enterprises, led by regional businessmen, who successfully project themselves into the national market and into some international areas.

The services section produces a GDP equal to 72% of the regional one, but we have to consider that a big part of these services – credit, transport, corporate administrations, legal assistance, tax assistance and labour assistance – is absorbed by the demand coming from the manufacturing and construction industries operating on the entire regional territory that - as for number of direct employees in the induced businesses, valued added volume of exportations and overall incidence on the research and education system- they prove to be in years the driving sector of the economy in Puglia, able to ensure quota of tax return and contributions (TABLE 2).

Table 2

Indicators	Unit of measure	2000	2005	2006	Annual-average rate variations %	
					2000-2006	2005-2006
Valued added agricultural	mil. Euro, rif. 2000	2.810,3	2.776,7	2.502,3	-1,9	-9,9
Valued added total industry	"	11.393,2	11.198,3	11.452,8	0,1	2,3
- industry excl. construction	"	8.167,1	7.303,2	7.438,9	-1,5	1,9
- constructions	"	3.226,1	3.895,1	4.013,9	3,7	3,1
Valued added services	"	35.115,7	35.753,4	36.425,5	0,6	1,9
Valued added riserve price GDP	"	49.319,1	49.759,9	50.478,2	0,4	1,4
Per capita GDP	euro, rif. 2000	55.716,8	56.442,9	57.421,8	0,5	1,7
Per capita units of labour	"	13.825,2	13.918,3	13.868,7	0,1	-0,4
		42.711,2	42.944,2	43.324,3	0,2	0,9
Total consumption of electricity	million kwh	15.756,2	16.797,5	17.629,1	2,3	5,0
Total cons.of electricity, industry	"	8.432,1	8.646,0	9.118,3	1,6	5,5
Overseas import	million euro	4.843,1	6.966,5	7.445,7	7,4	6,9
Overseas exports	"	5.947,6	6.781,0	6.670,6	1,9	-1,6
Bank deposits	million euro	22.163,9	29.297,0	30.304,0	5,4	3,4
Bank loans	"	24.724,9	30.980,0	35.335,0	6,1	14,1
Total tourist presences	thousands	8.652,6	10.395,2	10.829,8	4,6	4,2
Tourist presences, foreigners	"	1.448,2	1.455,3	1.480,2	0,4	1,7
Employment rate, total	%	16,3	14,6	12,8		
Employment rate, males	%	12,1	11,5	10,3		
Employment rate, females	%	24,3	20,9	17,7		
Employment rate (15-64 years) total	%	n.d.	44,4	45,7		
Employment rate (15-64 years), males	%	n.d.	62,5	63,4		
Employment rate (15-64years)females	%	n.d.	26,8	28,5		
Activity rate 15-64 years	%	n.d.	52,1	52,5		
Per capita GDP %in Centre North	%	55,7	55,9	56,4		
Per capita units of labour % in centre north	%	79,8	81,3	81,4		

Source: Svimez, Report on the economy of Southern Italy, 2007 – dati ISTAT

The ability of the region to attract outer investments, consolidated from the end of 1800, has become one of the strongest points of its development. "Convenience" Puglia.

The description previously outlined has emphasized the fact that Puglia – a region that has attracted investments of outer enterprises private and state-controlled, Italian and International in the sector of agroindustry, chemicals, engineering, construction, energy – is one of the most dynamic areas of the South of Italy and of the Mediterranean basin.

Puglia is able to attract a growing number of IDE – direct investments from overseas, thanks to its geographical position and to the "conveniences" and "incentives" the region benefits from the Government. Also Puglia is capable to offer as self – government system. (TABLE 3).

Table 3 : direct investments from overseas(thousand euro)

The new investments from overseas that the region intends to attract would be added to

