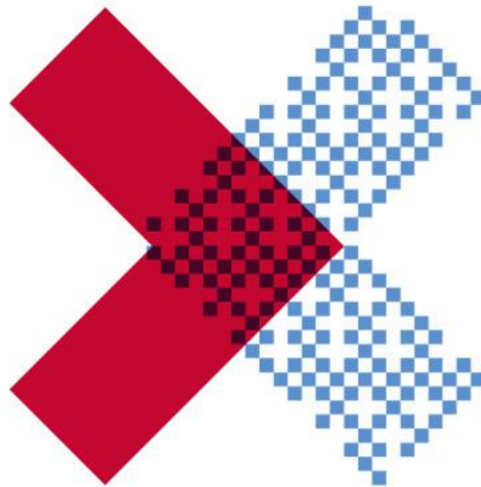




Cotec-



COTEC  
Europa  
Meeting  
Lisboa  
Feb 12<sup>th</sup>  
2014  
Re-  
industrial-  
ization



# A vision of Manufacturing in Italy, Portugal and Spain

Why and how

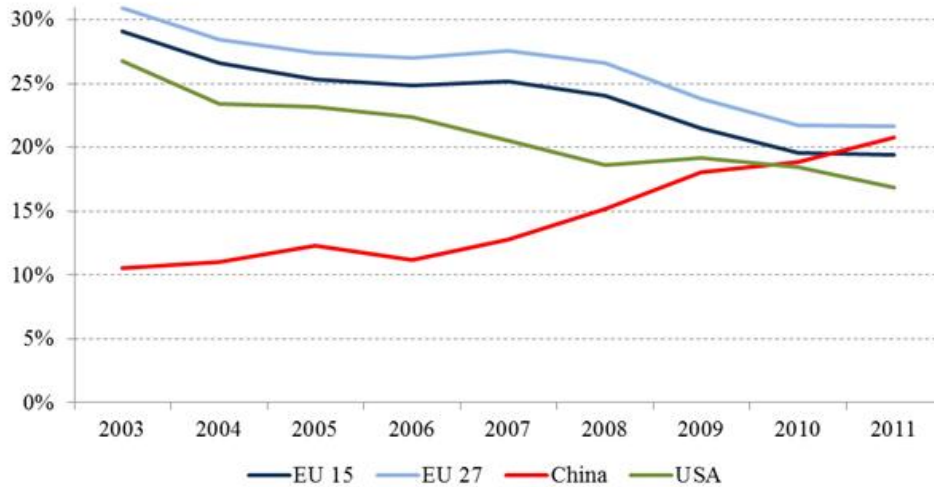
Re-New-Industrialization of EU

Claudio Roveda  
COTEC Itália

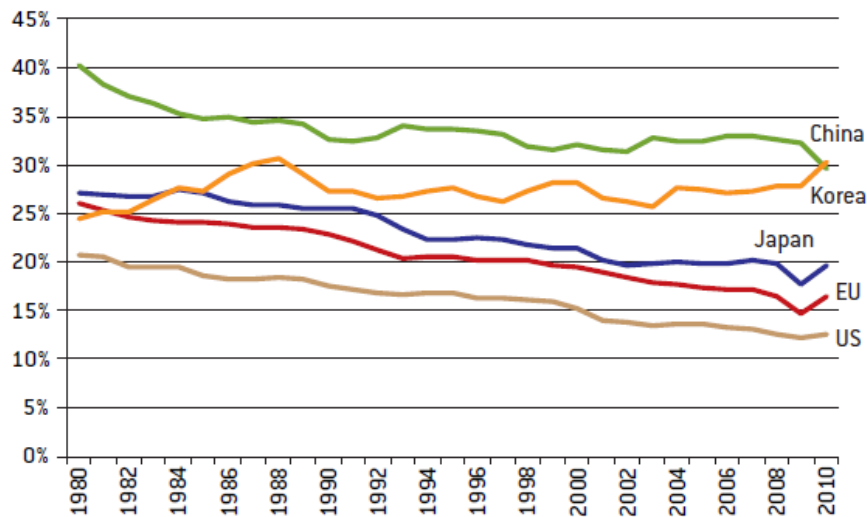


# Decline of EU Manufacturing

1/2



**Fig. 1**  
Global production share, EU and other economies

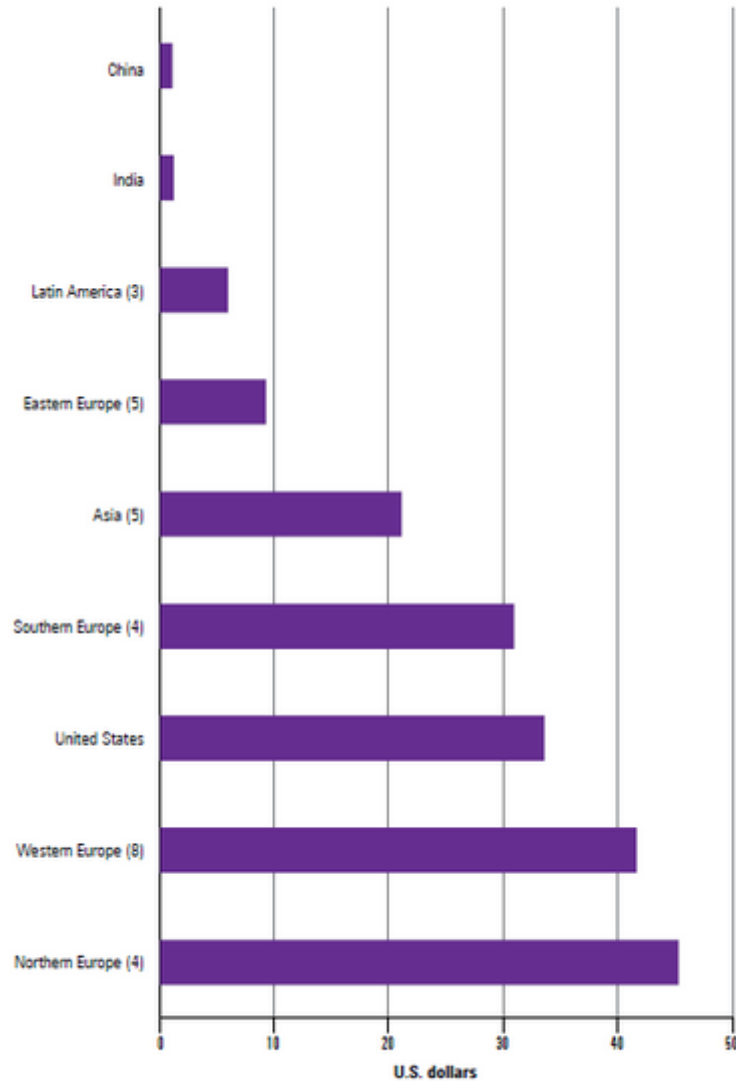


**Fig. 2**  
Manufacturing share of value added, 1980-2010, EU and other economies



# Decline of EU Manufacturing

2/2



**NOTE:** Number in parenthesis refers to the number of countries in the regional grouping. Data for China and India refer to 2007 and are not directly comparable with each other or with data for other countries. See section notes.  
**SOURCE:** Bureau of Labor Statistics

Fig. 3  
Hourly compensation cost in  
