

Catania, february 14th, 2024

CATANIA

ENTREPRENEURIAL CITY

Uni
ct

Rosario Faraci

*Professor of
Business
Economics and
Management*

*teaching
Principles of
Management
and Business
Model
Innovation*



Is there a dashboard of the territory?

Metrics of the province of Catania

Quality of life and living

Positioning of the province of Catania in some well-known rankings
out of 107 Italian provinces

92°

Il Sole 24 Ore



103°

Italia Oggi

Classifica finale

Pos.	Provincia	Gruppo	Punteggio	Posizione 2022	Pos.	Provincia	Gruppo	Punteggio	Posizione 2022
1	BOLZANO	1	1.000,00	2	56	GROSSETO	2	606,35	55
2	MILANO	1	856,00	5	57	GENOVA	2	597,44	49
3	BOLOGNA	1	690,75	3	58	TESSIN	2	593,10	56
4	TRENTO	1	687,25	1	59	VERCELLI	2	579,31	62
5	FROSINONE	1	684,75	4	60	ASTI	2	574,24	58
6	PADOVA	1	640,00	29	61	TERAMO	2	569,95	64
7	PARMA	1	642,15	7	62	MASSA-CARRARA	2	569,64	65
8	MONZA E DELLA BRIANZA	1	631,75	20	63	LA SPEZIA	2	566,45	63
9	AVICOLA	1	627,50	17	64	ROCCO	3	547,85	73
10	PORDENONE	1	619,15	6	65	ISERNA	3	538,19	75
11	Siena	1	619,00	8	66	PERCASA	3	537,14	69
12	BRESCIA	1	598,17	23	67	LAPUNIA	3	517,90	86
13	MOENA	1	597,15	19	68	ALESSANDRIA	3	514,89	67
14	REGGIO EMILIA	1	590,29	15	69	INFERRA	3	512,34	72
15	FROSINONE	1	590,15	25	70	VITERBO	3	499,40	92
16	VERONA	1	589,62	13	71	PERUGIA	3	499,10	93
17	VICENZA	1	591,00	27	72	MATERA	3	489,23	71
18	TREVISO	1	573,24	16	73	CASALINI	3	486,41	74
19	UDINE	1	571,49	29	74	CHIETI	3	457,99	68
20	MANTOVA	1	569,15	31	75	FROSINONE	3	448,82	78
21	RIMINI	1	570,85	27	76	BENEVENTO	3	444,69	80
22	BELLUNO	1	558,26	24	77	SARDEGNA	3	438,45	79
23	SIRACUSA	1	553,40	21	78	NUORO	3	437,44	77
24	RAVENNA	1	552,80	28	79	CAMPOMASSO	3	437,44	77
25	VENEZIA	1	551,50	22	80	RIETI	3	429,46	61
26	CUNEO	1	551,80	32	81	VERONA	3	399,77	76
27	ANDRIA	2	529,24	18	82	BARI	3	376,50	80
28	LECCE	2	519,85	49	83	VERONA	3	375,81	80
29	TREVI	2	514,52	54	84	LECCE	3	353,07	88
30	SONDRIO	2	513,82	14	85	BANILETTA-ANDRIA-TRANI	3	345,81	89
31	ROMA	2	509,25	53	86	SALERNO	3	337,26	86
32	VARÈSE	2	498,85	33	87	CATANZARO	3	336,91	87
33	COMO	2	497,50	52	88	RAVENNA	4	328,81	84
34	CREMONA	2	492,28	34	89	BUS SANDEONA	4	272,13	89
35	PESARO E URBINO	2	490,12	50	90	BRINDISI	4	259,95	95
36	VERBANO-CUSO-OSOLA	2	483,00	15	91	ORISTANO	4	253,07	91
37	LEGO	2	480,12	51	92	VAL D'AOSTA	4	239,14	100
38	ASCOLI PICENO	2	475,28	52	93	TRAPANI	4	242,44	93
39	MAGGIORA	2	474,93	62	94	CASERTA	4	239,51	92
40	GORIZIA	2	472,87	38	95	REGGIO CALABRIA	4	209,99	96
41	SIRACUSA	2	471,45	51	96	FROSINONE	4	209,55	95
42	BIELLA	2	466,50	40	97	GENOVA	4	172,92	94
43	PISA	2	464,84	19	98	PALERMO	4	169,48	98
44	PRADERA	2	463,70	36	99	NAPOLI	4	151,79	104
45	NOVARA	2	459,77	59	100	ENNA	4	150,24	97
46	FERRARA	2	455,36	37	101	TANARCA	4	144,24	99
47	AREZZO	2	447,50	44	102	SIRACUSA	4	134,53	106
48	LUCCA	2	445,25	41	103	CATANZARO	4	133,97	104
49	PERUGIA	2	438,76	46	104	AGRIGENTO	4	95,15	103
50	LIVORNO	2	434,45	45	105	MESSINA	4	89,06	94
51	PISTOIA	2	428,25	37	106	CATANZAROLA	4	18,74	105
52	PIVA	2	418,50	59	107	CRISTINA	4	18,00	107