Region	IDE 2005	IDE 2006	Variance		IDE in % Italia
			Ass.	%	
Piemonte	18.856.070	17.392.351	-1.463.719	-7,8	11,36
Valle d'Aosta	3.835	1.292	-2.543	-66,3	0
Lombardia	84.986.699	104.464.729	19.478.030	22,9	68,21
Trentino Alto Adige	200.837	744.712	543.875	270,8	0,49
Veneto	5.293.644	6.356.404	1.062.760	20,1	4,15
Friuli Venezia Giulia	119.177	182.567	63.390	53,2	0,12
Liguria	619.756	1.074.358	454.602	73,4	0,7
Emilia Romagna	3.004.748	5.735.505	2.730.757	90,9	3,75
Toscana	4.370.503	2.916.814	-1.453.689	-33,3	1,9
Umbria	1.182.322	1.189.123	6.801	0,6	0,78
Marche	62.310	55.632	-6.678	-10,7	0,04
Lazio	7.513.904	12.010.842	4.496.938	59,8	7,84
Abruzzo	71.284	98.161	26.877	37,7	0,06
Molise	180.097	21.313	-158.784	-88,2	0,01
Campania	305.358	245.991	-59.367	-19,4	0,16
Puglia	120.067	247.269	127.202	105,9	0,16
Basilicata	188.778	246.100	57.322	30,4	0,16
Calabria	8.969	29.963	20.994	234,1	0,02
Sicilia	54.542	30.135	-24.407	-44,7	0,02
Sardegna	29.320	97.674	68.354	233,1	0,06
Centro-Nord	126.213.805	152.124.329	25.910.524	20,5	99,34
Mezzogiorno	958.415	1.016.606	58.191	6,1	0,66
Italia	127.172.220	153.140.935	25.968.715	20,4	100
Not indicated	7.944.259	7.215.967	0	0	0

the ones already achieved, or in course of action or planned in different areas and in many division of the regional economic system, contributing to expand the productive ground and to improve further on the competitive ability in the scene of the globalization, where also Puglia and its enterprises are placed in years.

The strategic options of the Region Authority: Puglia “new border line” of advanced technologies investments.

The Region Authority – exploiting with regularity and effectiveness the Community and national fund given to it for the years [2000-2006](#) and for the session [2007-2013](#) and employing the instruments that depend on the Authority (agencies for the development and the technological transfer, Consortia Sisri, Trade show organizations) is attracting towards the territory of the region, big enterprises and advanced technology operating in different divisions, from the aviation to the information technology, from the electro-mechanics to the food processing.

The Region Authority is determined to intensify its shares of territorial marketing as there are extremely favourable conditions for new investments in the sectors that follow:

- agroindustry
- precision engineering-automotive
- machine tools
- plastics manufacturing
- renewable energy sources and their technologies
- refuses cycle and recovery of secondary raw material
- water cycle
- biotechnology
- nanotechnology
- medical instrument technology
- hotellerie
- hospitality industry
- yachting navigation
- transshipment

The above mentioned sections operate in different parts of the region. It is in those areas then that there are favourable conditions for new investments, intensified by the presence of a local system of research that commands three Universities ([Bari](#), [Lecce](#), and [Foggia](#)) – and the only [Polytechnic](#) in the South of Italy - the third after the ones in Milan and Turin – and prestigious research establishments, and technological transfer centres as [ENEA](#), [CNR](#) e dell'[ENEL](#) e di società miste pubblico-private come il [CETMA](#) di Mesagne e il [CENTRO LASER](#)

Industrial geography of the Region, motive area of the economy in the South of Italy and in the Low Adriatic.

The territory of Puglia region registers the presence of big plants belonging to Italian and foreign entrepreneurial groups and also hundreds of small to medium sized local industries that are characterized by a technological advanced production of expendable goods and capital goods.

The situation of each province is shown in the sections that follow.

It is convenient to underline that most of the existing sectors and industries in each territory of the region raise important exchanges of different goods and services with a diversity of subjects internal and external to the territory object of settlement.

Is such a system of interchange there still exists wide opportunities to integrate new enterprises, local or external to the territory able to cover the vacuum existing in the industrial background of Puglia, or supply goods and services more competitive respect the ones offered by the companies that operate in the local contexts.

The infrastructural system, settlement services and credit services.

It is important to bring to the attention the presence of the two airports operating in Puglia: Bari and Brindisi, with their new air terminal and scheduled flights. Also there are three big ports: Bari (commercial and cruising), Brindisi (industrial and passengers) and Taranto (industrial).

Puglia, with its flights, departing and arriving at the two main airports of Bari and Brindisi, is connected to the most important European capitals and to the main Italian cities. (FIGURE 4 and 5).

The two staging posts of Foggia and Grottaglie will join the airports above mentioned.

The regional company (www.seap-puglia.it) guarantees an efficient management for what concerns the Apulian staging posts.

