

**NOTES FROM INTERNATIONALIZATION TECHNICAL TABLE MEETING**  
**MEETING DATE: 16<sup>th</sup> July 2008**

On Wednesday 16<sup>th</sup> July 2008 at 4 P.M., there was the Internationalization Technical Table Meeting having as agenda:

- Reston Chamber Project: communications (programme draft sent by Mr. Pascali);
- Early outlines of Internationalization activity, year 2009;
- AOB.

Present:

- Giampaolo Emidio Paoletti – Officer of the European Policy and Internationalization Service,
- Laura Melloni, Technical Manager of the Company Piceno Promozione (Promotion of the Piceno Territory),
- Giuseppina Marucci of the Company Piceno Promozione,
- Giorgio Rocchi, Manager of the Company Piceno Sviluppo (Development of the Piceno Territory),
- Roberto Bedini, Director of the Company Tecnomarche,
- Alessia Giammarini of the Company Asteria,
- Fabrizio Luciani, representative of the Union of Companies of the Food Farming Sector,
- Massimo Capriotti of the CNA (National Confederation of Craftsmen) ,
- Michele Beato of the Confederation of Italian Industry of Fermo,
- Antonio Di Battista of the Tourism, Parks, Agriculture and Manufacturing Activities Service
- Marisa Celani of the European Policy and Internationalization Service,
- Alessandra Cipollini of the European Policy and Internationalization Service,
- Simona Costantini of the European Policy and Internationalization Service.

The meeting is presided by Mr. Giampaolo Emidio Paoletti.

Verbalizing Secretary: Mrs. Marisa Celani.

At 4 PM, Mr. Paoletti opens the session delivering to the members of the Internationalization Technical Table: the report about the visit in our province, from 24<sup>th</sup> June to 4<sup>th</sup> July 2008, of an American delegation concerning the ROC-NY project started up on March 2007; the program proposed by Mr. Pascali for the visit of the President and a delegation of the Reston Chamber of Commerce which will go off next October; the three reports regarding the activities realized in 2008 by the Company Piceno Promozione. Then, Mr. Paoletti shortly exposes the problems linked to the division of the provinces, Ascoli Piceno and Fermo. After this preamble, he introduces the first item on the agenda: the Reston Chamber Project. He thinks the meetings had in the previous visit, in the month of May with the Vice President of the Reston Chamber Mrs. Novak, were very interesting. He concludes inviting the assembly to express an opinion about the program proposed by Mr. Pascali.

Mrs. Melloni expresses a positive judgement about the previous meeting had with Reston on May, but she mourns with regret the lack of an institutional answer on their part.

**OMISSION**

Mrs. Giammarini takes the floor agreeing with Mrs. Melloni about the necessity to operate a selection among all the contacts already started up at international level.

**OMISSION**

Even Mr. Di Battista agrees with what Mrs. Melloni has affirmed and declares his service is available for any kind of collaboration.

Mr. Capriotti agrees too and thinks the actions started up by the local administration are not fruitful enough to help the private companies. In his opinion, the institutions must know more deeply the specific sectors otherwise there will be dispersion of energies only and the local companies will receive no economic advantage. He concludes stressing the necessity to obtain an information report about Reston and its economic realities to understand which are the interest fields; in this way, we could address to the enterprises of the specific sectors they will suggest us in order to a more concrete action. Mrs. Melloni adds the Vice President of the Reston Chamber – Mrs. Novak – had told she would have sent us a list of companies really interested in establishing business relationships with us, but we have received no answer.

Adding there should be an official declaration about their real intentions, Mr. Bedini remembers the Reston delegation had interests at tourist level too, but – at the same time – it had realized our territory was inadequate to answer to their exigencies.

#### **OMISSION**

Mr. Rocchi enters the debate affirming the Reston project inserts like a new element as regards the already approved planning. Synthesizing, he thinks this surprise element could reveal like a challenge, an opportunity for testing our capacity to flexibility and he appreciates that the Company Piceno Promozione intends however to guarantee know-how, logistic support and participation to the initiative. He talks at length about the subject. Linking to Mr. Rocchi, Mrs. Melloni stresses Reston is only one of the 15 projects carried out by her company.

Like her, even Mr. Luciani mourns the lack of a feed-back on the Reston Chamber part.

#### **OMISSION**

Agreeing with what Mr. Luciani asserts, Mr. Capriotti insists on the necessity to acquire a report on Reston for understanding better which are their exigencies.

Exposing his opinion, Mr. Bedini thinks it is opportune the Reston Chamber of Commerce sends us, as soon as possible, an official report of theirs.

Mrs. Melloni mourns there is a too high number of projects to carry out.

#### **OMISSION**

Mr. Rocchi stresses it is up to the Technical Table to gather the needs and exigencies of the different economic realities of the territory for giving then an orientation, but to detect the most proper specific initiative it is up to Piceno Promozione.

#### **OMISSION**

Mr. Luciani enters again the debate asserting that, if the Reston Chamber will not send a report of theirs, we could take the initiative and send them a report on what we could offer them.

#### **OMISSION**

On the contrary, Mrs. Melloni expresses her own concerns as the division of the provinces Ascoli and Fermo could create a very difficult situation within all our Chamber of Commerce.

#### **OMISSION**

As he has not been present to the meeting with the Reston delegation, Mr. Beato recognizes he does not know much in their connection. As representative of the Confederation of Italian Industry of Fermo, his task is to follow the 580 companies of his territory, 280 of them are of the shoe sector.

He thinks it is more opportune and fruitful the Provincial Administration realizes few but useful projects; therefore, it should adopt a faster and more concrete method so as all the companies are informed and involved. Finally, the actions undertaken should be concerted and co-ordinated; in this way, the work of the institutions would be more visible and incisive.

Even Mrs. Melloni and Mr. Capriotti agree. She reports that, in the past years, her company had contacts with 12 states: a demanding work which, nevertheless, did not allow a systemic approach to promotion and a large visibility of results. He insists on the necessity to concentrate on few but concrete projects. In his opinion, another important element is that there must be a co-ordinated action of the project which must create synergies relating with the professional associations too.

Mr. Paoletti thinks that, even if we have not objective methods for evaluating the effective efficacy of projects, nevertheless some results have been obtained.

As the Administration cannot have a contact with all the territory companies, for an effective information, Mr. Capriotti affirms the professional associations can propose themselves as promoters and co-ordinators putting as connection between institutions and enterprises.

Mrs. Melloni still insists on the necessity to create a system, a consolidated and co-ordinated group methodology, detecting functions and responsibilities of each actor.

Passing to another subject, Mr. Beato shortly talks about an initiative presented by the Professional Training Service called “100% Made in Italy”.

Mrs. Melloni concludes the meeting inviting the assembly to meet again at the beginning of September presenting operating proposals. The following meeting will be the occasion for establishing evaluation methods, selecting projects even according to different priorities.

Mr. Paoletti presses the assembly members to present their own proposals as soon as possible so as to have a complete picture before the Technical Table meets again.

As there is no other intervention, the meeting concludes at 17.45 P.M.

THE PRESIDENT OF THE ASSEMBLY  
(Mr. Giampaolo Emidio Paoletti)

THE VERBALIZING SECRETARY  
(Mrs. Marisa Celani)