

Puglia, a welcoming destination for talent and innovation in the southeastern Italy

Puglia Region invites you to explore #mareAsinistra, an ambitious regional strategy designed to attract and nurture talent, support innovation, and foster sustainable development.

Puglia is a place to stay, live, and thrive, whether for work, life, or a unique professional experience. Recognized as a dynamic region rich in history, yet as innovative as the northern regions of Italy, its beauty has made it a top tourist destination and its high quality of life is an asset for local businesses and potential investors. Whether for business or pleasure, Puglia is your destination.

With GDP growth of +6.1% and employment up by 17,000 units in the first quarter of 2024, Puglia boasts 544 innovative startups, 138 innovative SMEs and 4 certified incubators, along with 5 Universities and research and innovation facilities capable of developing new skills and cutting-edge technological solutions for national and international markets.

The attractiveness of Puglia as a business location has grown significantly in recent years, thanks to regional incentives supporting innovative start-ups, SMEs and forward-looking multinational companies seeking to expand their European operations in the heart of the Mediterranean.

#mareAsinistra is the Puglia Region's Strategy for talent and innovation

The regional strategy #mareAsinistra delivers opportunities in highly innovative sectors, including sustainable manufacturing (advanced mechanics, electronics, automation, automotive, aerospace, agri-food systems, fashion, and domestic systems), human and environmental health (health and wellness industry, energy and environmental systems) and inclusive digital communities (cultural, creative, and tourism industries, advanced services, and digital products).

By leveraging a robust network of local stakeholders, including universities, institutions, businesses, and investment funds, #mareAsinistra aims to attract international tech and creative talents along with new investors.

The strategy aims to strengthen the culture of open innovation within Puglia's entrepreneurial ecosystem, with a specific goal to promote the technology transfer in micro, small, and medium enterprises and to disseminate knowledge in technological and digital fields.

Participation in Viva Technology

Participation in VIVA TECHNOLOGY is organized within the framework of the Puglia FESR - FSE+ 2021/2027 program for highly innovative enterprises. ARTI, the regional Agency for Technology, Technology Transfer and Innovation, presents a selection of innovative startups and enterprises from Puglia in major national and international events. The Agency acts as an innovation catalyst with the goal of enhancing the region's potential for growth and innovation, and its role is also to showcase Puglia's #mareAsinistra strategy and support the internationalization of innovative enterprises, promoting networking and connection to global business opportunities.

Connect with Us

Discover Puglia's ecosystem of innovation, technology and sustainability at VivaTech Paris.

Whether you are an entrepreneur, investor, or talent seeking opportunities, Puglia welcomes you to a region that offers growth, connection, and inspiration.

Visit our booth at VivaTech Paris to learn more about Puglia's commitment to innovation and the promising possibilities of the #mareAsinistra strategy.