

A scenic view of a coastal town in Campania, Italy, with a large volcano in the background and a small boat in the foreground.

Towards the discovery

The importance of the port

In Campania

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The first and most important port in Campania

The first port in Campania is the Port of Naples (Porto di Napoli). It has a rich and ancient history, dating back to the early days of the city itself, which was founded by the Greeks around the 8th century BCE.



It is nowadays one of the busiest and most important ports in Italy, both historically and currently. The port has served and serves still today as a major gateway for trade, tourism, and transportation.

The additional key ports

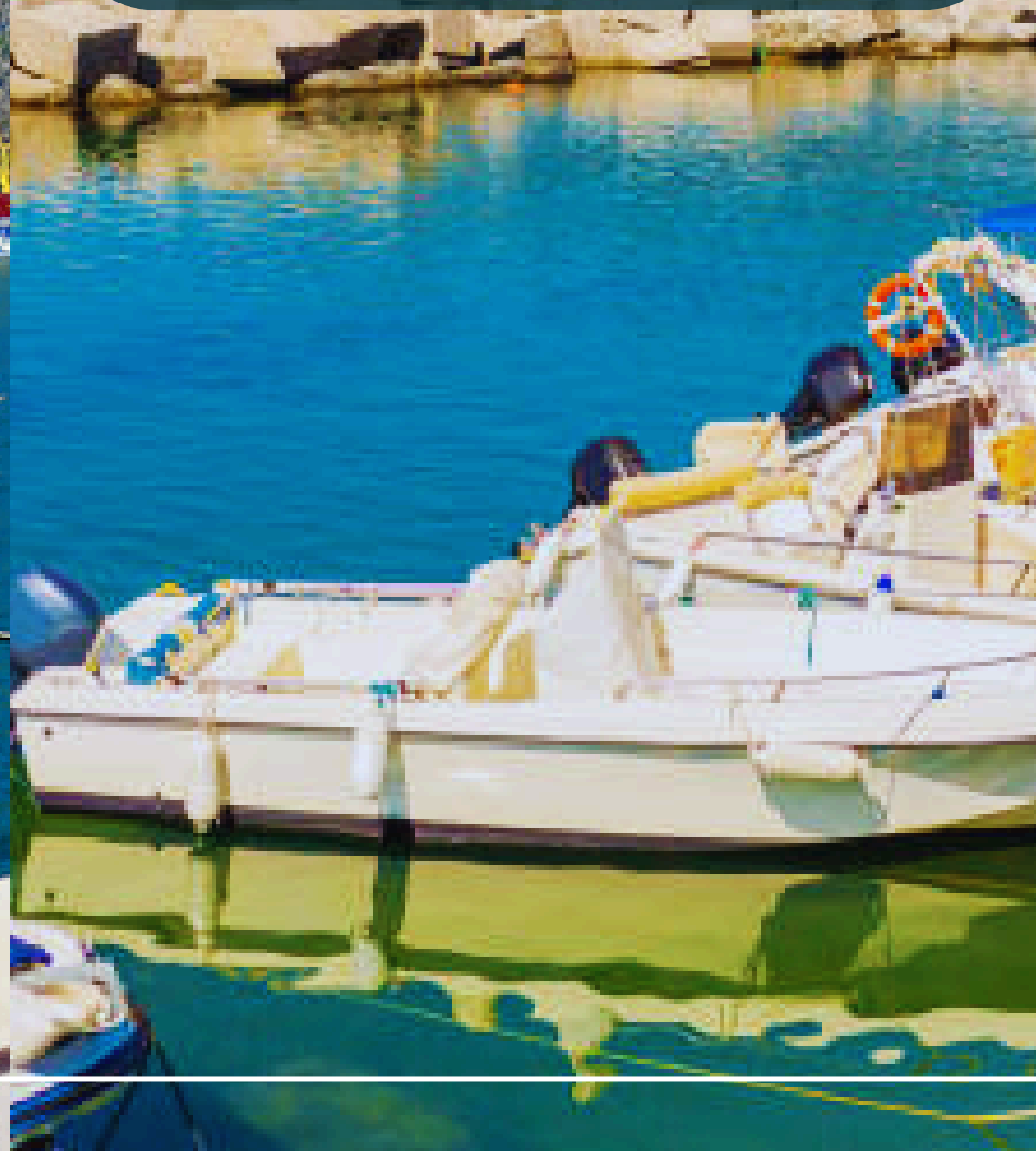
The port of Salerno

It is a port serving Salerno, southwestern Italy, in the gulf of the Tyrrhenian Sea, is registered in the class of II category of seaports. It is one of the major domestic ports and plays an important role in the industrial and commercial system of the center-south.



