



D.T3.4.6 ARTIFICIAL INTELLIGENCE REPORT

Friuli Innovazione (Italy)

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In line with the European coordinated plan, in 2021 Italy adopted a strategic program to enhance the Italian ecosystem of Artificial Intelligence. Analyzing the specific reality of the Friuli Venezia Giulia region, you can find experiences of exploration and use of AI among the players that make up a typical AI ecosystem: the scientific community, technology transfer centers, technology and solution providers, and public and private users (such as organizations and companies). In the Friuli Venezia Giulia region, each of these subjects has launched initiatives that aim at research, exploration and implementation of AI.

Looking at industrial policies, we observe that in the S3 regional strategy attention to AI is part of the broader policy reserved for Industry 4.0 and the latter can be read within the broader reasoning regarding digital transformation, considered a crucial step for building the foundations of an economy capable of being competitive and of facing future challenges.

The service offer, as a possible differentiation strategy, can represent one of the ways that allow manufacturing companies to face (and overcome) the challenges posed by this competitive scenario. Surveys also show that servitization has often been associated with digital transformation processes in recent years. As in other international and national contexts, also in Friuli Venezia Giulia there are cases of "digital servitization" or transformation processes in which digital technologies allow companies to move from a "product-centric" business model to a service-centered business model. In the Friuli Venezia Giulia region, there are cases of manufacturing companies that implement AI, mainly in the context of the product and production processes, and there are also companies in the digital sector that base their business on AI. To the best of our knowledge, there is no evidence indicating the large-scale use of AI for the purpose of exporting services. This application undoubtedly represents an interesting frontier, which can be explored in the future by local servitized manufacturing companies, especially when these companies are able to develop a good awareness and



knowledge of the characteristics and potential of Industry 4.0 technologies in general and AI in particular.

Reports about the usage and feedback of artificial intelligence programs as consequences for policy makers.

