

The new digital Platform InvestInLiguria



InvestInLiguria





InvestInLiguria



www.investinliguria.it

Investinliguria is the new web Platform designed to **facilitate targeted investment, promote local potential and provide a strategic overview of the territory.**

Promoted by Regione Liguria and developed by Liguria Digitale, the tool was created to integrate and enhance the functionalities already offered by the previous “Opportunity Liguria” Platform, **with the introduction of additional services aimed at facilitating the matching between local supply and demand.**

Through an integrated and dynamic approach, Investinliguria supports businesses in their development and planning decisions by providing detailed information on business location opportunities and regional and national incentives, **to support investment plans and growth strategies.**



Through an approach based on the integrated enhancement of existing assets, the tool aims to promote the redevelopment of disused or under-utilised areas, giving them a new purpose by creating productive spaces capable of generating value and new development opportunities for the territory.

The Platform provides visibility for **Greenfield**, **Brownfield** and **logistics-focused** settlement opportunities that meet the eligibility criteria set out in the invitation for expression of interest approved by **DD 5353-2025 of 17/07/2025**.

It provides a detailed overview of each asset, combining descriptive information and data on the investment opportunity **with details relating to the local context**, enabling potential investors to identify the site best suited to their needs.



Brownfield

**Complesso produttivo e
Centro direzionale Parco
Doria Savona**

Savona



Brownfield

Palazzo Celesia

Genova



Greenfield

Area Via Fontevivo

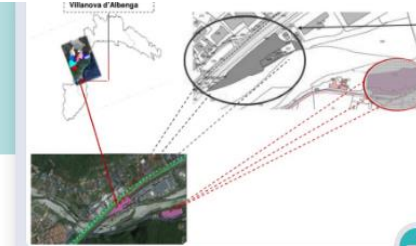
La Spezia



Brownfield

**Immobile in località
Boettola Sarzana (SP)**

Sarzana



Greenfield

**Comune di Villanova
d'Albenga**

Villanova d'Albenga



Brownfield

**3000 mq Savona - Cairo
Montenotte**

Cairo Montenotte

Palazzo Celesia

Brownfield

Genoa (GE)
Via Assarotti 40



Total area (in sqm)
2.582



Ownership
Public



Acquisition
Purchase



DESCRIPTION

The property is a prestigious building located in the center of Genoa along the wide straight stretch of Via Assarotti. Built around 1860, it took on its current name of Palazzo Celesia in 1870 when it was purchased by Domenico Celesia, a Genoese nobleman and prominent figure in Genoese political life. Until 2014, it was the headquarters of the Genoa Education Authority. It is located in the center of Genoa, near the central Piazza Corvetto, and is connected to the main public transport links. The building is a single structure, with three floors above the ground floor and mezzanine, and has a square layout with light wells and intermediate terraces.

CHARACTERISTICS

Number of buildings comprising the covered areas:	1
Total covered/uncovered area (sqm):	2582
Any residual covered areas:	NO
Total volume (cubic metres):	13060
Building permit in place:	NO



ACCESS

Distance to nearest motorway (Km):	3 Km
Distance to nearest passenger railway station (Km):	1 Km
Distance to the nearest industrial/commercial port (Km):	5 Km
Distance to nearest airport (Km):	9 Km
Distance to the nearest freight railway terminal (Km):	Terminal San Giorgio – 5 Km; Rail Hub Europe – Rivalta Scrivia 75 Km

DOCUMENTS

 Floor plans

Each asset is presented through a structured set of data, technical requirements, floor plans, and photographic material, to support the potential investor in assessing the opportunity for establishment.

this overall presentation makes it possible to accurately assess the investment’s true potential

