



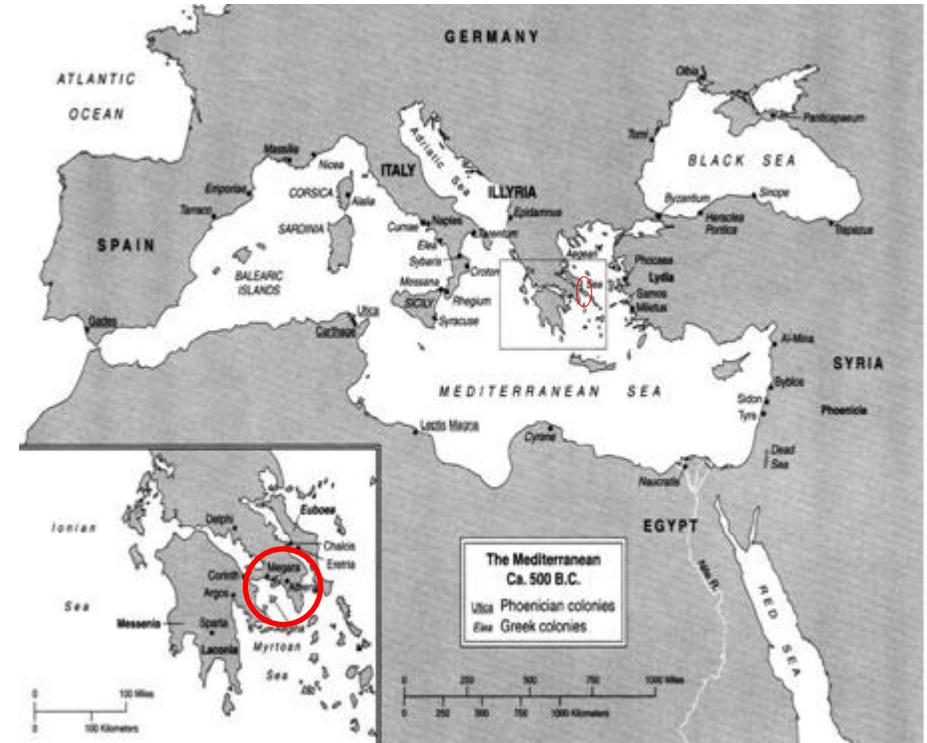
Smart Specialisation in the Region of Attica

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ATTICA IS A METROPOLITAN AREA

- Geopolitically located in SouthEast of Mediterranean and in the centre of Greece, between Aegean and Korinthos Canal and between Central and Southern Greece
- The most populous and most densely populated region in the country with 3,812,330 habitants with 66 Municipalities
- The producer of 45% of the National GDP
- The place of employment of 37% of National Workforce
- The place of operation of 35% of National Enterprises
- The main exporter (48% of total GDP from exports), main transportation & Logistics Hub within South-Eastern Europe & Mediterranean (Port of Piraeus, El. Venizelos Airport, national roads, Attiki Odos etc), main university and research centre (11 Universities & Highest Technological Education Institutions and 10 Public Research Institutions)



THE ECONOMIC POTENTIAL : BUSINESS & INVESTMENTS

Region's growth model is based mainly on domestic consumption

Entrepreneurship

- Attica Region involve 57% of National Tertiary Sector (trade, financial services, transport and ICT, health and social services, real estate, recreation, research and business services) and of 31% National Secondary Sector (food industry, metal products, chemicals and basic pharmaceuticals, textiles)
- Some specialization in maritime transport, transportation and logistics
- High-tech manufacturing and knowledge intensive service sectors are dynamically emerging
- High Attachment to SMEs/ Self-Employed Business Models - 94% of the companies in Attica are small and very small – 80% are family model companies
- More than one third (36.32%) of the early-stage entrepreneurs are young (25-34 years old)

Major Scale Ongoing Projects : Waste Management, Metro, Logistics Center, Port Of Piraeus etc



THE HUMAN CAPITAL POTENTIAL

People are Charged with Brainpower

- Highly educated citizens – 33,1% with a university degree and 41,8% on science and technology areas
- A region of 243.638 students (36,9% of the country)
- 57% of the regional population uses regularly a PC and the Internet
- High foreign demand for local Researchers & Specialised Scientists

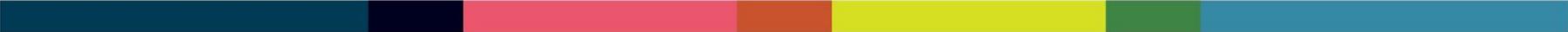
Unemployment

- 535.500 unemployed in 2013, 155.000 are 15-29 years old (37% on the country level), 1/2 are long term unemployed
- While in 2008-2012 people holding Phd increased by 1,61 times (from 76.026 to 122.447), unemployment hit this group from 4,8% to 12,9%
- Universities Graduated unemployed have been 4 times more in 2012 than in 2008