Figure 4. International routes from Bari and Brindisi airports

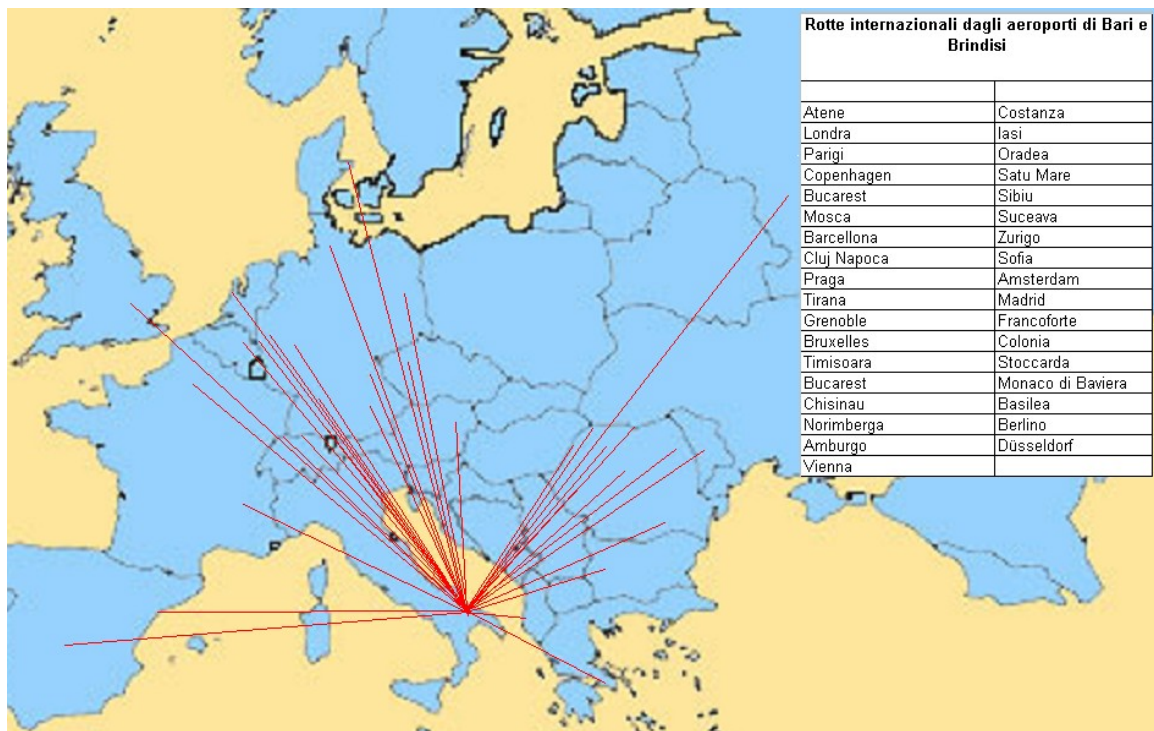
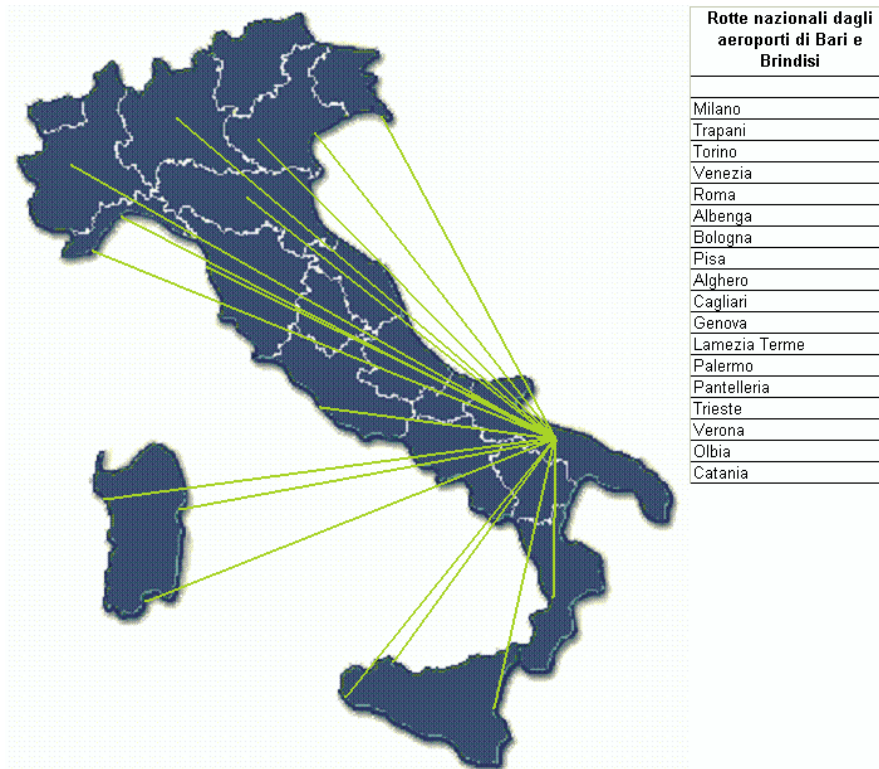


Figure 5. National routes from Bari and Brindisi airports



Three are the main ports in Puglia.

