

“Made-In” here but close to there

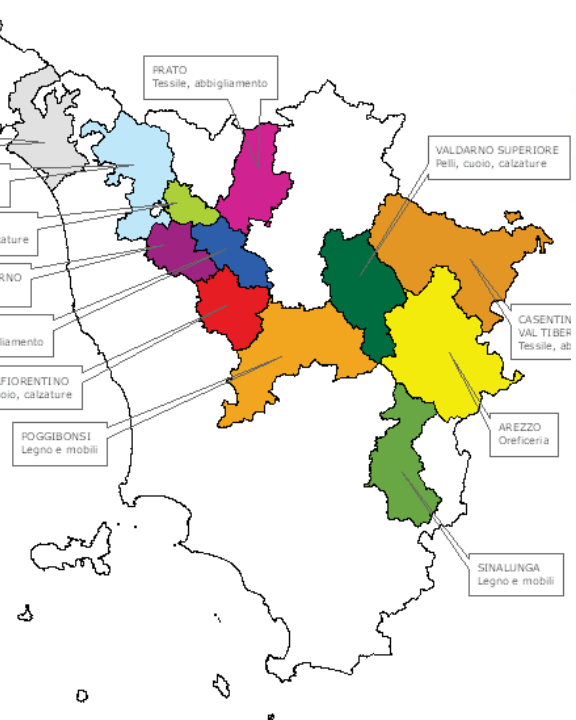
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Fondazione per la Ricerca e l'Innovazione and Université de Neuchâtel

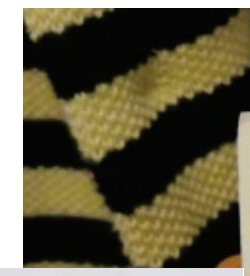
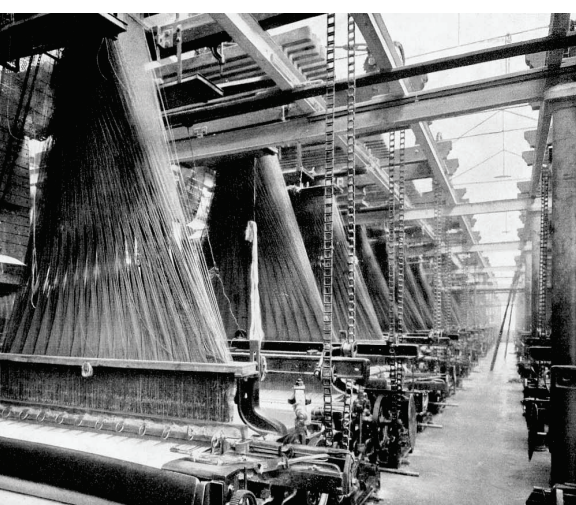
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The textile district of Prato





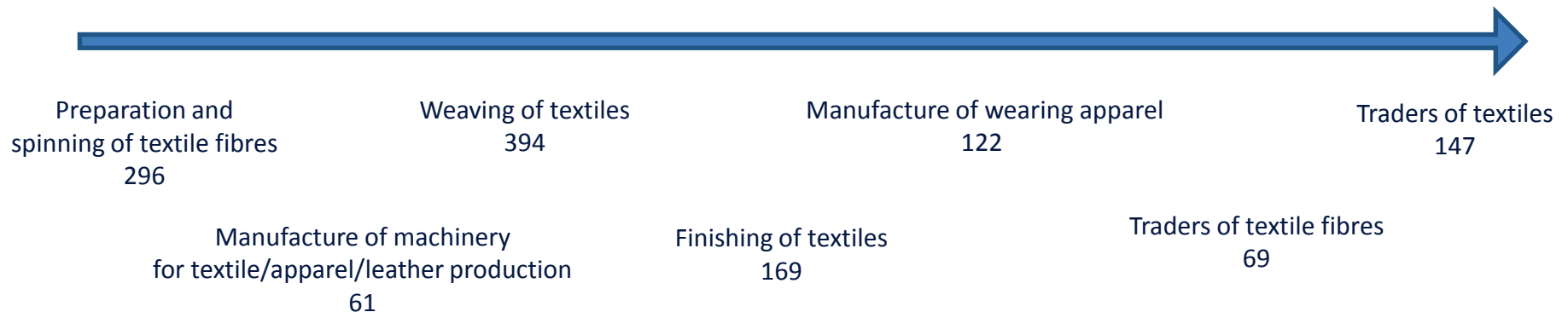
Traditional industrial district

The textile district of Prato has a long tradition in textile activities.

