



DOING BUSINESS IN CAMPANIA

An investment guide





Campania offers a unique combination of strategic location, cost competitiveness, and capacity for innovation. Every day, we work alongside investors to create optimal conditions for investment and to foster sustainable growth in a region fully prepared to welcome new opportunities.





Campania

Facts & Figures

Campania is a young, populous, and dynamic region that combines a strong pool of human capital with a broad and diversified productive base. In recent years, it has shown clear signs of economic, employment, and technological strengthening, positioning itself as one of the main drivers of growth and investment attraction in Southern Italy.

3rd

Most populous region in Italy

with 5.582.337 inhabitants, representing 9.5% of the national population.

2nd

Italian region by number of innovative startups (~1500)

2nd

Region in Southern Italy for renewable energy production (RES) and 3rd nationwide for wind energy generation.

275.691

Students in Campania, with 10.236 professors and researchers.

7th

Italian region for goods exports (~€22 billion in 2024)

2nd

Region in Italy by number of companies (~500.000 active)

~1.700

Foreign-controlled companies

are already established in Campania, employing more than 50.000 people.

1st

Region in Italy for youth entrepreneurship (~11%)



The Economy of Campania

A growing region: innovation and international outlook

In recent years, the Region has undergone a significant economic transformation, marked by a sharp reduction in unemployment and GDP growth that exceeded €137 billion in 2024, accounting for more than 6% of the national GDP.

This progress has been supported by a broad public investment program: Campania is among the main beneficiaries of the National Recovery and Resilience Plan (PNRR), with over €13 billion allocated to support infrastructure, innovation, and industrial development.

The regional economy is increasingly open and competitive in international markets: exports have reached approximately €22 billion, with particularly strong growth in high-tech sectors. This is complemented by a dynamic entrepreneurial ecosystem, with over 500.000 active businesses and the highest rate of youth entrepreneurship in Italy, factors that make Campania an attractive destination for medium to long-term growth-oriented investments.

6,25%

is the share by which Campania contributed to the national GDP in 2024, amounting to €137.510,98 million.

+€13 B

have been allocated to Campania under the National Recovery and Resilience Plan (PNRR), confirming it as the second-ranked region in Italy.

~€22 B

is the value of exports to international markets.

+500.000

businesses are established in Campania, making it the second-largest Italian region by number of enterprises.



Agrifood

Campania is Italy's leading agri-food region, distinguished by its agricultural production, certified quality, and extraordinary diversification of high-quality products. The Region consistently ranks among the top in Italy in terms of gross agricultural production value and boasts a unique heritage of protected products: 32 PDO and PGI, 19 DOC and DOCG and 10 IGT wines, and over 600 recognized PAT (Traditional Agri-Food Products).

Among the most iconic products are Mozzarella di Bufala Campana PDO, Pasta di Gragnano PGI, tomato preserves and processed products, as well as one of the strongest and most innovative fruit and vegetable supply chains in the country.

This high-profile agrifood system, supported by specialist skills, advanced technologies, and strong integration between producers, processors, and logistics operators, is backed by a structured training ecosystem that includes universities with departments dedicated to agricultural, food, and biotechnological sciences, higher technical training courses (ITS), and public infrastructure for quality and certification. This enables companies to access specialist expertise throughout the entire supply chain, from production to processing and marketing.

THE ECONOMY OF CAMPANIA

+60

protected agricultural products

+14%

increase in Campania's food exports

5 universities

offering programs in agriculture, food, and biotechnology

+30.000 companies

in Campania's agrifood districts supporting the production supply chain



Aerospace

Campania is one of the main Italian and European aerospace hubs, with a century-old tradition in the aeronautical sector and a complete and innovative supply chain. In recent decades, the Campania aeronautical industry has grown rapidly thanks to Leonardo's international collaborations, particularly with Boeing and Airbus for the production of new civil aircraft. The Region is also home to other leading companies such as MBDA, G.E. Avio, Magnaghi Aeronautica, Tecnam and Geven, as well as a network of specialized companies with high technological capabilities.

