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# D.T3.3.4 REPORTS ABOUT SERVICE EXPORT OPPORTUNITIES AND REGIONAL SUPPORT POSSIBILITIES

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Each project-BSO develops a report for its own country about service export opportunities and regional support possibilities for AMs. Report target group: policy makers.



Within the Strategy defined in the Strategic Program (2021), three main priority areas of intervention are identified (table 6):

- strengthen skills and attract talents to develop an artificial intelligence ecosystem in Italy;
- increase funding for advanced AI research;
- encourage the adoption of AI and its applications, both in the public administration (PA) and in the production sectors in general.

For these areas, the Strategic Program indicates 24 policies that will be adopted over the three-year period (Figure 7). These initiatives are considered essential for Italy to be able to maintain technological competitiveness at an international level, to be able to transform research results into added value for the industry, and to arrive prepared for the technological and social challenges of the future. As shown in Figure 7, the actions are multiple and include various sub-actions of intervention. Looking, for example, at the actions aimed at the modernization of enterprises, four main paths can be identified:

- Make AI a pillar to support the 4.0 Transition of businesses;
- Support the growth of innovative spin-offs and start-ups;
- Promote the go-to-market of AI technologies;
- Support companies in the certification of AI products;
- Promote information campaigns on AI for businesses.