Bari(commercial and cruising),Brindisi(industrial and passengers)and Taranto(industrial). Minor ports of call are the ones of Manfredonia, serving the industrial hub created with the “area contract”,Barletta,Molfetta(the latter is nearing extention)-Monopoli,Otranto and Gallipoli.

The routes from the three main ports of the region are shown in the figures 6,7 and 8.

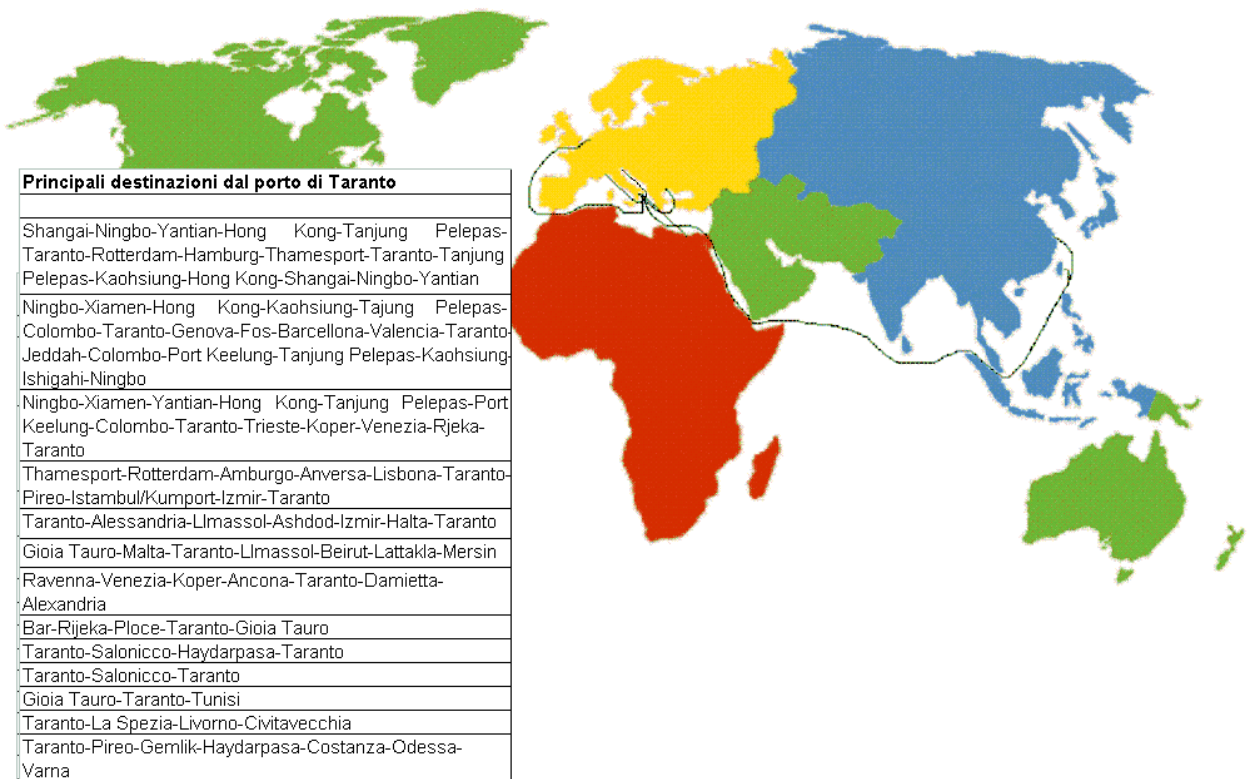
Figure 6. Principal destinations from Bari airport



Figure 7. Principal destinations from Brindisi airport



Figure 8. Principal destinations from Taranto Harbour



In Taranto Harbour there is a big container slipway destined to become one of the major hub of the Mediterranean.

The five consortia SISRI for the inducing services to the companies, favour their location in the equipped conglomerates of their respective pertinency, while numerous city councils, external to the consortium, are making in years, areas and relative basic infrastructures to allow new settlements in their territories.