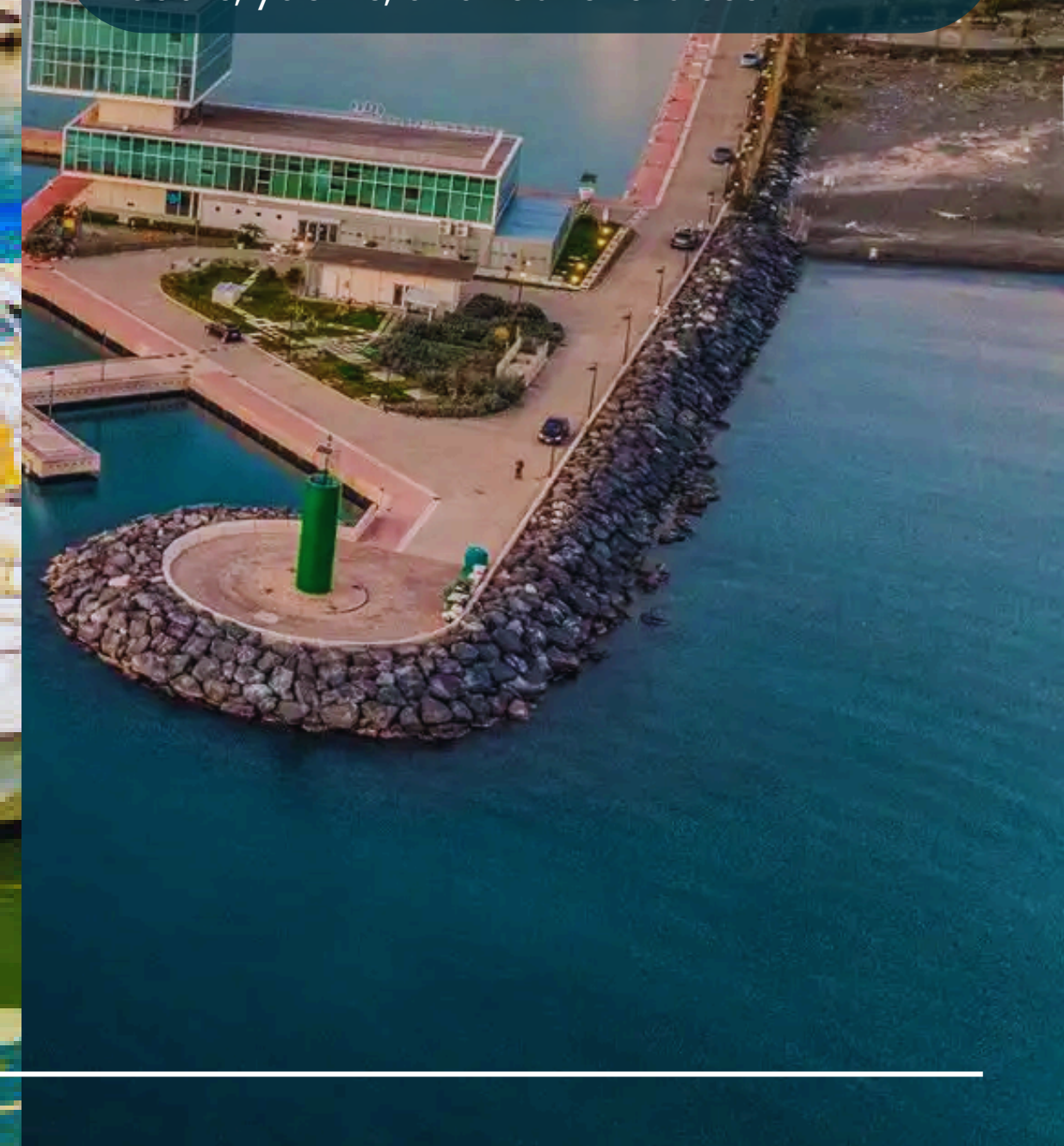
The port of Amalfi

The port of Amalfi is right in the middle of town along Italy's gorgeous Amalfi Coast. The port sits at the eastern end of the town's marina, where little tender boats ferry cruise passengers between their ships and the shore.



The port of Castellammare di Stabia

Castellammare di Stabia is a port located in the Gulf of Naples, Italy, situated on the Sorrentine Peninsula in the Campania region. It is especially known for the presence of a marina which constructs boats, yachts, and tourist cruises





The role of Campania's ports in International commerce

Campania's ports are crucial for international trade and logistics. Their strategic location along the Tyrrhenian Sea makes them key gateways for the movement of goods across Europe, North Africa, and the Mediterranean.

Containerized Goods: The Port of Naples is one of the largest Mediterranean ports, handling a variety of goods such as electronics, machinery, and pharmaceuticals. It connects Italy to global markets, with efficient land links to manufacturing centers in Europe.

Bulk Goods: Salerno's port is vital for the import of bulk materials like coal, chemicals, and agricultural products, supporting industries such as construction and energy.



