

LIGURIA REGION ACTION PLAN

Part I – General information

Project: EXTRA-SMEs
 Partner organisation: LIGURIA REGION
 Other partner organisations involved (if relevant): -
 Country: ITALY
 NUTS2 region: LIGURIA
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Part II – Policy context

The Action Plan aims to impact:

Investment for Growth and Jobs programme	
European Territorial Cooperation programme	
Other regional development policy instrument	X
Name of the policy instrument addressed:	
ERDF EMFF fund	
Piano attuativo regionale (regional fund for Implementation Plan)	

Part III – Details of the actions envisaged

Strategic development pathway (please describe the shortages of the policy instrument, the aims of the policy measures included and the lessons learnt from the project that constitute their basis)

As stated in the project's Application Form, Liguria Region expects to benefit from the exchange of practices and experiences with the EXTRA-SMEs partners in innovation practices and export growth potential, particularly for coastal and rural SMEs in the region. Liguria's policy instrument needs to be improved to enable SMEs expand in wider markets and create the conditions for new jobs' establishment.

The actions included in this plan aim precisely at strengthening the competitiveness of Ligurian SMEs, mainly by supporting on the one hand the extroversion on international markets and on the other hand by helping SMEs to expand their plants and consequently to increase their production.

The source of inspiration for this action plan was mainly the confrontation with the realities in the aquaculture sector of the partner countries, learning from them the good practices with which they faced and solved common problems.

The survey that was carried out by the partners with their companies allowed them to take a snapshot of the aquaculture sector, identifying the main problems and bottlenecks that

hinder its development and growth. This work has been valuable in understanding that very often different countries have similar, if not the same, problems in common. In this case a common comparison and sharing of good practices was really useful to focus on some bottlenecks and find a way to solve them.

ACTION 1: EXTRAVERSION OF SMEs

1.1. The background (please describe the lessons learnt from the project that constitute the basis for the development of the present Action Plan)

The strategic development pathway identified by Liguria Region in drawing up its action plan is the result of the cooperation and dialogue with the other project partners and of the lessons and good practices learnt from them, which have served as an inspiration for the regional PI improvement. For action n° 1, focused on **EXTRAVERSION OF SMEs**, Liguria Region got inspired by the outcomes of A1 activities, dedicated on how to improve extraversion and internationalisation through the identification of new products and processes (A1.2 *Identifying new products and processes' potential to improve EXTRA-SMEs internationalisation and extraversion*; A1.4 *Mapping the barriers and bottlenecks to internationalisation for EXTRA-SMEs businesses*). Thanks to the surveys that all project partners submitted to their aquaculture companies (A1.4), it emerged that in countries such as Western Greece, Ireland and Poland extraversion seems to be the norm, but in Liguria Region, at the beginning of the project, the firms said their main market was mostly local. In this context, Liguria Region got the chance to learn some best practices related to the support that can be given to the SMEs aiming at expanding their business on foreign markets, in order to boost their competitiveness. These good practices have become a source of inspiration and can therefore be replicated in a way that must be adapted to the needs and characteristics of the territory concerned. Improving competitiveness and extraversion in the aquaculture sector certainly requires support and planning throughout the value chain. For Ligurian aquaculture SMEs it is important to think about a gradual internationalisation process, following the Uppsala model, as learnt from the “guidelines and methodological tools for the identification of new expansion areas” (A1.2), which is certainly more suitable for Liguria regional economy, instead of a rapid internationalisation process.

1.2. Action (please list and describe the actions to be implemented)

- To involve the regional aquaculture's trade associations and Regione Liguria fisheries and aquaculture Sector in order to identify the Ligurian aquaculture companies willing and capable

to expand their business abroad and the most interesting foreign markets that could most easily become their market destination

- To identify the most suitable type of action to start an internationalisation process in these target markets.

In particular: After the identification of possible action to implement, designed in close cooperation of targeted SMEs, the specific action (e.g. organization of business meetings with foreign buyers; participation to international fairs, business plan for foreign markets etc.) will be organized and performed during phase 2 with a new policy instrument measure (regional fund for Implementation Plan for Internationalisation).