The banking and parabanking system operating in the region assists to the coexistence of branches of the biggest foreign and Italian credit groups as well as of people's local banks able to guarantee the widest range of services to the establishments that request them.

In conclusion, due to the natural and human factor, Puglia sets up as a big "convenience" in the map of the economic system of the European community and the Mediterranean.

Foggia

In the North of Puglia, in the area of Foggia, main city of a plain called Capitanata, there is an important establishment, with more than 2.000 employees, that produces ultra light diesel engines exported to different European countries.

Also in the area of Foggia operates a plant belonging to the aviation group of Finmeccanica, a big Italian holding, public controlled and quoted to Milan Stock Exchange. It produces the left wing of the European fighter EUROFIGHTER with carbon fibre. The plant is also committed to manufacture the tail sections of the new passenger plane 787 Dreamliner of the Boeing. Its cockpit, in carbon fibre, is in part produced in the new establishments of Grottaglie, a town in Puglia, in the province of Taranto.

From Grottaglie airport gigantic freighters, coming from the USA, take off. They load the fuselage of the 787 built in Grottaglie. They are then transported to the USA where the aircraft is fitted out.

In the province of Foggia operate some of the biggest Italian food groups that, thanks to the new estimated investments, are developing into the largest pasta factory of the world.

In the area of Manfredonia perform the numerous companies that benefit of the "area contract". Among them one points out establishments dealing with the glass sector.

In Candela, in the South Dauno sub-Apennines, a turbo gas station is settled. Around it, making use of the steam, is standing a big installation for the floricultural production of the Apulian group Cicolella, quoted on Milan Stock Exchange.

Bari

In the industrial area of Bari- regional capital- operate big plants of international groups working in various sectors; from automotive to pallet truck, from low energy lamps to glass manufacturing. Also there are small medium sized engineering industries belonging to local operators. They manufacture air conditioning machines, robotized machines as well as "intelligent" wrecker hammers sold in various European countries.

In the area surrounding Bari and in some city councils of the hinterland, consolidates, in the course of decades, a production capacity in the sector of bodyworks for industrial vehicles as those for the ecology and the ones for refrigeratory transport.

In Monopoli, an important city situated in the South-East of Bari, operates an important Apulian engineering industry that has gained various European markets thanks to the

planning and production of a technologically advanced product; the so called “ diagnostic trains”: real trains that mount sophisticated computer equipments for controlling the efficiency of the rails where those trains travel.

Another important section is the food processing that has always been one of the strongest points of the manufacturing industry of the country.

This section is widespread in the territory due to the availability of valuable raw material as wheat, vine, olive, fruit and vegetable, milk. Thanks to them one produces diary products, pasta, fine oil, quality wines, deep-frozen food and beer.

But the industry of the province is well-known for the production of leather sofa, wedding dresses and shirts. It is appreciable the dimension of the building material production, from cement to bricks, from prefab to marbles extracted in the hilly area of Murgia Barese and processed in the sawmills of Trani, an important coastal city council located in the North of Bari.

Trani is now part of the sixth Apulian province called BAT, famous for its Muscat, a sweet dessert wine.

The industry of Bari boasts the presence of a prestigious publishing house and publishing companies with important newspapers. The tradition of the industry is completed by the rich experience of small and medium building firms, that are qualified in the sector of housing and public works.

In the area of the new province of Barletta-Andria Trani there is a base of small and medium-sized companies operating in different sectors: food processing, clothing, shoe, security and building materials.

A big cement industry has settled in Barletta where there is also a big business in the sector of safety shoes. As for women footwear product, of medium quality, operate a big number of small size shoe factories located in Trani, a city famous for the processing of lithic materials originated from the quarries in the hilly area of Murgia, and also for its more recent vocation for the tourism that is promoting investments in the hotel business.

The clothing sector, with the production of shirts, pyjamas, wedding dresses and knitwears, also operates in Andria, Bisceglie, Spinazzola e Minervino.

Spinazzola and Minervino are situated on the hills of the Murgia.

In the area of the new province one can find significant small to medium-sized enterprises that operate in the engineering sector.

Brindisi

In the industrial area of Brindisi-provincial capital in the South of Puglia, big aviation industries play an active part. The biggest companies of this sector raise the activity of a massive group of small and medium-sized subcontractor enterprises.

Other big industries in Brindisi are the chemical ones working for the production of polythene, polypropylene and plastic foils.

Also the chemicals section generates satellite industries of plant engineering and construction maintenance, guaranteed by the small to medium-sized companies of the local operators.

