NEW STRATEGIES FOR SUSTAINABLE AND INNOVATIVE REINDUSTRIALISATION

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RESUMEN

The Industrial Economics and Local Development group at the University of Alicante has extensive experience in the analysis and design of industrial policies in the territory. The aim is to bet on industry as a strategic sector of the Spanish economy due to its high levels of wealth and quality employment creation, as well as its greater resilience in crisis situations such as the current one. All this, through innovation as a lever for development and improving the competitiveness of companies.

VENTAJAS Y ASPECTOS INNOVADORES

MAIN ADVANTAGES OF THE TECHNOLOGY

The members of the research group are characterised by their broad **socio-economic knowledge of Spain**, given their extensive background and experience behind a multitude of projects, books and other publications on industrial economics. Their experience in the industrial sector has been -and can be- transferred to other economic sectors (e.g. technology intensive services sector). Their **analytical capacity and integrating vision** allows them to combine advanced quantitative methodologies with innovative qualitative methodologies, always in contact with the territory. The objective would be to achieve a fluid and sustained cooperation over time between companies, university/research centres, public administrations and all kinds of entities and associations. In order to achieve a more innovative and resilient production model, it is essential to increase the transfer of knowledge from the scientific/university universe to the industrial/business universe, whether they are companies from mature sectors or from the digital sector.

INNOVATIVE ASPECTS

The group defends the need to bet on a **digitalization** that covers all the productive sectors, but especially the Industry. A clear commitment to technologies such as Artificial Intelligence, Big Data or the Internet of Things is essential in order to improve the company's products and production processes. Its competitiveness cannot be based on low labour costs. If a strong industrial fabric is desired, it is necessary to bet on knowledge. For this to happen, it will be necessary to increase the current low level of investment in R&D, which in Spain is 1.2% of GDP, of which only 56% corresponds to the private sector, while in reference countries such as the USA it reaches 73.1% or China with 77.6%.

APLICACIONES DE LA OFERTA

Local Administrations and other public or private entities (Business Associations, Chambers of Commerce, Technological Institutes or Clusters, etc.) may be the main stakeholders in the design of Territorial Reindustrialisation and Innovation Plans in line with the European Union Recovery Plan. The Research Group will adapt the Strategies to the characteristics and needs of the territory or sector in question, always with the aim of strengthening and guiding the business fabric in the midst of the 4th Industrial Revolution.

Some of the applied projects developed in recent years should be highlighted for their impact, such as:

- Promotion, Research and Innovation of Employment Policies from the Perspective of Territorial Development, within the framework of the "Avalem Territori" Plan in the Entities and Territories of the Province of Alicante (LABORA, Generalitat Valenciana).
- Present and Future of Valencian Industry: the Dynamics of Non-Traditional Industrial Sectors" (IVACE-Valencian Institute of Business Competitiveness, Generalitat Valenciana).
- Areas of Change and Innovation in the Valencian Community" (IVACE-Instituto Valenciano de Competitividad Empresarial, Generalitat Valenciana).

- Analysis and Socio-Territorial Diagnosis of the Municipality of Alicante (Alicante City Council).
- Carrying out of a Study to define the Strategic Lines of the Future Economy of Villena (Villena Town Council).
- The Nautical Sector in the city of Santa Pola: Diagnosis and Strategies (UMH-UA Blue Economy Chair and Santa Pola Town Council).
- Business Innovation in Ontinyent and its surroundings (InnovatiOnt Chair of Innovation and Intelligent Territory, UA-UV).
- A New Economic Model for the Valencian Community: objectives, strategies and actions (Chair of the New Economic Model of the UA).
- Study on the characteristics of the Innovative Effort carried out in the Valencian Toy Sector (Universidad Politécnica de Valencia).
- Advice on setting up the First Market Observatory for Plastic Materials (AIMPLAS-Plastics Technology Institute).

COLABORACIÓN BUSCADA

- Type of client sought: Public administrations or public/private entities.
- The research group is interested in applying its know-how to projects on industrial policy and sustainable territorial development.