The Region's long-standing tradition in the aeronautical industry has been enriched since 1960 by the presence of the Italian Air Force Academy in Pozzuoli and the Italian Air Force Non-Commissioned Officers School in Caserta. Over time, this context has contributed to the growth of technical and professional skills in the area.

This ecosystem includes the Italian Aerospace Research Center (CIRA), the main national center dedicated to aerospace research, which operates within an established network of expertise focused on technological innovation in the sector.

Collaboration between research centers, universities, and businesses is also encouraged by the Campania Aerospace Technology District (DAC), which fuels industrial development and cross-cutting synergies.

These are joined by other important research and innovation centers, including the IMAST District (Polymer, Composite, and Structural Engineering), the Microgravity Advanced Research & Support Center (MARS), and the Institute for Microelectronics and Microsystems (IMM) of the CNR.

+10.000 employees

in the industry

+150 companies

operate in the related network

~€3 B

in turnover generated by the aerospace industry in Campania

23 degree courses

in aerospace engineering at universities in Campania



Pharma & Biotech

Campania is one of Italy's hubs for the pharmaceutical and biotechnology industry, thanks to a well-established combination of production capacity, scientific research and highly qualified human capital. The Region is home to a complex supply chain covering the entire value cycle, from preclinical and clinical research to industrial production and advanced services for the life sciences.

In recent years, the sector has benefited from the presence of leading pharmaceutical and biotech companies, supported by a well-structured system of specialized SMEs and research operators. The Region has also hosted production, research and clinical trial activities carried out by national and international groups in the life sciences sector, contributing to the development of an ecosystem geared towards innovation and long-term growth.

The Region hosts research hubs and scientific infrastructures of national significance, promoting collaboration between universities, public research centers and private companies. Among the main centers of excellence are institutes of the National Research Council (CNR), the CEINGE – Advanced Biotechnology and 2 Research Hospitals (IRCCS) (National Cancer Institute "Fondazione G. Pascale" and SDN), in addition to the medical and scientific Departments of Campania's universities. The presence of such assets enhances Campania's attractiveness for investments in research, development and high-value-added production.

THE ECONOMY OF CAMPANIA

~10.000 employees

in the industry

+€8 B

in export value recorded in 2025

14 multinational

companies operating in Campania in 2023, both foreign and domestic, engaged in research, development and production

Training

a wide range of undergraduate and postgraduate courses in the medical, pharmaceutical, biological and biotechnological fields at the main universities in Campania



ICT

Campania is one of the most dynamic ICT hubs in Southern Italy, with a rapidly evolving ecosystem that combines universities of excellence, a widespread network of innovative startups and the increasingly significant presence of major national and multinational players.

Naples stands out as a leading technology center thanks to its advanced research infrastructure, specialized expertise in artificial intelligence, cybersecurity, robotics, corporate innovation, and the presence of certified incubators that offer services to support the creation and development of innovative technologies.

The high availability of digital talent, the quality of university education, competitive costs and the growing demand for high-tech solutions make the sector one of the most competitive and dynamic in the Country.

THE ECONOMY OF CAMPANIA

+1500

innovative startups

7 universities

offering ICT courses

+€34 M

raised by startups in 2025

€40 M

in the "Campania Venture Capital" fund as regional support for tech investments



Renewable energy

The established presence of wind power plants and the strong growth of photovoltaic power plants, combined with the speed of procedures and approval timelines for green projects, make Campania a competitive destination for investments in the renewable energy sector.

Additionally, the Region confirms its role as a mature ecosystem for a sustainable development model, thanks to plants funded by the GSE (Energy Services Manager) within the framework of new generation RES X (Renewable Energy Sources) and the presence of international players such as Prysmian, Enel, and Terna.

Campania promotes the development of initiatives dedicated to green hydrogen, a strategic element for industrial decarbonization and sustainable mobility, with 5 National Recovery and Resilience Plan (PNRR) projects approved by the Ministry of Environment and Energy Security (MASE).