In the pharmaceutical sector, Brindisi offers the presence of a big setting up belonging to a multinational that produces antibiotics as riphampicina and rifaximin.

The important settlement is given by the power stations located in the industrial estate controlled by the biggest Italian companies of energy production; the most important one proves to be the greatest in Europe.

It is a coal-fired company, low sulphur content, that permits to generate the 10% of the entire energy requirements of Italy.

The generator sector settled in the provincial capital- as for the ordinary and extraordinary repairs and for revamping works- needs to count on the activity of about 60 small to medium-sized plant engineering enterprises headed, to a large extent, by operators of the city and of its hinterland.

Other enterprises, coal fired, contribute to liven up in the vast port of Brindisi, an important quantity of fuel with additional employment effects on its docks.

In Brindisi province, among the other industries, managed by local businessmen, there reports the existence of enterprises operating in the rotation moulding sector (manufacturing of plastics with rotating machines).

It is significant the presence of building material production companies.

The food processing industry is spread over the province territory with wine-producing companies that have established themselves into the Italian and foreign market.

Also the deep-frozen food companies and those of tomato processing are active. They are organized in the plant of Confcooperative in Mesagne.

[Taranto](#)

The province of Taranto and in particular the industrial estate of the provincial capital, welcomes on its territory, the steelwork integral cycle of ILVA, the biggest Italian factory as for number of employees.

In Taranto there is also a notorious refinery, waiting for permission to start its work of doubling its production capacity. Very near Taranto is Massafra, a comune where there are important plants as the beer industry, cement and the biggest Italian factory for the manufacture of wind generators, destined to the aeolian parks and the Navy Arsenal, that together with the one in La Spezia, guarantees the maintenance work of the vessels of our sea force.

A so impressive manufacturing system, concentrated in the area of Taranto, makes the city one of the industrial capitals of the Mediterranean. Its productive and occupational capacities, as well as its sales, favour the expansion of satellite industries, small and medium and in some cases also big, that operate in the engineering and plant engineering sector, in road transport and rail freight, in bank services, IT services, processing and garbage disposal.

This system contributes to the training and employment of thousands of young people coming from middle and high school Institute and from University.

Also the infrastructural system of Taranto- that has in the big industrial port its strong point- benefits from the handling of raw materials and final goods from and to the plants in the area that in the year 2006 have led the stopovers of Taranto to the second position in Italy surpassing Trieste and only behind Genoa as for the overall movement of goods amounted to over 49 million tons.

In Grottaglie, an inland important comune, famous since decades for the production of ceramics, operates an important aviation plant that produces two sections (carbon fibre) of the cockpit of the new passenger plane 787 Dreamliner of the Boeing. The transport of its section to the USA for the aircraft to be fitted out, has required the extension of the local airport runway that is now the longest one in Italy.

In the province of Taranto many small and medium companies of Ionian businessmen operate in Laterza, Ginosa, Castellaneta and Martina Franca, a comune of relevant dimension where there produces articles of clothing.

It is remarkable the contribution of the agriculture to the local gross product with fine fruit and vegetables from the inland and coastal areas in the West of Taranto. Also there is the production of wines from Manduria, well-known for its "Primitivo" wine.

The tourist sector is rather strong in the receptivity of the big tourist complex developing on the Western coast of the province and of the farm holidays in Valle d'Itria. Martina Franca, for its renowned opera festival, may be considered the small capital of Valle d'Itria.

Lecce

In Lecce province there develops a big number of shoe industries, jeans, textile. they are still among the biggest in Italy for what concerns employees and sales. Important, at the national level, are the food-processing industries with fine wines, salami, oil, deep-frozen food and coffee.

In Nardò, a big comune of Lecce province, there is the test track car, among the biggest in Europe, where European companies make different typologies of test. Also in the province there is a big plant for the production of excavator /digger machines that promotes 31 small and medium sized local engineering industries. Among them, there are companies producing radiators, disc brakes and gear motors. Other industries of local businessmen are the ones specialized in engineering products for the aviation and the agriculture sector. The wood furniture sector is present with industries producing kitchen fittings. Lastly, it deserves to be mentioned the activity of the industries of cement and prefabricated products.

At the University of Lecce, Faculty of Engineering of material, operates [the nanotechnology laboratory](#) of Professor Roberto Cingolani, an expert worldwide renown. In his centre multinational enterprises conduct applied researches.

The province of Lecce is also famous for its holiday villages, managed by international tour operators.

You can find this document on www.confindustriapuglia.it