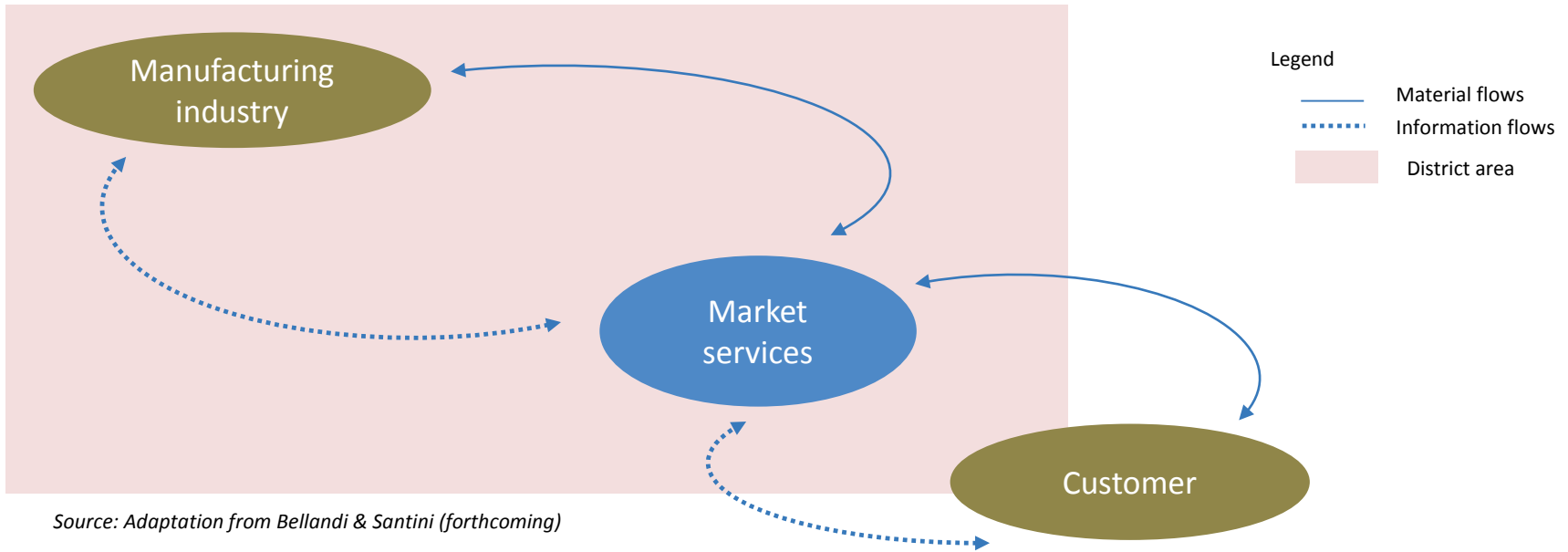
The period of robust growth that started in the 1950s was led by an evolving system of specialized small and medium sized firms.

The trajectory of growth was characterized by the success of product differentiation strategies and innovation processes.

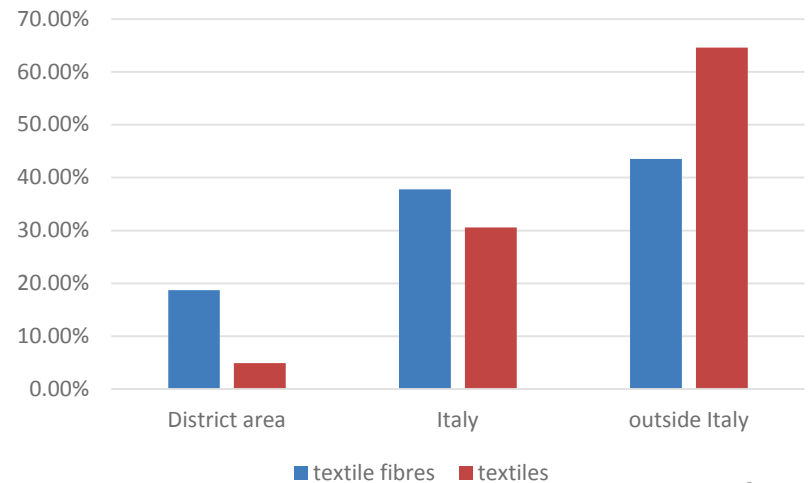
The value chain is mainly local



Traditional industrial district



Source: Adaptation from Bellandi & Santini (forthcoming)



