

## MINIPIA TOURISM – INTEGRATED INCENTIVES PACKAGES (Regional Programme 2021 2027 – RP Puglia ERDF ESF+ 2021-2027) Information sheet

### Overview

**Regione Puglia**, the regional government, has created a set of business incentive schemes that offer generous funding for investors, making Puglia one of the best places to start, finance and expand a business in Europe.

**MINIPIA TOURISM (INTEGRATED INCENTIVES PROGRAMMES)** is one of the business incentive schemes, managed by the regional finance agency **Puglia Sviluppo S.p.A.**, designed specifically for large enterprises and SMEs intending to carry out investment projects for the expansion, modernization and renovation of existing properties and facilities in Puglia, already operating in or destined for the tourism and hospitality sector.

### Who can apply: beneficiaries

- Large, medium, small and micro-enterprises, as defined by the GBER – General Block Exemption Regulation - Appendix I of EU Regulation n. 651/2014;
- Business networks with legal personality or business consortiums, made up of at least 5 enterprises, the majority of which must be active in the tourism and hospitality sector.

*(For further information on eligible beneficiaries, please refer to the **MINIPIA TOURISM public notice.**)*

### Eligible projects

The **MINIPIA TOURISM** funding scheme supports tourism investment projects to be carried out by enterprises already located in Puglia or intending to locate within the region.

Eligible MINIPIA Tourism investment projects must be made up of capital investment projects aimed at:

- the expansion, modernization and renovation of existing tourist accommodation facilities;
- the creation of hotel and tourist accommodation facilities, with no fewer than 5 rooms for accommodation, through special maintenance and/or consolidation works, in addition to the renovation and conservational redevelopment of:
  - properties that, on the date of application, have already been declared to be of artistic and historical interest, based on the Code of Cultural Heritage and Landscape;
  - buildings that have lain abandoned for at least three years and are situated in historical town centres, destined exclusively for tourist accommodation;
- carrying out special maintenance and/or consolidation works, restoration and conservational redevelopment of rural buildings, farmhouses, trulli, towers and forts, period cottages and country houses of architectural and historical importance for the purpose of transforming the property into hotel and tourist accommodation facilities, with no fewer than 5 rooms for accommodation;
- the restoration and redevelopment of buildings which have lain abandoned for at least three years and require special maintenance, restoration and conservational redevelopment or building renovation works, destined primarily to hotel and tourist accommodations, in addition to congress venues, sports, cultural and recreational venues;
- the development and modernization of beach resorts, including areas dedicated to restaurants and bars, serving food and drinks, car parks and boat moorings;
- the development, expansion, modernization and renovation of campsites, including stop-over facilities and “glamping” campsites, in addition to tourist ports and marinas;
- improving, expanding and developing sports venues, suitable to host regional, national and international sports competitions, approved by CONI (Italian National Olympic Committee);

**MINIPIA TOURISM – INTEGRATED INCENTIVES PACKAGES**  
**(Regional Programme 2021 2027 – RP Puglia ERDF ESF+ 2021-2027)**  
*Information sheet*

- the development of theme parks, based on themes relating to, for example, specific historical periods, cinema, science, plants and wildlife.

The capital investment projects **must** be integrated with investments in at least one innovation initiative, relating to digitalization and technological upgrading, and/or one training initiative aimed at upgrading skills relating to digital transformation, sustainable tourism, ecological transition and green reconversion.

The project **may** also include investments for environmental protection measures as well as, exclusively for SMEs, business consultancy services and international business promotion initiatives, including the participation in trade fairs.

*(For further information on eligible projects please refer to the **MINIPIA TOURISM public notice.**)*

### Investment limits

The **MINIPIA TOURISM (INTEGRATED INCENTIVES PROGRAMMES)** scheme provides funding for tourism investment projects with overall minimum eligible expenditure of **€30,000.00**, up to a maximum of **€5,000,000.00**.

For business networks and consortiums, the scheme provides funding for tourism investment projects with overall minimum eligible expenditure of **€500,000.00**, up to a maximum of **€2,000,000.00**.

The investment limit, in terms of maximum eligible costs for capital investments is fixed at no more than 95% of the overall value of the investment project.

Moreover, investment limits, in terms of maximum eligible costs for the other areas of investment, are fixed at:

- €500,000.00 for innovation by SMEs
- €500,000.00 for business process and organizational innovation, by SMEs;
- €2,000,000.00 for training initiatives by large enterprises;
- €500,000.00 for training initiatives by SMEs;
- €3,000,000.00 for environmental protection measures by large enterprises;
- €1,500,000.00 for environmental protection measures by SMEs;
- €500,000.00 for business consultancy services and international business promotion initiatives, in addition to up to € 500,000.00 for the participation in trade fairs, exclusively for SMEs.

### Eligible expenditure

Eligible investment costs refer primarily to:

- tangible assets, including: land purchase; property purchase and building works; machinery, equipment and furniture; feasibility studies and planning costs;
- intangible assets, including: software licenses or development, acquisition of operating licenses and patents, patented or unpatented technologies and know-how;
- salaries of employees involved in the initial investment project, for a period of two years;
- environmental protection initiatives, involving measures for improving energy efficiency and renewable energy production systems.