97°

Economia Civile



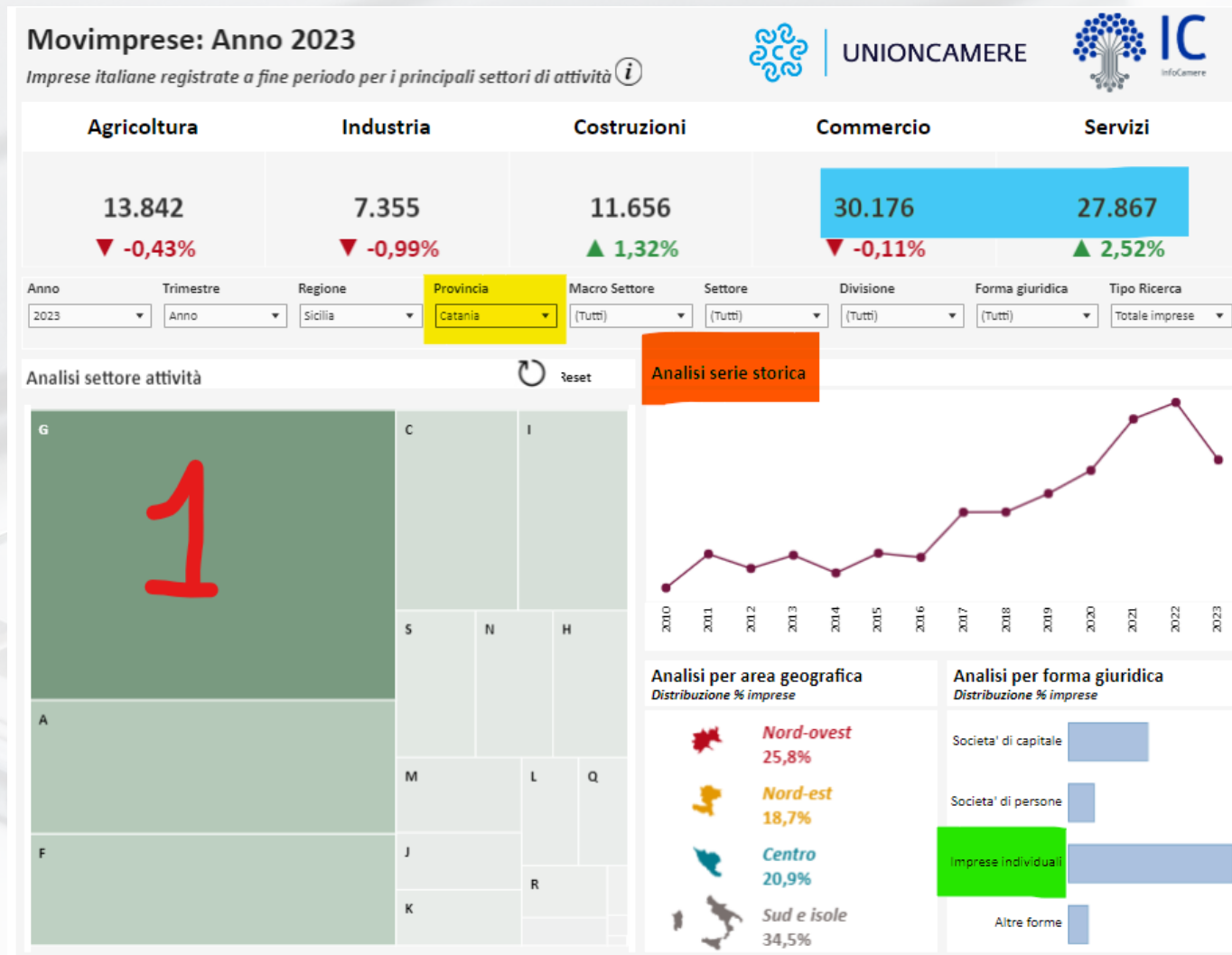
What does mean **quality of life** today?