Source: Adaptation from Chamber of Commerce of Prato (2015)

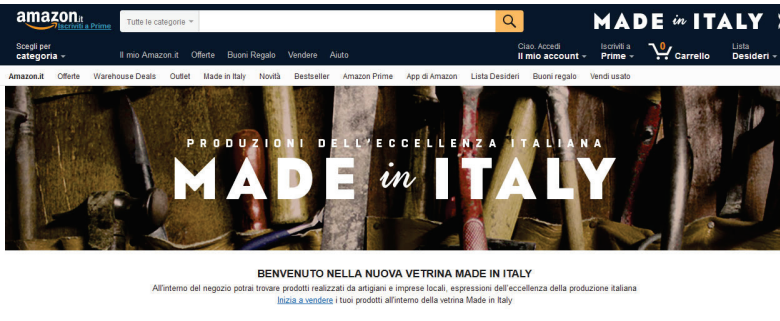
The big challenges opened by the massive introduction of disruptive technologies related to Industry 4.0

- The emerging of global Market services lead to replace the local and traditional one.
- The traditional Market services are playing a conservative strategy to maintain the power accumulated through time.
- Manufacturing operations have to be implemented with digital technologies to support the interplay between physical components and smart and connectivity one.
- Increasing importance of customization and personalization of manufacturing goods, but also of substituting services.

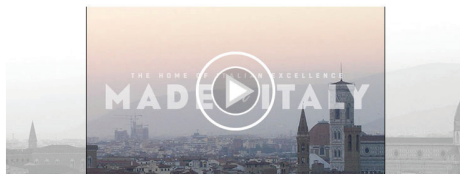


MAKERS - Smart Manufacturing for EU growth and prosperity is a project funded by the Horizon 2020-MSCA- RISE - Grant agreement number 691192.

The big challenges



- The emerging of global Market services lead to replace the local and traditional one. The former are taking advantage from the increasing impact of the Made- In effect (see Ancarani et al., 2015)



THE DIGITAL GARAGE

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- The traditional Market services are playing a conservative strategy to maintain the power.



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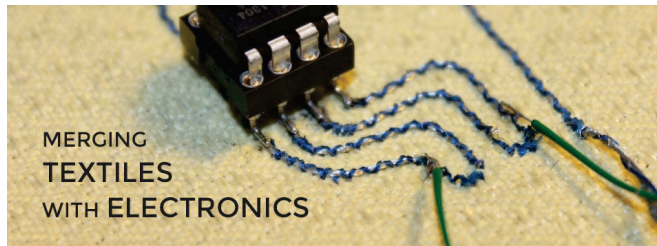
The big challenges

- The value of **Physical components** is increasingly related to smart and connectivity components that speed and enlarge local and extra-local interactions.



This type of Lenovo “Smart shoes” will be manufactured by the Italian manufacturer and will literally run on an Intel Curie wearable chip. They act as a typical fitness tracker stuff and will have customizable 3D templates printed with LED lights at the bottom and with a built-in battery.

