



REGIONE
PUGLIA



 **INVEST**
IN PUGLIA
the smart region

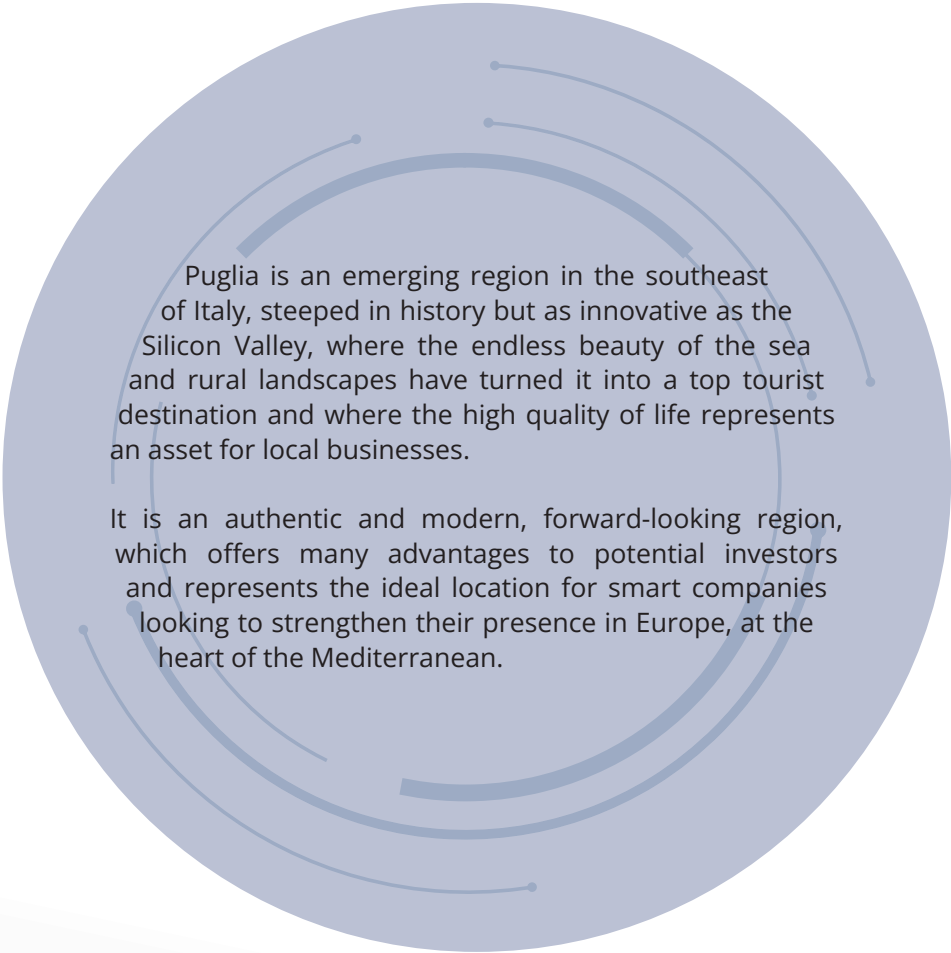


DÜSSELDORF
GERMANY
17 - 25/01/2026

MEET THE COMPANIES FROM PUGLIA, ITALY

Boot Dusseldorf
Engines, Equipment & Accessories:
Hall 11 - Booth B56

PUGLIA: THE SMART REGION FOR INVESTMENTS



Puglia is an emerging region in the southeast of Italy, steeped in history but as innovative as the Silicon Valley, where the endless beauty of the sea and rural landscapes have turned it into a top tourist destination and where the high quality of life represents an asset for local businesses.

It is an authentic and modern, forward-looking region, which offers many advantages to potential investors and represents the ideal location for smart companies looking to strengthen their presence in Europe, at the heart of the Mediterranean.