THE ECONOMY OF CAMPANIA

5 Hydrogen Valley

projects in Campania

+60-70%

increase in wind power production thanks to the revamping of plants

R&D

the Region invests in research in key sectors such as batteries, storage, power electronics, and hydrogen

Permits

fast-track procedures and streamlined timelines for green project approvals



Fashion & Design

A hallmark of Italian excellence in textiles and fashion, where tradition and creativity meet. Campania is one of the most distinctive and dynamic fashion hubs in the Country, with a unique history in tailoring, leather goods, shirt-making and high-end clothing.

Historic districts such as Naples, Caserta, Aversa, and Nola express internationally recognized craftsmanship, capable of combining rapid prototyping, manufacturing quality, and integration into the global luxury supply chain.

A widespread ecosystem of specialized SMEs, ateliers, emerging brands, creative workshops, and training institutes makes the sector highly competitive and particularly attractive for investments in the premium and luxury segments.

THE ECONOMY OF CAMPANIA

~22.000 companies

belonging to the fashion industry

Workforce

strong tradition of craftsmanship consolidated over time, with historic brands, high-end workshops, and specialized training institutes

Integrated ecosystem

from historic districts to a collaborative regional supply chain serving both the fashion and luxury sectors

Export

growth driven by semi-finished products for luxury brands



REGIONE CAMPANIA

Why invest

Campania: strategic hub for the Mediterranean and Europe

Campania, with over 5.5 million inhabitants, is Italy's third most populous region and the youngest in the country: 20% of its inhabitants are under 20.

With a GDP of around 6.25% of the national total and around 1,77 million people in employment, the Region ranks first in Italy for youth entrepreneurship (11.3%) and has seen steady growth in employment and innovative start-ups.

Its university and training system, which is at the forefront nationally and internationally, together with its vibrant research and innovation ecosystem, combined with the availability of highly qualified human capital, make Campania the most dynamic region in Southern Italy.

Its strategic location, enhanced by an advanced regional logistics system, gives Campania a competitive advantage in Mediterranean, European and international markets.





National and international accessibility

Campania, and in particular its capital Naples, enjoys a highly competitive logistical position, supported by an integrated network of road, rail and airport infrastructure that guarantees fast and efficient connections with the main Italian and European economic centers.

Thanks to high-speed rail, Naples is directly connected to the main Italian cities: Rome can be reached in just over an hour, while Florence, Bologna, and Milan are respectively 3 hours, 3 hours and 50 minutes, and just over 5 hours away. Also by road, the proximity to the capital - 225 km in about 2 hours and 30 minutes - strengthens Campania's integration with Central Italy.



2 airports (Naples-Capodichino; Salerno-Amalfi Coast)

The airport system

Naples-Capodichino International Airport, one of the top ten in Italy, has a strong international focus, with 64% of passenger traffic on international flights.

From Naples there are:

- fast connections to major Italian cities, with Milan reachable in about 1 hour and 20 minutes;
- direct flights to key European and Mediterranean cities, including the Maghreb, Turkey and Israel, as well as New York and Dubai.

Additionally, the proximity to the main national airport hub, Rome-Fiumicino, which can be reached from Naples in about 2 hours and 15 minutes by car, further expands the Region's intercontinental connection reach. Overall, Campania offers a reliable and integrated mobility ecosystem, capable of supporting production, logistics, and management activities with high accessibility standards, reducing travel times and increasing operational efficiency for businesses and investors.



Market access

The logistics sector in Campania is based on a set of significant infrastructural and geographical assets, which make the Region a strategic hub for Mediterranean traffic and for the integration of European supply chains. The ports of Naples and Salerno are key hubs for container, Ro-Ro and agri-food traffic, strengthening Campania's role as a multifunctional logistics platform.

The Region's particularly favorable geographical position towards the Mediterranean, North Africa and the Middle East allows it to effectively intercept the growing demand for nearshoring. In this context, Campania is emerging as a potential logistics and manufacturing hub for European supply chains seeking to reduce operating costs, geopolitical risks, and delivery times.