Plug & Wear
Made in Prato

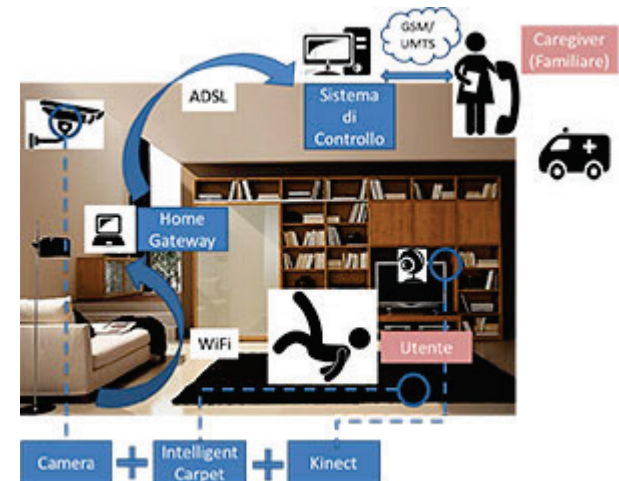


MERGING
TEXTILES
WITH ELECTRONICS

FACTOTHUMS

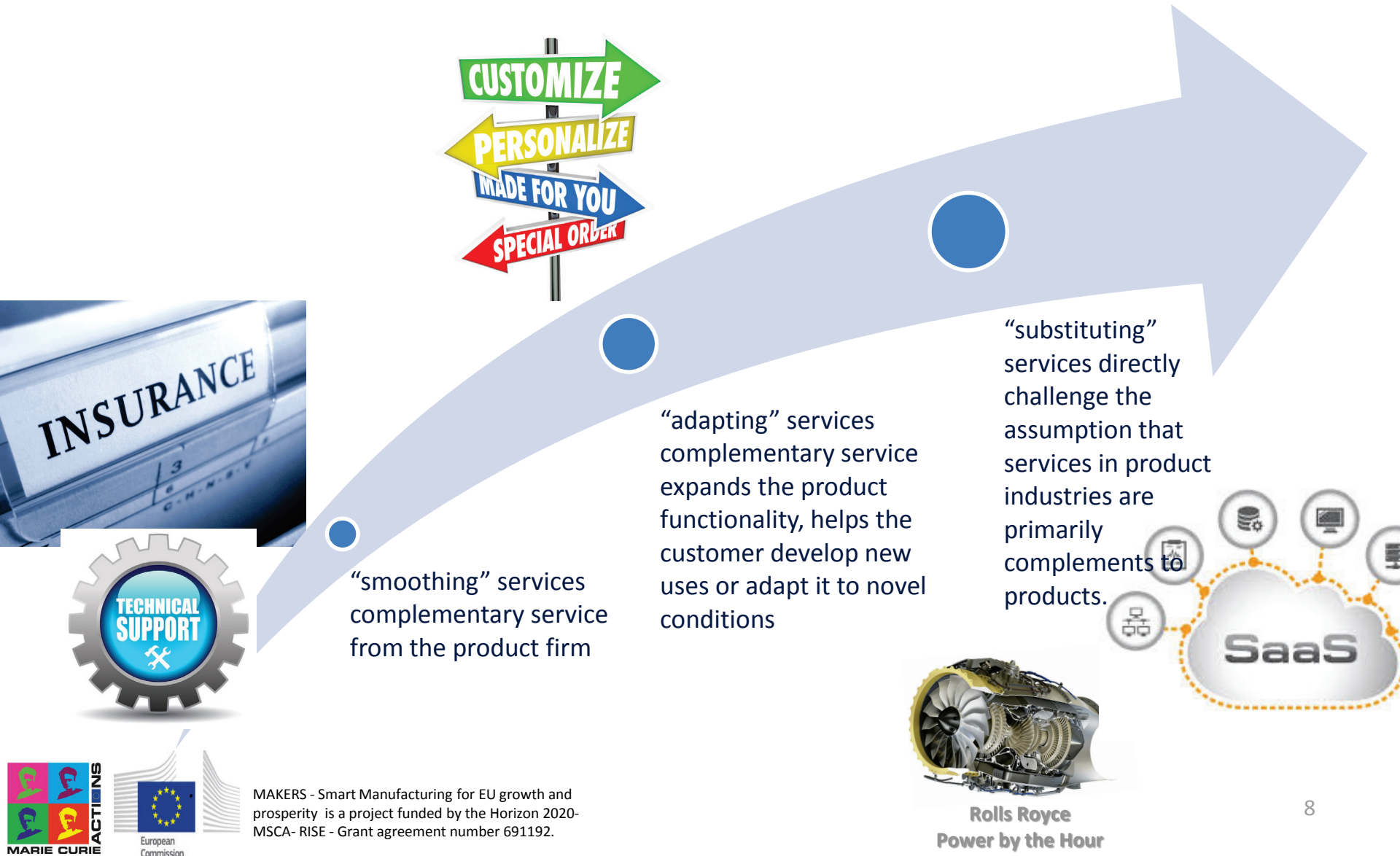
A jacket that incorporates accelerometers, able to transmit the position of the worker.