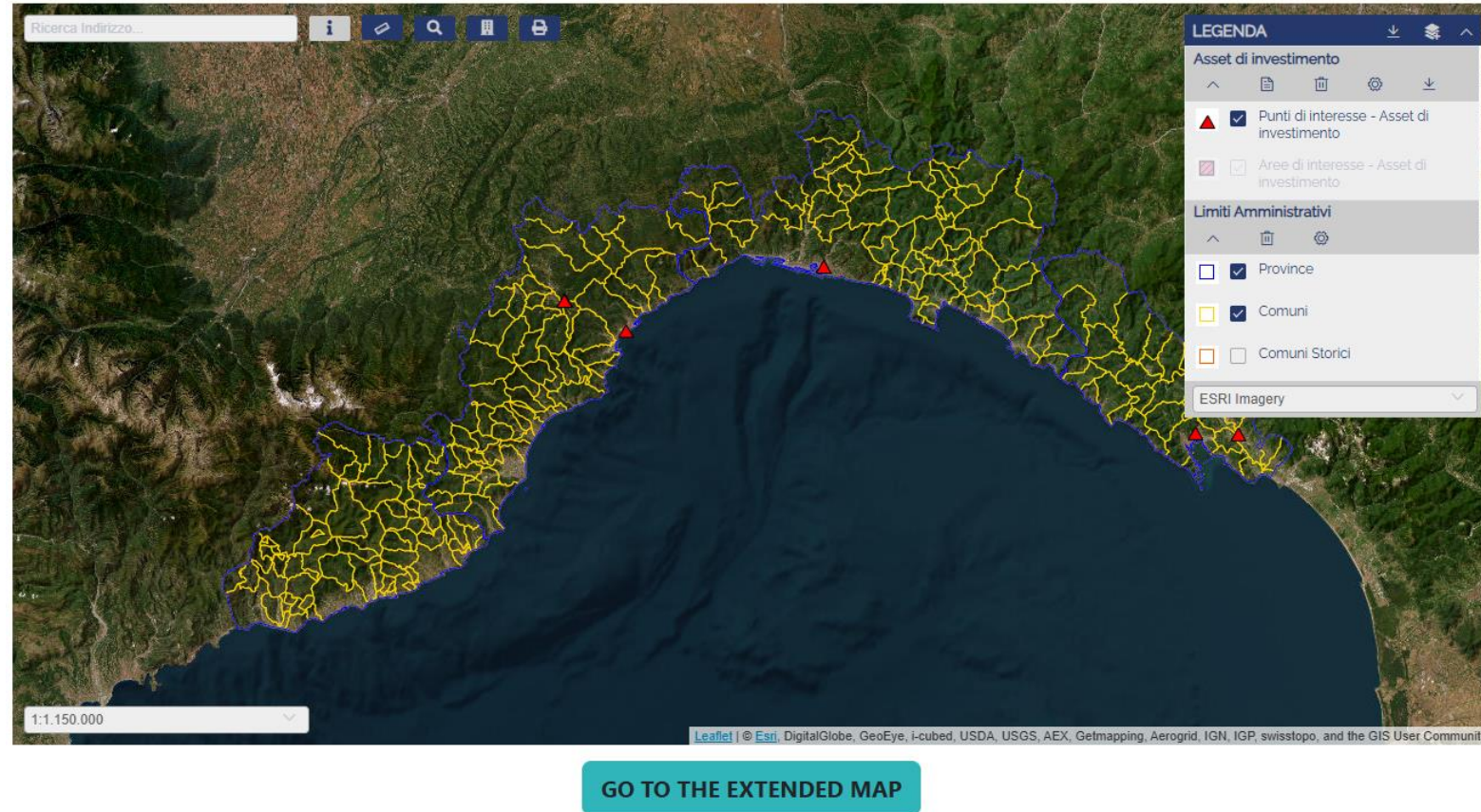


In order to ensure a comprehensive overview of each site, the proposed assets are **geolocated and plotted on the regional mapping system**, and are dynamically linked to the main elements of the surrounding territorial context, (such as, for example):

- architectural, archaeological and landscape restrictions;
- road and railway infrastructure;
- the Simplified Logistics Zones (ZLS) of the Ports and hinterlands of Genoa and the Simplified Logistics Zones (ZLS) of the Ports and hinterlands of La Spezia
- protected areas;
- industrial crisis areas

Cartography

For cartographic consultation, desktop access is recommended



THE SECTIONS DEDICATED TO REGIONAL AND NATIONAL INCENTIVES

The Platform includes two featured sections **to provide guidance on the main business support schemes available at regional and national levels.**

Regional incentives



Liguria Region for businesses: incentives and support measures



section dedicated to regional incentive schemes, focusing on:

- measures in support of businesses under **Regional Programme Liguria ERDF 2021-2027**
- measures for the revitalisation of **Ligurian industrial crisis areas**
- simplification and facilitation measures provided for the Simplified Logistics Zones of Liguria (**ZLS**)
- other support measures available to investors (e.g. municipal or Chamber of Commerce incentives)

National incentives



National incentive and support measures.