- To include in the Liguria International Implementation Plan for Internationalisation 2022 a specific action (see above) focused on aquaculture sector, in order to guarantee the best support for the SMEs willing to expand their business abroad.

1.3. Players involved (please indicate the organisations in the region who are involved in the development and implementation of the action and explain their role)

Liguria Region, Department of Economic Development

Liguria Region, Department of Fisheries and Aquaculture

Liguria International (Liguria Region in-house company for the internationalisation of SMEs)

Ligurian Aquaculture Trade Associations (Coldiretti, Confcooperative, Lega Liguria Coop)

1.4. Timeframe

January – December 2022

1.5. Costs (if relevant)

10.000€

1.6. Funding sources (if relevant):

New policy instrument - Liguria International Implementation Plan for Internationalisation 2022 (annual regional funds) –

ACTION 2: PRODUCTIVE INVESTMENTS IN AQUACULTURE

2.1. The background (please describe the lessons learnt from the project that constitute the basis for the development of the present Action Plan)

For the action n° 3, **PRODUCTIVE INVESTMENTS IN AQUACULTURE**, Liguria Region's source of inspiration were mainly the outcomes of activity A1.2 *Identifying new products and processes' potential to improve EXTRA-SMEs internationalisation and extraversion*, whose purpose was to identify opportunities for developing new products and processes for businesses active in Extra-SMEs territories aquaculture sector, in order to promote innovation and competitiveness. This action got also inspired from the outcomes of activity A1.4 *Mapping the barriers and bottlenecks to internationalisation for Extra-SMEs businesses*. Bringing innovation into the aquaculture companies means increasing their competitiveness and thus their ability to expand into foreign markets; not being equipped with sufficiently innovative systems could represent a bottleneck for the growth of the company and its potential extroversion. As revealed by the project partners' surveys, a great deal of effort should be given to product innovation and this action fits precisely into this context.

Regione Liguria has identified as policy instrument the EMFF FUND, for whom Regione Liguria plays a coordinating role and the idea is to link together policy instrument with action plan in order to maximize results.

The measure 2.48 of EMFF fund 2014-2020, from which the Action n°3 takes its name, focuses on productive investments in aquaculture and its priority is to promote an environmentally sustainable, resource-efficient, innovative, competitive and knowledge-based aquaculture. The thematic goal of this measure is to promote the competitiveness of small and medium-sized enterprises, the agricultural sector, fisheries and aquaculture sector.

Interventions to increase the production and/or modernisation of existing aquaculture enterprises or construction of new aquaculture enterprises are consistent with the multiannual national strategic plan for the development of aquaculture activities (Art. 34 Reg. (EU) No 1380/2013)

2.2. Action (please list and describe the actions to be implemented)

Policy instrument: **EMFF fund 2014-2020**

The resolution of the regional Government n.250 of 26 March 2021 approved the procedural and implementing provisions containing criteria for the implementation of **Measure 2.48 - Productive investments in aquaculture**. The call has been published and open on March 2022 through the issuing of a Public Notice; the deadline for the submission of applications has been set for 31 May 2021.

Liguria Region action during phase 2 will be:

- Reception, evaluation of applications submitted, scoring and creation of a ranking list by the Fisheries and Aquaculture Sector of Liguria Region.
- Approval of the ranking list and commitment of funds for the granting of eligible contributions.
- Follow and support the companies in the implementation of the granted action, in cooperation with the Fisheries and Aquaculture sector.
- Disseminate results of the policy instrument among partners.

2.3. Players involved (please indicate the organisations in the region who are involved in the development and implementation of the action and explain their role)

Liguria Region, Department of Economic Development
Liguria Region, Department of Fisheries and Aquaculture
Beneficiaries of the measure 2.48 of PO FEAMP 2014-2020

2.4. Timeframe

May 2021 – May 2023

2.5. Costs (if relevant)

108.338,81

2.6. Funding sources (if relevant):

PO FEAMP 2014-2020 – EMFF FUND: European Maritime and Fisheries Fund, which is the Liguria Region's policy instrument that aims to be most impacted by the Action Plan.

This PI is more adaptable to Liguria Region's objectives and territories and allows a stronger collaboration among the different sectors of Liguria Region involved.



Date: 4/10/2021

Signature: _____

Stamp of the organisation (if available): _____