FA.PRE PROJECT
Smart carpets placed on the floor allow a precise monitoring of the position of the person in the room.



The big challenges

- Combination of physical components with smart and connectivity one that are supporting a servitization of traditional manufacturing goods (see Porter & Heppelmann, 2014; Cusumano et al., 2015)



Smart and connectivity components activate new pathways of value creation

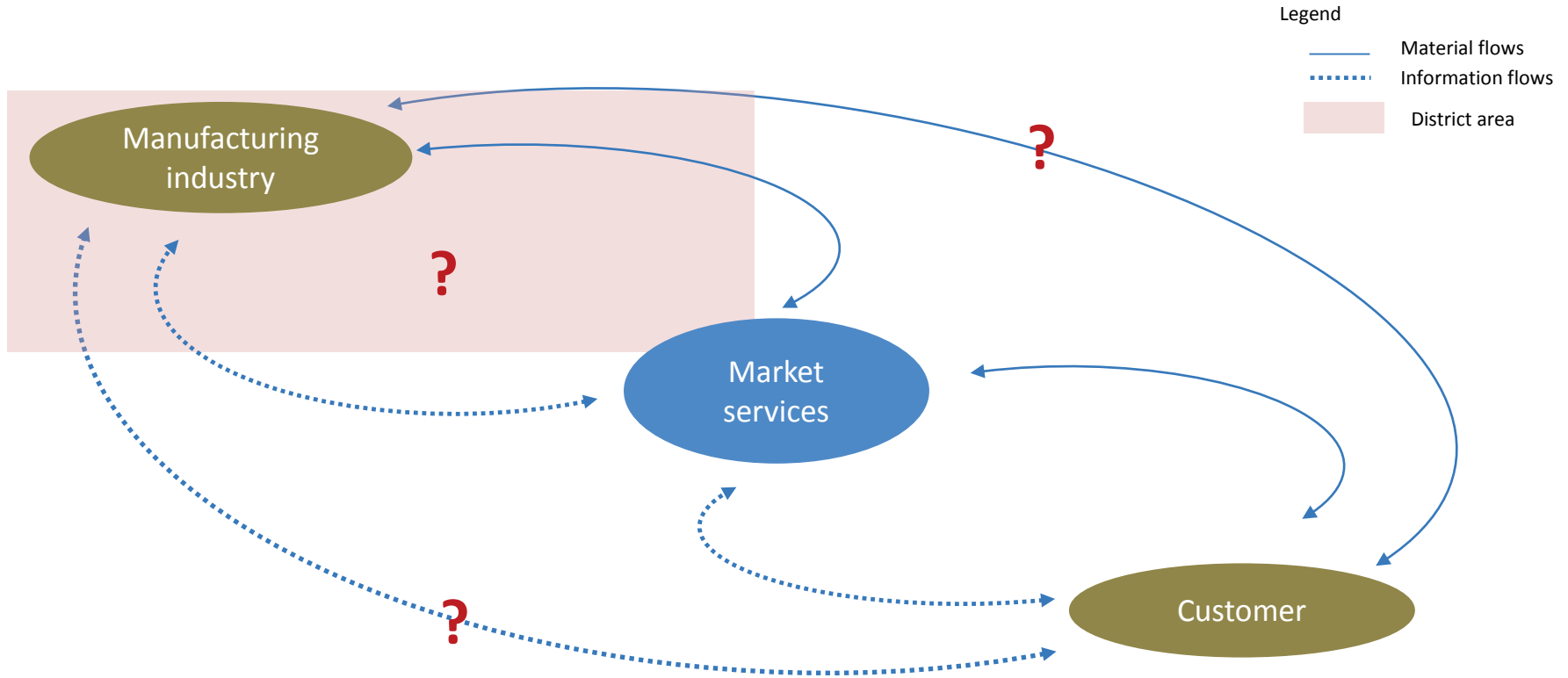


What about old manufacturing centres characterised by traditional specialised firms?