The Dashboard of **Entrepreneurship**

Metrics about businesses and firms of the province of Catania

The big picture



Metrics of Entrepreneurship

THE BEST POSITIONING OF CATANIA IN THE WELL-KNOW RANKINGS

Data about the province of Catania

16°

n° of firms led by under-35 years people every 100 registered businesses

6°

Net enrollment rate of firms in the Business Register held by the Chamber of Commerce

14°

n° of dismissed firms every 100.000 active businesses

22°

n° of innovative startups every 1.000 limited companies

23°

n° of innovative startups and SMEs every 100.000 registered businesses

In Italy, out of 107 available provinces

My survey on Entrepreneurship

Data and information about the province of Catania

- Data extended to an horizon time of 10 years
- **Entrepreneurship at all** (new entrepreneurship, corporate entrepreneurship, and outside entrepreneurship)
- Focus on **innovative** entrepreneurship
- Focus on **academic** entrepreneurship

New Entrepreneurship

GENERATIVITY

+5.80%

superior to the average of ITA and Sicily

Birth of new firms out of total firms in 10 years (average)

+5.91%

superior to the average of ITA and Sicily

Growth rate (2013-2022) of the registered businesses at the Chamber of Commerce

0.58%

superior to the average of ITA and Sicily

Compound annual growth rate (2013-2022) of the registered businesses at the Chamber of Commerce

-26.1%

inferior to the average of Sicily but superior to the average of ITA

Growth rate (2013-2022) of the new firms registered at the Chamber of Commerce

Sources: BenVivere, Italia Oggi & Sole 24 Ore
Infocamere Movimprese

Corporate Entrepreneurship

COMPETITIVENESS

ANALYSIS ON A SAMPLE OF 3.000 FIRMS WITH REVENUES > 1 ML €

out of a total of 35.527 firms, except those in liquidation and bankruptcy and with no balancesheets available before 2020 - **time horizon: 10 years**

size - average revenues 4,2 ml € - average employees: 20

+131.93%

REVENUE growth rate
10 years

+8.78% CAGR on annual basis

+110.5%

EMPLOYEES growth rate 10
years

+7.73% CAGR on annual basis

+113.6%

COST OF LABOR growth
rate 10 years

+7.88% CAGR on annual basis

+128.31%

COST OF SERVICES
growth rate 10 years

+8.61% CAGR on annual basis

22.54% VERTICAL INTEGRATION
DEGREE (10 years average)

8.33% EBITDA MARGIN (10 years average)

+13.49% EBITDA MARGIN growth
rate (10 years)

Outside Entrepreneurship stories

Sources: Data and information from multiple sources

ATTRACTIVENESS

Investments in the province of Catania

- Governmental Investments (PNRR on Next Generation EU Programme)
- Private Investments facilitated and supported by the Government (i.e. ST Microelectronics, 3 SUN)
- Private Investments (i.e. ZOETIS-Pfizer)
- **ReShoring** Catania
- **GiveBack** Catania

Innovative Entrepreneurship

DATA ON INNOVATIVE STARTUP AND SMES

INNOVATIVENESS

227

INNOVATIVE STARTUP
always growing since
2020

average: 21 per year

46

INNOVATIVE SMES

average: 5 per year

25,48 ml

TOTAL REVENUES

284

EMPLOYEES

95,02 ml

TOTAL REVENUES

600

EMPLOYEES

*in 10 years the average of innovative startups out of the total of limited companies has been **1.28%**, superior to the average of Sicily (0.96) and Italy*

(1.06)

Source: Registro StartUp & AIDA Bureau Van Dijk, December 2023

Academic Entrepreneurship

NUMBER OF GRADUATES WHO START AN
ENTREPRENEURIAL ACTIVITY OUT OF THE TOTAL OF
GRADUATES AT UNIVERSITY OF CATANIA

11.07%

within a year from
graduation **CATANIA**

+0.74% CAGR on annual basis

10.43%

within a year from
graduation **ITALY**

+0.40% CAGR on annual basis

22.15%

within 5 years from
graduation **CATANIA**

-1.50% CAGR on annual basis

21.37%

within 5 years from
graduation **CATANIA**

-1.81% CAGR on annual basis

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CATANIA **is** ENTREPRENEURIAL

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CATANIA is AN ENTREPRENEURIAL ECOSYSTEM

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Persons
&
Coalitions

Networks

Spaces &
Locations

Leaders
&
Influencers



The local
community
at large

*to make a
difference*

*to have an
impact*

Thank you so much
Good Luck!



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