manufacturing, selected regions 2009

- **Offshoring of Manufacturing activities**
- **Shift of production capacity**
- **Lack of investment**

- **Broad and coherent industrial policy**
- **Differentiation of EU Manufacturing within the global landscape**

- **New model of Manufacturing**
- **High performance and knowledge intensive products**
- **Grand societal challenges**
- **Changing needs of consumers**
- **Global Competitive Sustainable Manufacturing (GCSM)**

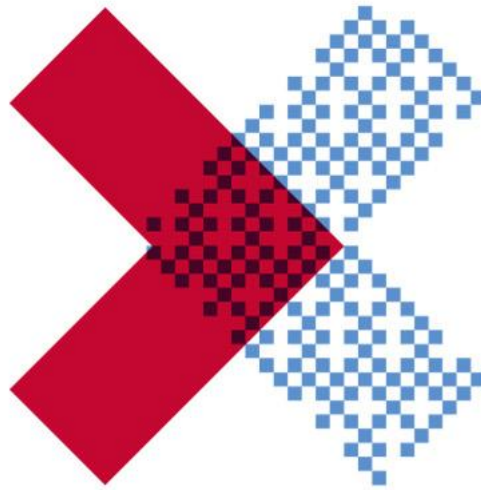


# The main features of GCSM

- **Product innovation**
  - Smart products
  - Product-Service integration
- **Process innovation**
  - Adaptativity
  - Adjustability
  - Networking
  - Digitalization
- **Enablers**
  - Technology
  - Economics – Management
  - Framework



Cotec-



COTEC  
Europa  
Meeting  
Lisboa  
Feb 12<sup>th</sup>  
2014  
Re-  
industrial-  
ization



# Thank you

Claudio Roveda - COTEC Italy