Industrial Products: Campania's ports are integral to the region's industrial economy, facilitating the export of high-quality Italian products like vehicles and components for manufacturing.

Logistics and Connectivity: The region's well-developed transport network—comprising highways, rail, and warehouses—ensures the efficient movement of goods to and from the ports.

Technological Innovation: Modernizing port operations with automation and eco-friendly initiatives boosts efficiency and sustainability, helping Campania's ports stay competitive.

Environmental and sustainability considerations in Campania's ports



LESSONS ON SUSTAINABILITY IN THE SEA OF ISCHIA. GOODBYE TO STYROFOAM, FISHING BECOMES ECO-FRIENDLY

Sustainability is increasingly a priority for Campania's ports, which are working to reduce their environmental impact while maintaining economic growth. Key efforts include:

Eco-friendly operations: Ports like Naples are investing in green technologies, such as solar power and electric cranes, to reduce energy consumption and emissions.

Reducing emissions: to combat pollution, Campania's ports are promoting the use of low-emission fuels and providing shore-side electricity to vessels, reducing the need for ships to run their engines while docked.

Waste management: Ports have improved waste management systems to prevent pollution and ensure water quality, which is vital for both the environment and tourism.

Green certifications: Many ports are pursuing eco-certifications to demonstrate their commitment to sustainability and attract environmentally-conscious businesses.

Sustainable transport: The development of rail connections and electric truck fleets helps reduce the environmental impact of transporting goods from the ports.

Climate resilience: Investments in flood barriers and reinforced infrastructure help protect ports from climate change impacts like rising sea levels.

Ports as cultural gateways: how tourism shapes Campania's heritage

Tourism is a cornerstone of the economy in Campania, renowned for its rich history, culture, and stunning landscapes. The ports serve as gateways to these treasures, making tourism a vital contributor to the region's economic growth and cultural promotion.

Economic Contribution: Tourism significantly boosts the local economy. They contribute to revenue generation in various sectors, including hospitality, retail, and transportation. Furthermore, tourism creates numerous jobs, providing employment opportunities for locals in different areas, fostering pride in local traditions and supporting the preservation of cultural practices.

Cultural exchange and promotion: Tourism facilitates cultural exchange, allowing visitors to experience Campania's historical landmarks. As tourists explore these sites, they promote global awareness of the region's cultural heritage. Ports like Naples act as cultural bridges, connecting people worldwide with Campania's history, arts, and traditions.





The tourism boom in the region translates into **8,36 million people** passing through the ports of Napoli, Salerno and Castellammare di Stabia, of which 1,73 million cruise passengers (+43,2%). The number of cruise passengers is increasing in this time sharply and the data confirms the attractiveness of the Campania for this tourist segment with **1,63 million people in Naples** (+42,9%) and 94.338 in Salerno (+49,7%).

Ports as social hubs: strengthening community identity in Campania

The social aspect of the ports in Campania is integral to the region's identity and community life. They enhance community pride and connection, bridge social gaps, and ensure that Campania remains a vibrant and welcoming region in the global landscape. By maintaining a balance between local traditions and global interactions



Community identity and pride: They serve as focal points for residents, creating a sense of community pride. Events and festivals around the ports foster connection, deepening the bond between locals and the region's maritime traditions.

Social services and infrastructure: Port activity drives infrastructure development, benefiting locals through improved transport, roads, and public services. Revenue generated by the ports supports community services, enhancing the quality of life for residents.



Tourism as a social connector: Tourism creates opportunities for locals to engage with visitors, fostering mutual understanding. Local businesses allow visitors to experience Campania's rich heritage, strengthening social ties.

Social cohesion and support Networks: The ports provide essential services for residents, including employment opportunities, healthcare services, and social programs, especially in times of crisis. During events like the COVID-19 pandemic, ports play a key role in distributing supplies and ensuring public safety, making them central to community support systems.



The economic vitality of Campania's ports

The ports in Campania are **vital economic engines**, providing essential benefits to the region's trade, tourism, employment, infrastructure, and government revenue. By facilitating international trade, supporting the booming cruise industry, creating jobs, and fostering infrastructure development, the ports play a **critical role** in the **economic well-being** of Campania. As these ports continue to grow, they will remain at the heart of the region's economic vitality, ensuring **sustained growth** and **prosperity** for local communities and beyond.

Table 1 – The macro-cluster of maritime economy in Campania: main economic data.

Variables	Values (2011)	% on regional economy	% on national economy	Δ% 2006-2011
Revenues	6,141.94*	7.61%	4.43%	14.38%
Employees	40,282.00	9.70%	6.29%	138.52%
Value added	1,618.10*	9.90%	6.75%	25.54%
Exports	276.45*	2.93%	1.10%	31.50%
Imports	1,680.64*	13.23%	15.96%	-16.49%
No. of firms	7,102.00	6.86%	8.84%	N.A.

*Notes: * million Euro.*



Thank you
for your attention

