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
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
- Strong Geo-Strategic Position
- High Touristic Appeal
- Important Archaeological and Cultural Sites
- Tradition in Innovation in Selected Areas (Pharmaceutical, ICT, Nanotechnology)
- Large Number of Universities & Public Research Centers
- High Concentration of Researchers
- Highly Educated Human Capital

### OPPORTUNITIES
- International Interest for Investments
- Large-Scale Projects (Waste Management, Metro, Logistics Center, Port Of Piraeus etc)
- New NSRF Focusing on Innovation and Green Economy
- Large-Scale Privatisation Projects
- Alternative Tourism (MICE, Medical, Yacht)
- Smart Cities Policy Orientation
- Regulatory Improvements
- Social Interest for Innovative Development Solutions

### WEAKNESSES
- Liquidity Problems
- Decrease in Public Spending
- Shallow Local Market/ Low Extroversion
- Low Private R&D Investments (Further decreasing due to the Crisis)
- Low Connection of Research/ Education To Business Demands
- Low Growth Oriented and Innovative SMEs
- Low “Academic to Applied Research” Efficiency
- Low Social Innovation
- Social Inequalities

### THREATS and CHALLENGES
- Economic Depression/ Stagnation
- High Unemployment
- Brain Drain
- Ageing Population Impacting Labor Shortage and Conditions for SMEs
- Decrease in ERDF Funds for 2014-2020
- Endangered Social Cohesion
- Political Instability Risk
- Increasing Competition from other Mediterranean Cities in Tourism and Health Sectors
Strategy for Smart, Sustainable and Competitive Region of Attica

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

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

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

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

Stimulate Demand for Innovation
Thank you for your attention!

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