2 international ports (Naples and Salerno)



2 strategic multi-modal logistic zones (Nola and Marcianise)

Infrastructure and transportation

Direct access to Central and Southern Italy, an area that accounts for 40% of the national GDP and about 5% of the European GDP. This central location facilitates import-export flows, accelerates multi-modal connections, and ensures direct and competitive routes to Europe, Africa, North America, and Asia.

The regional logistics system is supported by an integrated infrastructure network, which includes:

- a comprehensive motorway and railway network (A1–A2, A3–A30), capable of ensuring fast connections with the rest of Italy and the heart of Europe;
- two multi-modal logistic zones, facilitating the integration of road, rail, and sea transport;
- two strategic ports, with connections to the Mediterranean, North and South America, Turkey, India and China.

Overall, Campania offers a competitive and scalable logistics ecosystem, capable of supporting reshoring and nearshoring strategies and strengthening the efficiency of European and international value chains.



Access to diverse skills

Campania is one of Italy's leading regions in terms of university and technical-vocational education, with a wide range of high-quality courses that place it among the most dynamic areas in the national academic landscape. The Region has 12 research Departments of excellence and 7 universities featured in the main international rankings, confirming the high quality of its education and research.



7 universities in international rankings and **12 research departments of excellence**



3rd region in Italy for number of university students enrolled



2nd region for number of active ITS (technical colleges)



Campania Academy System with universities and multinational companies: Apple Developer Academy, Cisco Networking Academy, Deloitte (DIGITA Academy), Nokia/TIM (5G Academy), and Accenture (Cybersecurity Academy)

The education ecosystem

In terms of size and structure of its education system, Campania ranks among Italy's leading university and technical-professional centers:

- **3rd region** in Italy in terms of number of university students;
- **2nd region** in terms of number of Higher Technical Institutes, with 16 active ITS dedicated to professional training courses in strategic production sectors;
- **3rd national hub** in terms of number of STEM students, with approximately 12% of the Italian total concentrated in the Region.

The regional university offering is balanced and geared towards the needs of the labor market, with a high concentration of students enrolled in the following fields:

- Economics & Management
- Engineering
- Social Sciences
- Medicine and Health Professions

In recent years, there has been a growing participation in STEM courses and healthcare professions, strengthening the alignment between the education system, innovation, and the demand for skills by businesses.



Technology, research & innovation

Campania has a solid and diversified research and innovation system, with established specializations in life sciences, information and communication technologies, aeronautics, and advanced materials. This positioning is supported by significant investments in research and development and a well-structured network of public, academic, and industrial actors.



40 advanced research centers active in technology transfer and innovation services



7 high-tech districts promoting research, development, and competitiveness, and **21 public-private laboratories**



+1.500 Innovative Startups (12.45% of the Italian total)



5 national research centers

WHY INVEST

The innovation ecosystem

In terms of scale and intensity, the Region presents significant indicators:

- over €1.2 billion spent on research and development, equal to 5.4% of national expenditure, placing Campania in 7th place in Italy;
- a structured presence of national research centers, public institutes, and scientific infrastructures of excellence, alongside corporate research centers belonging to large industrial groups in the automotive, aerospace, telecommunications, and ICT sectors.

The Naples area has established itself as the main regional technology hub, thanks to advanced research infrastructure, specialized expertise in artificial intelligence, cybersecurity, and robotics, and a university system that contributes significantly to the production of knowledge. The results of this journey are also recognized at the European level. According to the European Commission's Regional Innovation Scoreboard 2025, Campania recorded the best growth in innovative performance in Italy between 2018 and 2025, with an increase of +22.8%.



Cost competitiveness

Campania offers a highly competitive operating cost environment within Western Europe, representing a concrete lever for industrial, technological, and service investments. This advantage stems from a combination of low labor costs, favorable energy costs, and cost-competitive location solutions.