Social Division Issues

- Illegal Immigration
- 480 homeless (street work) in the Historical Center of Athens , 71% between 26-55 years old, 54% for poverty reasons





THE INNOVATION POTENTIAL : UNIVERSITIES & RESEARCH

High Scientific Excellence regarding Publications on agricultural sciences, medical and health sciences, engineering, natural sciences and social science (even if funding is limited on RTD : 0,72% or €775,192 of the Regional GDP)

Research is equally allocated among universities and business (28.727 employers on R&D activities)

Some mature clusters on Microelectronics, Space Technologies and Applications Cluster, Innovative Gaming Technologies and Life Sciences (HBio)

Some dynamic organic clusters on pharmaceuticals, telecom/ICT, chemical products, entertainment, processed food, tourism & hospitality

Although a small number of firms in more high-tech sectors are better connected to the regional innovation system

Attica is «Innovation Follower» according to Regional Innovation Scorecard (RIS 2012)



REGIONAL DEVELOPMENT POTENTIAL

STRENGTHS	OPPORTUNITIES
<p>Strong Geo-Strategic Position</p> <p><u>High Touristic Appeal</u></p> <p><u>Important Archaeological and Cultural Sites</u></p> <p>Tradition in Innovation in Selected Areas (Pharmaceutical, ICT, Nanotechnology)</p> <p>Large Number of Universities & Public Research Centers</p> <p>High Concentration of Researchers</p> <p>Highly Educated Human Capital</p>	<p><u>International Interest for Investments</u></p> <p>Large-Scale Projects (Waste Management, Metro, Logistics Center, Port Of Piraeus etc)</p> <p><u>New NSRF Focusing on Innovation and Green Economy</u></p> <p>Large-Scale Privatisation Projects</p> <p>Alternative Tourism (MICE, Medical, Yacht)</p> <p><u>Smart Cities Policy Orientation</u></p> <p>Regulatory Improvements</p> <p>Social Interest for Innovative Development Solutions</p>
WEAKNESSES	THREATS and CHALLENGES
<p><u>Liquidity Problems</u></p> <p><u>Decrease in Public Spending</u></p> <p>Shallow Local Market/ Low Extroversion</p> <p>Low Private R&D Investments (Further decreasing due to the Crisis)</p> <p>Low Connection of Research/ Education To Business Demands</p> <p>Low Growth Oriented and Innovative SMEs</p> <p>Low “Academic to Applied Research“ Efficiency</p> <p><u>Low Social Innovation</u></p> <p>Social Inequalities</p>	<p><u>Economic Depression/ Stagnation</u></p> <p>High Unemployment</p> <p>Brain Drain</p> <p><u>Ageing Population Impacting Labor Shortage and Conditions for SMEs</u></p> <p>Decrease in ERDF Funds for 2014-2020</p> <p>Endangered Social Cohesion</p> <p>Political Instability Risk</p> <p><u>Increasing Competition from other Mediterranean Cities in Tourism and Health Sectors</u></p>



Strategy for Smart, Sustainable and Competitive Region of Attica

DEMAND
OFFER

Urban Development Model (Energy Redundancy, Environment Protection /Restoration , Social Cohesion)
Geopolitical Location (Logistics, Tourism, Transportation)
People highly educated (Science, Technology)
Archeological & Historical Monuments
NSRF 2014-2020 , Privatization, Horizon 2020

ATTICA 2020+

4 Key Long-Term Regional Objectives
(deriving from long-term socio-economic problems/necessities as well as short-term urgencies):

1. Attraction of Foreign Investments
2. Creation of New Jobs and Regional Income
3. Transformation of the Regional Business Sector into an Extroverted and less State-Dependent Model
4. Further Development of Regional Infrastructure

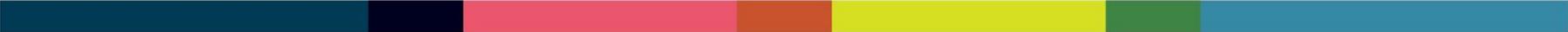
COMPETENCE
AREAS

Tourism – Medical, MICE, Marine/Yacht
Biotechnology and Pharmaceuticals
ICT on logistics, energy, tourism , environment
Renewable Energy
Creative Industry

**Stimulate Demand
for Innovation**

Activities Specialization / Prioritization – Governance (Business – Government – Region – Research Institutes) – Societal Challenge - Funding Instruments and Integration (NSRF, Revolving Funds/VC, Horizon 2020, National/Regional)





Thank you for your attention !

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Attica Region**

Deputy Director

