

## **I 4.0 during the Covid-19: A boost to the digital transformation**

### *May 29 - 2020 \_ Third stakeholder meeting*

The 29<sup>th</sup> of May, on a digital platform, took place the third local stakeholder meeting: the representatives from businesses, universities and trade associations area discussed over the subject “4.0 during Covid-19: A boost for digital transformation”, presenting proposals and experiences to answer the questions asked by Marche Region.

First Anna Torelli introduced the theme, then Piera Magnatti started leading the meeting.

Professor Fabio Menghini opened the discussion with a very interesting analysis on the current situation, highlighting the need to improve the digital transformation in order to maintain competitiveness and to swift rapidly from one business area and sector to another, following market trends.

All the participants got excitedly involved in the conversation and shared their points of view.

The representatives from the Marche universities, answering the question from Regione Marche on how the emergency gave new inputs to their study subjects, described how the spread of the SARS-COV-2 virus gave them a chance to develop new research fields. After a first period dedicated to reorganization both of the didactic and the access to their facilities and teaching content, all the universities showed flexibility and reactivity in readjusting the existing research fields, also cooperating with spin off companies from different sectors: healthcare, technological and IT.

The trade association representatives described how much previous investments in Industry 4.0 and digital innovation positively helped to address the emergency.

For example, they described the advantages deriving from investments in e-commerce systems and from reorganization of company structure and management following the smart working principles. They also stressed the point of how many infrastructure issues came to surface, for example the bandwidth shortage that prevented the connection between humans and machines, making the development and maintenance of processes extremely difficult.

The representatives from the businesses agreed on these same results. The companies who invested in Industry 4.0 found themselves ready, more than others, to address this emergency, by transforming a situation of necessity in a strength point, reaching national and international acknowledgment for their good practices, that will be useful for the whole community.

Despite the encouraging results, they faced several difficulties, mostly connected to the characteristics of the Marche territory, that didn't help to fully appreciate the systems carried out by the companies.

Antonio Secchi, PF for Marche Region, closed the meeting by collecting all the thoughts from the participants and highlighting the necessity for a new paradigm in present calls for proposal and incentive instruments, to meet the Industry 4.0 requirements, but also the necessity to maintain and strengthen those instruments that proved their efficiency.

REC C Conference Cluster sta presentando

### Covid 19 Shock Inatteso

- Diverso dalle altre Crisi: lockdown, coma indotto
- Difficile prevedere i tempi e le modalità del recupero: V verso U shape
- Forte intervento del settore pubblico a sostegno di redditi e imprese
  - Indispensabile nel breve, può creare problemi al debito degli stati nel lungo termine
- L'impatto Covid 19 è potenzialmente più forte nelle imprese italiane e marchigiane:
  - Piccola dimensione
  - Capitalizzazione mediamente bassa
  - Specializzazione in settori a minore valore aggiunto

Fabio Menghini 2

Andrea Polini Anna T Antonio Secchi

Confartigianato Marche Conference Cluster daniele de angelis

Dominique Lepore Emanuele Lattanzi Fabio Menghini

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