New generation of industrial district

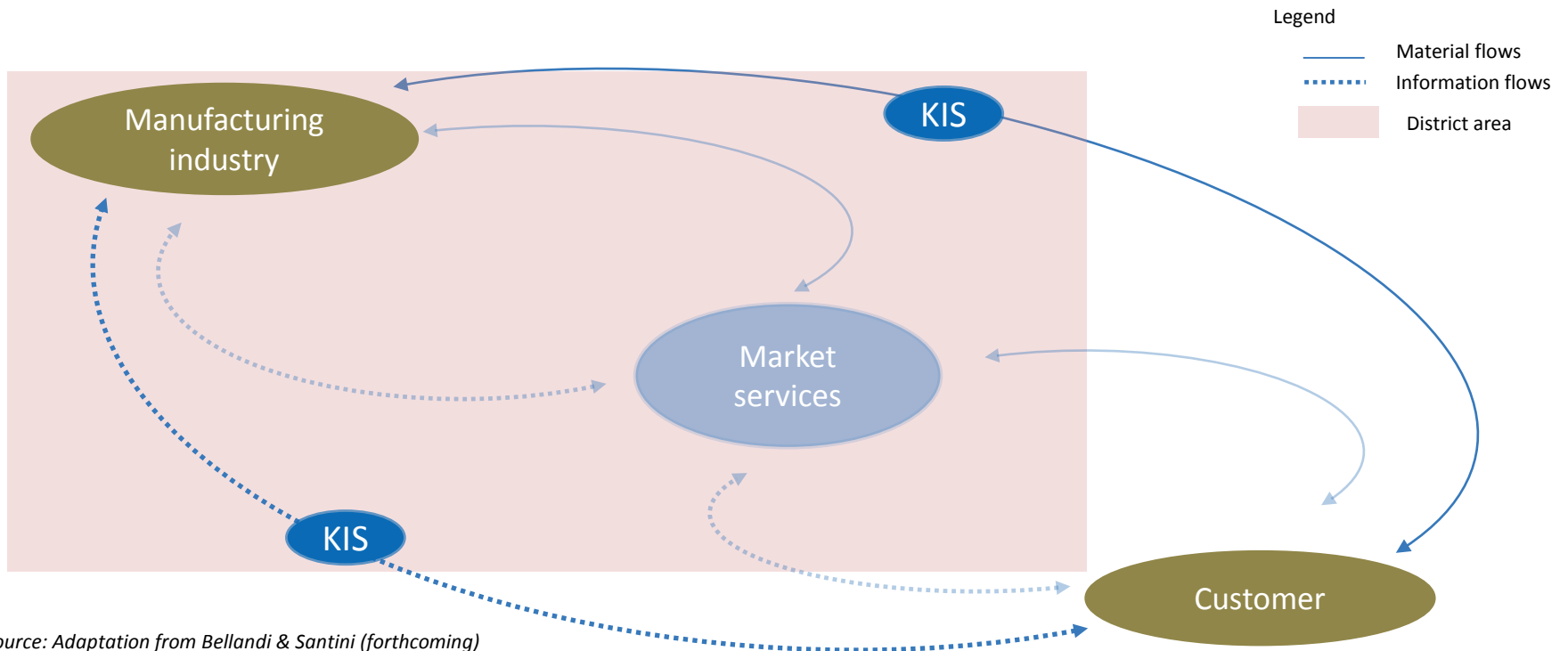


Source: Adaptation from Bellandi & Santini (forthcoming)

Redefinition of the service activities in the competitiveness of manufacturing systems

Knowledge district of production

Traditional manufacturing centres may be renewed by means of new knowledge embedded into the district area.



Source: Adaptation from Bellandi & Santini (forthcoming)

Open discussion

- *Challenges for firms specialised in manufacturing industries*

There is the risk to loose value added that is captured by global market services.

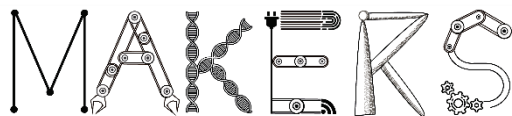
There are opportunities related to the introduction of digital technologies that fast and enlarge the information flow.

- *Challenges for policy markers and institutions*

New competences, not only related to digital technologies, are needed. They have to bridge between players involved in traditional manufacturing processes and the available but not specific digital technologies.

- *Challenges for researchers*

Local actors are playing a different role. Moreover, local systems are becoming more and more complex because of the increasing density of the local and global networks. Some new concepts have to be developed.



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Thanks for your attention



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