**MINIPIA TOURISM – INTEGRATED INCENTIVES PACKAGES**  
**(Regional Programme 2021 2027 – RP Puglia ERDF ESF+ 2021-2027)**  
*Information sheet*

Eligible operating costs are related to the following categories:

- training costs relating to employees, involved in the investment project, for courses covering areas identified by the Regional Smart Specialisation Strategy (such as innovation management, digitalization, international business promotion, circular economy and environmental sustainability, design-driven innovation and eco-design);
- consultancy services for improving hospitality services and seasonal adjustment, including technical assistance for supporting innovation, technological transfer and digital strategies, developing e-commerce applications, e-business, secure payment and data management systems, marketing strategies, introducing new business models for and processes in order to obtain product certification, environmental certification, corporate social responsibility management and ethical and social reporting, based on international standards;
- costs related to international business promotion initiatives and the participation in trade fairs.

*(For further information on eligible expenditure please refer to the **MINIPIA TOURISM** public notice.)*

#### Levels of funding available

The **MINIPIA TOURISM (INTEGRATED INCENTIVES PROGRAMMES)** scheme provides significant levels of funding for eligible investment projects.

The levels of funding available, within the limits indicated in the **MINIPIA TOURISM public notice**, are based on the type of investment as follows:

- Capital investments:
  - o 35-40% of eligible costs for large enterprises;
  - o 45-50% of eligible costs for medium-sized enterprises;
  - o 55-60% of eligible costs for small enterprises;
- Investments for innovation, including business process and organizational innovation: 50% of eligible costs for SMEs;
- Investments for training initiatives:
  - o 50 % of eligible costs for large enterprise;
  - o 60% of eligible costs for medium-sized enterprises;
  - o 70% of eligible costs for small companies.
- Investments for environmental protection measures and energy savings:
  - o 45% of eligible costs for large enterprises;
  - o 55% of eligible costs for medium-sized enterprises;
  - o 65% of eligible costs for small enterprises;
- Investments in business consultancy services and international business promotion initiatives: 50% of eligible costs for SMEs.

All of the above levels of available funding, depending on the limits indicated in the **MINIPIA TOURISM public notice**, are made up of 3 components, of variable intensity:

- a non-refundable grant payment: 15-50%, depending on the size of the enterprise and the type of investment;
- a subsidy payment, based on the total repayable interest on a loan granted by a financial intermediary: 10%;

**MINIPIA TOURISM – INTEGRATED INCENTIVES PACKAGES**  
**(Regional Programme 2021 2027 – RP Puglia ERDF ESF+ 2021-2027)**  
*Information sheet*

- a quota of the gross grant equivalent (GGE) relating to guarantee, counter-guarantee, co-guarantee and reinsurance operations for the financial loan: 10%.

### How to apply

Applications must be submitted online, in Italian, through the platform PugliaSemplice:

<https://pugliasemplice.sistema.puglia.it>

following the procedure in the dedicated section “**MINIPIA TOURISM**”

*On submitting an application, a protocol number will be assigned. The application should then be forwarded to the financial intermediary: at this stage, the platform will generate a CUP (Unique Project Code), after which the investment project may commence. The CUP must be quoted in all of the invoices and administrative documentation related to costs and expenses for investments included in the MINIPIA Tourism project.*

*Once the financial intermediary receives the application, a review of the applicant’s eligibility for a loan will be carried out and, if approved, within the maximum term of six months, the financial intermediary will close the loan for the proposed investment project, which should be no less than 50% of the overall value of the investment project, and forward the application to Puglia Sviluppo and Regione Puglia.*

*The application, including a description of the investment project, the financial plan and the proposing enterprise’s profile will be assessed by Puglia Sviluppo and the assessment outcome will be communicated, via the platform, to the proposing enterprise and to the financial intermediary.*

*For successful applications, within three months of completion of the investment project, the beneficiary must present a declaration of completion of the project and a request for the disbursement of the grant and subsidy payments, complete with the supporting documentation required. Puglia Sviluppo will review the documentation provided and assess the relevance and eligibility for funding of the expenses incurred.*

*Regione Puglia will deliberate the overall funding approved and the single-payment terms for the MINIPIA TOURISM investment project.*

### Where to find the public notice

The **MINIPIA TOURISM public notice** and all of the official documentation relating the **MINIPIA TOURISM** funding scheme, including the templates for the application procedure are available online at:

<https://www.regione.puglia.it/web/competitivita-e-innovazione/-/avviso-pubblico-mini-pia-turismo-pacchetti-integrati-di-agevolazione>

### Deadline for applications

There are **no fixed deadlines for proposals**, subject to the availability of funds.

### For additional information

[www.pugliasviluppo.eu](http://www.pugliasviluppo.eu) - [www.regione.puglia.it](http://www.regione.puglia.it)

E-mail: [fdi@pugliasviluppo.regione.puglia.it](mailto:fdi@pugliasviluppo.regione.puglia.it)