The average cost of labor in Italy is over 13% lower than in Western Europe



The average cost of labor in Campania is over 9% lower than the Italian average



The average cost of building land in Campania is approximately €50/m².

Operating and labor costs

In terms of labor, Italy has a structural differential compared to the main Western European countries. In 2024, the average hourly labor cost stood at around €30.9, compared to an EU average of around €33.5, which is more than 13% lower than countries such as Benelux, France, Germany, the Nordic countries, Austria, Switzerland, and Ireland.

This advantage is even more pronounced in specific production sectors:

- 18% in the industrial sector
- 19% in information and communication technologies

Regional labor costs are on average about 9% lower than the national average, reinforcing the attractiveness of the Region for human capital-intensive activities.

Energy costs also contribute to overall competitiveness. In Campania, regional energy prices are lower than in the Northern regions, thanks to a significant share of production from renewable sources and a lower concentration of industry in Southern areas. Finally, location solutions (land and buildings for industrial or logistics projects, as well as offices for service activities) are significantly more competitive in terms of cost than in the main Italian regions.



Access to capital, incentives and the SEZ

Campania offers one of the most comprehensive incentive schemes in the Country. Businesses can benefit from tax breaks, tax credits, and social security contribution reductions designed to encourage investment, innovation, and job creation.

In the manufacturing sector, subsidies of up to 40% are available for large companies, 50% for medium-sized companies, and 60% for small companies, while additional measures support investments in capital goods, digital transformation, design, and intellectual property.

The incentives are complemented by social security exemptions for the hiring of young workers and tools that facilitate the growth of high-tech companies.

 **Contribution reductions** for new hires

 **Contribution exemptions** to promote youth employment

STEP Campania

The Campania Region has joined STEP, the European Commission platform aimed at developing critical technologies and strengthening European strategic autonomy in high value-added industrial sectors.

STEP Campania supports innovative projects in the fields of digital and deep tech, clean technologies, and biotechnologies.

Tax credit – Single SEZ

The Single SEZ tax credit encourages productive investments in Southern Italy through the acquisition of capital goods. The measure supports the expansion and modernization of production facilities, fostering competitiveness and industrial development.

- [Tax credit](#)
- [Tax credit for investments in the Single SEZ](#)



Foreign companies established in the Region

ICT: Accenture, Apple, IBM, Sopra Steria, Siemens, Ericsson, STMicroelectronics, NTT Data

Aerospace: GE Avio, MBDA, OHB Italia

Renewable energy: EDF-Edison, Honeywell-Elster, Getra

Agrifood: Coca-Cola, Bonduelle, Algida-Unilever, Ebro Foods

Automotive: Stellantis, Magna, Denso, Johnson Controls, Tower International, Cooper Standard, Schlote

Rail industry: Hitachi Rail STS, Firema, Alstom

Pharma & Biotech: Solvay-Cytac Process Materials, Altergon, Merck, UPMC Hillman Cancer Center

Manufacturing: Boston Tapes-Chargeurs



Italian companies established in the Region

ICT: Engineering, Zucchetti, Almaviva, Maticmind, Dedagroup, SCAI, Business Integration Partners

Aerospace: Leonardo, Telespazio, AIP Italia, Magnaghi Aeronautica, Geven, Dema

Renewable energy: ENEL, Seri Industrial, Bruno Generators

Agrifood: Ferrero, Zuegg, La Doria, Oleifici Mataluni-Olio Dante, Giaguaro, De Matteis, LGR, Gruppo Petti, Kimbo

Automotive: Adler, Proma, Sapa, Italcoat-Laminazione Sottile, Industria Italiana Autobus

Rail industry: FS (Mobility Academy)

Pharma & Biotech: Novamont, Kedrion, Olon, Pierrel, Svas Biosana, Alfa Intes, Genetic

Manufacturing: Laminazione Sottile, Seda, Tecnocap, Manucor, Jcplastic

Fashion & Design: Alma, Capri, Carpisa-Yamamay, Kiton, Harmont & Blaine, Guerriero Produzione Pelletterie, Essedi



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