

## MARCHE REGION



### 1. GENERAL INFORMATION

- Date of application: 25/10/2014
- EER year:  2014
- Applicant: *Marche Region*
- Political endorsement: Giunta Regione Marche (Marche Regional Government)
- Contact person: Roberta Maestri

### 2. REGIONAL DATA

- NUTS: ITE3 (NUTS 2)
- Population: 1.6 million
- Area: 9,366 km<sup>2</sup>
- GDP / inhabitant: EUR 25,640

### 3. COMPETENCES / ACTIVITIES / AWARDS IN THE FIELD OF ENTREPRENEURSHIP

- Marche is a region of entrepreneurs; an estimated 10% of the population are entrepreneurs, which is the highest percentage in Italy (one active firm for every 9.6 inhabitants as compared to 1 for every 15 inhabitants in Italy), or even in Europe (1 for every 25 inhabitants). These entrepreneurs form the base of the prosperity of the region, helping to explain why the Marche region has a per capita GDP slightly above the Italian average.
- The region's strong entrepreneurial culture has led to the so-called 'Marche model' of economic development; an industrial structure dominated by small- and medium-sized enterprises located close to the workers, keeping small communities going and avoiding the confusion of too-rapid growth and congestion in urban areas. As a result, a large number of SMEs are organised in 27 industrial districts, primarily specialised in four sectors; mechanics, footwear and fashion, wood and furniture, and agri-industry.
- The Marche region has a high degree of social cohesion, a dense network of firms in the industrial sector associated with collaborative relationships among firms and well-established, localised supply chains. This has kept production in the region and promoted cooperative relationships between firms, the public sector, and trade and labour organisations. The model of mutual guarantee schemes for obtaining SME credit is an example of how these ties can be used for local development.
- The region shows a good export capacity together with a positive trade balance. Export makes up one third of Marche's GDP or 2.6% of overall Italian exports. Its export capacity is above the Italian average and, despite the crisis, it is the third growing exporters among the Italian regions with an export growth of 6.4% in the last year<sup>1</sup>.
- The Marche model is also supported by the region having of four universities, two public research centres, seven technology/knowledge transfer centres and one scientific/technology park.

---

<sup>1</sup> ISTAT – Data Warehouse on International Trade (2012)