section dedicated to national incentive schemes:

to consult calls for applications and the main national programs active in various economic sectors, **through direct links to the websites of Ministries and reference Bodies**



a single space to navigate the range of tools and incentives available to support your own investment

THE «VALUE PROPOSITION» BUTTON TO DISCOVER LIGURIA'S VALUE PROPOSITION

On the Platform, a link has been set up to access the page dedicated to the regional *value proposition*, based **on the territory's main competitive assets and strengths**, which make Liguria a strategic destination for investments

VALUE PROPOSITION



a page to explore key attractions and evaluate the region's offering, highlighting the opportunities Liguria presents to domestic and international investors

Investinliguria offers a highly dynamic and innovative space **dedicated to settlement requests submitted by potential domestic and foreign investors.**

Designed to facilitate the matching of investor demand with the available location options in the territory, the section makes it easier **to identify areas and properties that meet the project and strategic needs of economic operators.**

Investor requests

to request the inclusion of an investment enquiry, please write to: settoresvilstrategico@regione.liguria.it

Brownfield – looking for a prestigious property for the development of a luxury boutique hotel/resort

Brownfield - looking for a factory to use as office, warehouse and showroom

Brownfield – looking for a site very close to a sea port

Brownfield – looking for a site very close to a sea port

An Indian company focused on developing deep-tech platforms for its products and services in the cross-border logistics, marine-tech solutions, and maritime supply chain, is seeking, in Italy, a suitable site to host a new facility near a seaport — **with Genoa indicated among the areas of interest.**

INTERNATIONAL ACCESSIBILITY: BILINGUAL PLATFORM (IT/EN)

Investinliguria Platform is **available in bilingual** mode to facilitate consultation by people from abroad. All services related to the areas and the textual content are in fact available **in both Italian and english**.

Cairo Montenotte (SV)
Viale della Libertà



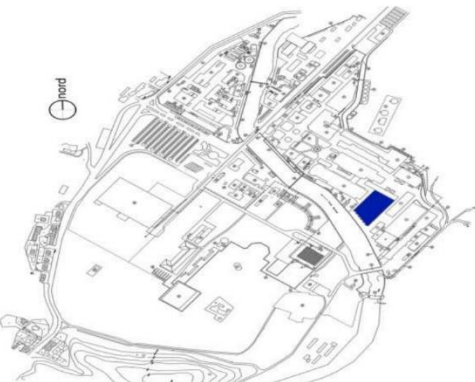
Total area (in sqm)
5.000



Ownership
Public



Acquisition
purchase





DESCRIPTION

CHARACTERISTICS

National and regional incentives

→ **Regional incentives**
Liguria Region for businesses: incentives and benefits.

→ **National incentives**
National incentive and support measures.

Call for expressions of interest aimed at mapping settlement opportunities in Liguria >

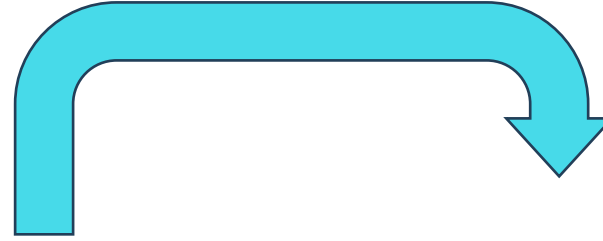
Advertise your asset on InvestInLiguria



the adoption of bilingualism ensures easy and inclusive access to the Platform expanding investment opportunities on an international scale

The invitation for expression of interest for mapping settlement opportunities in Liguria





Regione Liguria has issued [a invitation for expression of interest, approved by DD 5353-2025 of 17/07/2025](#), to identify location opportunities in the territory, promoting the reuse of unused or decommissioned spaces, to be proposed to national and international investors interested in developing investment projects production-oriented (industrial/artisan) and logistics.

Strategic objectives of the Procedure

- ✓ strengthen the territory's localization offer to attract investments capable of **generating economic and employment value**
- ✓ increase regional competitiveness **to attract high-quality, high-impact strategic investments**
- ✓ promote **greater international openness** of the local economic system

The procedure is also being promoted within the context of the ‘**National Settlement Offer**» initiative of the Ministry of Enterprise and Made in Italy (MIMIT), aimed at mapping **industrial and logistics sites** available in Italy, through the [Investinitaly Platform](#) managed by the CAIE Technical Secretariat.