The region has built a strong reputation on the international panorama as a hub for innovation thanks to the ongoing activities of the far-reaching R&I ecosystem which brings together more than 415 private and public entities, including local universities, business and technology clusters, laboratory networks and start-ups.

Recognised as one of the most dynamic regions in the south of Italy, with over 330,000 active businesses registered in 2024 (Source: InfoCamere – Mov-Imprese) and an ever-increasing international standing, the region's attractiveness as a business location has become more and more tangible over recent years, boosted by regional incentives for business investment projects, aimed at supporting innovative start-ups and SMEs, as well as MNEs, looking to expand operations in Europe.

The Puglia regional government stands out for its commitment to investment in research and innovation and is focused mainly on smart technologies and providing a significant boost both to hi-tech and traditional sectors, encouraging investments in sustainable manufacturing and promoting fashion and furniture design "Made in Puglia", intent on bringing a new vision of the future of living to the world.

The regional government also actively supports international business development and promotes the regional blue economy sector and leisure boating industry on major international markets.

The strategic position of the region, at the heart of the Mediterranean between the Adriatic Sea and the Ionian Sea, with 3 major seaports (Bari, Brindisi and Taranto) and 6 smaller seaports (Manfredonia, Barletta, Molfetta, Monopoli, Otranto and Gallipoli), has helped foster the continuous development of the blue economy sector.

THE LEISURE BOAT SECTOR IN PUGLIA

Indeed, the combination of these assets, the beauty of the sea, a year-round mild climate and a great many ports, marinas, natural harbours and landing stages, together with a modern and dynamic industrial base, has turned Puglia into the perfect place for the leisure boating industry to flourish.

The nautical sector in Puglia is a significant contributor to the region's economy, encompassing a wide range of activities from boat design and construction to maintenance and tourism. Companies in this sector cover the entire production cycle, including design, construction, component manufacturing, assembly, and outfitting. This integration of traditional craftsmanship with modern technologies has positioned Puglia as a hub for both innovation and tradition in the nautical industry.

The sector is characterized by a diverse range of specializations, including boat building, maintenance and repair services, and nautical tourism. Additionally, there is a strong presence of manufacturing and subcontracting activities, as well as commerce related to nautical products and services.

The region's strategic location, with its extensive coastline and well-developed ports, has facilitated the growth of the nautical sector. This has led to the establishment of numerous marinas and shipyards, which support both the local economy and the broader maritime industry.

Overall, the nautical sector in Puglia is a dynamic and integral part of the region's economic landscape, offering a wide array of services and products that cater to both domestic and international markets.

MAIN INDUSTRY SPECIALISATIONS

Design and construction of cabin, semi-cabin and open boats	Interior fittings and furnishings, performance sails
Structural modifications on small military boats and leisure or performance boats of all sizes	Air conditioning systems, maintenance, repair and support services
Design and construction of leisure and fishing boats	Boat stands, boat trailers and accessories
Electronic components systems, control panels and consoles, engines	Brokerage & charter services and various services
	Marinas and marinas

THE SECTOR IN PUGLIA

Companies	253*
Employees	U1,470*
Export	2022: 13.5 million € (Var. +56.3%)**
Major export destinations	2022: Liberia, Australia, United Arab Emirates, United States **

* Source: Bari Chamber of commerce, 2022

** Source: ITA – Italian Trade Agency, 2022



**LIST OF APULIAN
COMPANIES
EXHIBITING @**

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**ENGINES, EQUIPMENT &
ACCESSORIES**

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- IDEA MARINE
- NAVAL TECNOSUD
- LEO LIVIO
- TR-INOX
- THEMROWELL



**SECTION FOR TRADE,
HANDICRAFT & INTERNATIONAL
BUSINESS PROMOTION**

Corso Sonnino, 177
70121 Bari, Italy
+39 080 540 6936

servizio.internazionalizzazione@regione.puglia.it
cai.regione.puglia.it
www.regione.puglia.it



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