Invest In Italy 

Found 7 results Liguria Reset filters Sort by Select

Greenfield	Brownfield	Greenfield	Brownfield
 Region Liguria Imperia - Ventimiglia 356,000 sq.m	 Region Liguria Savona - Albenga 34,077 sq.m	 Region Liguria Savona - Villanova D'Albenga 15,970 sq.m	 Region Liguria Savona - Cairo Montenotte 5,000 sq.m
 Region Liguria Savona - Calizzano 3,200 sq.m	 Region Liguria Savona - Cairo Montenotte - Fraz. Ferrania 3,000 sq.m	 Region Liguria Savona - Cairo Montenotte 3,000 sq.m	

TARGET AUDIENCE

The procedure is intended for **public and private entities** that own one or more properties located within the regional territory, which are suitable for attracting new settlements and are **intended for carrying out predominantly economic activities**.

PUBLIC ENTITIES ELIGIBLE CATEGORIES

- **Greenfield development proposals** – developable areas
- **Brownfield development proposals** – existing buildings
- **Logistics development proposals**



PRIVATE ENTITIES ELIGIBLE CATEGORIES

- **Brownfield development proposals** – existing buildings
- **Logistics development proposals**



REQUIREMENTS FOR ELIGIBLE ASSETS

Settlement opportunities **must have the following characteristics:**

Public property

(Greenfield, Brownfield, Logistica)

Private assets

(Brownfield, Logistica)

- ✓ permitted uses for **productive, business and administrative, logistics, industrial and commercial activities**
- ✓ territorial area of the sites and/or buildings of at least **2,500 sq m for buildable areas** or gross floor area (GFA) of at least **500 sq m for existing buildings**
- ✓ location within the territory of the **Liguria Region**;
- ✓ **legal availability of the property and/or legal status suitable** for disposal or possible establishment of a real right

It is also possible to apply for areas or buildings involved in bankruptcy procedures, voluntary liquidation, or controlled administration, or similar situations, **provided they meet the required criteria**

Adhering to the procedure allows **access to promotional and visibility channels, supporting the enhancement of the proposed assets**



The areas and sites that will meet the eligibility criteria will be:



promoted on the InvestinLiguria Platform;



promoted through national platforms dedicated to attracting foreign investment, managed by the CAIE Technical Secretariat (CAIE) and by ICE-Agenzia, provided they meet the requirements of the specific Platforms;



included as part of the **location scouting** processes carried out by the CAIE Technical Secretariat team and Invitalia;



included in **specific dossiers to be presented to potential foreign investors** interested in investing in Liguria;



proposed on the occasion of initiatives and events organised at regional, multi-regional, national and international levels

Participation in the procedure requires proponents to commit to collaborating with the Liguria Region in order to:

- **designate a contact person** for all follow-up actions related to participation;
- **periodically confirm** the information regarding settlement opportunities through the annual E-mail alert service;
- **providing assistance** to potential investors interested in acquiring the proposed asset.

✗ the presentation of the proposed settlement opportunity does not entail any obligation for the Regional Authority regarding its positioning on the Market

Owners of assets located within the regional territory who are interested in participating, may submit one or more applications exclusively online, through the service called [ISTANZA DI INSERIMENTO AREE INSEDIATIVE A FINI DI ATTRAZIONE INVESTIMENTI NAZIONALI ED ESTERI](#), available on the regional «Sportello on line» Platform

Regione Liguria
Sportello online

 **Servizi** / [ISTANZA DI INSERIMENTO AREE INSEDIATIVE A FINI DI ATTRAZIONE INVESTIMENTI NAZIONALI ED ESTERI](#)

ISTANZA DI INSERIMENTO AREE INSEDIATIVE A FINI DI ATTRAZIONE INVESTIMENTI NAZIONALI ED ESTERI

Servizio attivo

Domanda di inserimento aree insediative, costituite da Aree edificabili ("greenfield"), Edifici esistenti ("brownfield") e Aree a destinazione logistica, al fine di costruire un'offerta ampia e articolata presso nuovi possibili investitori nazionali ed esteri

La presente istanza potrà essere presentata entro le seguenti date:
15/05/2025 00:01:00 - 15/05/2050 00:00:00

[Compila e invia la tua istanza](#)



Following the submission of the application, it is still permitted to make changes and/or additions to the proposed settlement opportunity

for further information:
settoresvilstrategico@regione.liguria.it



REGIONE LIGURIA