

**NOTES FROM INTERNATIONALIZATION TECHNICAL TABLE MEETING**  
**MEETING DATE: 14<sup>th</sup> October 2008**

On Tuesday 14<sup>th</sup> October 2008 at 3.30 P.M., there was the Internationalization Technical Table Meeting having as agenda:

- Operating programme of the Special Company of the Commerce Chamber Piceno Promozione, year 2009;
- AOB.

Presents:

- 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),
- Giorgio Rocchi, Manager of the Company Piceno Sviluppo (Development of the Piceno Territory),
- Ivo Costantini, collaborator of the CNA (National Confederation of Craftsmen) ,
- Gianmarco Egidi of the Tourism, Parks, Agriculture and Manufacturing Activities Service,
- Anita Pagani of the Culture Service,
- Marisa Celani of the European Policy and Internationalization Service,
- Alessandra Cipollini of the European Policy and Internationalization Service.

The meeting is presided by Mr. Giampaolo Emidio Paoletti.

Verbalizing Secretary: Mrs. Marisa Celani.

At 3.45 P.M., Mr. Paoletti opens the session communicating to the presents that, heard the different councillors – in particular those of the two Services: Tourism, Parks, Agriculture and Manufacturing Activities, and Culture -, the Province intends to implement, for the year 2009, the projects already started up without adding other ones.

Mrs. Melloni informs all the combined initiatives of the Ascoli Piceno Province with Piceno Promozione, started up in 2008, were confirmed except for the Fair “Taste Hall” in Lugano (Switzerland) – wine and food sector, and the mission in Croatia – boating sector – proposed by the CNA and still under assessment. In addition, she informs that, even if on 24<sup>th</sup> July 2008 the Commerce Chamber of Fermo was constituted, the Ascoli P. Chamber has approved the program lines for 2009 confirming also the same financing of the previous year.

Then she insists about the necessity to do a more and more synergetic planning in order to put into action collaboration and scale economies among the different territory subjects who work in the internationalization field. She continues shortly explaining the work carried out in the previous years by her company.

She thinks the solution for an effective and efficient territory promotion is to create a strong characterization of the Piceno. In support of her point, she presents and shows the slides she has prepared for the occasion where she takes, as an example, an international art exposition situated in Rovereto (near Trent), zone with a strong territorial characterization.

By this example showed in the slides and presented to the assembly, she wants to support a critical regionalism can be used as a means in order to solve the tensions between the global and local aspects for an effective and efficient territory promotion.

The actors of the global economic competition are locally defined subjects who work within the economy in a large sense and act at international level.

They are first of all the companies, in particular the PMI (little and middle-sized companies), the universities, the research centres, the associations, the banks, the local bodies.

However, in order to realize concretely this promotion policy putting together all these subjects, it is necessary to find a system: the chain currently seems the most proper method for our local reality. Mrs. Melloni does the example of the architecture chain for residential buildings.

In her opinion, other two chains which should be faced are those of “total look” and wellbeing which could be part of the planning 2009.

Therefore, on the base of as above, we understand it is not the single company which puts itself in competition, but the system of which it is part, constituted by social, cultural, economic and institutional resources provided of multiple international relationships.

Considering all these elements, the Company Piceno Promozione has presented an hypothesis of financial route, for the year 2009, which walks along three chain projects which do not put into action according to sectors, but to the following systems:

- one concerning Territory and Wine and Food-Wellbeing,
- one concerning Fashion and industrial Design,
- one concerning Services, Advanced System, New Technologies and Renewable Energies.

Explaining in detail the subject, Mrs. Melloni lists the different initiatives to which our province, together to Piceno Promozione, has already participated and where they can be inserted according to the three listed systems. She shortly talks about the initiative of incoming ROC-NY stressing that, even if it is not inserted among the countries involved in the chain projects, we can equally continue this relationship established with the U.S.A.

Coming back to the first chain project concerning the Territory and Wine and Food-Wellbeing, she stresses this one does not involve the Internationalization Service only, but the Tourism, Parks, Agriculture and Manufacturing Activities, and Culture Services too.

Mrs. Pagani wishes to discuss about the financial aspect of the subject.

Mrs. Melloni answers the problem is not financial, but it is how to create a co-ordination inside each system so as this one obtains some benefits for a real local development, because the competition does not concern companies, but territories. She concludes the subject insisting about the importance to work all together if we want internationalization starts up, promoting the territory not like a province, but like an area. In support of her point, she talks about a research an American scientist, Richard Florida, effected in the first years of 2000. In it, he affirms that – where there is a high concentration of the standards: tolerance, technology, talent – there are the higher levels of Gross Domestic Product. In 2005, this research was done in Italy too, realizing a list among all the provinces according to these three criteria. In this list showed by the slide, we can compare the region provinces. Mrs. Melloni stresses our territory has entrepreneurial capacity, but it is not structured. Data she exposes arouses some reflections within the assembly.

Observing this data, Mr. Sabatini notices that in our territory there are more talents, but less technology; in his opinion, these are two aspects which seem in contrast each other.

Mrs. Melloni answers that in our territory there is a great number of entrepreneurs, but nearly all work in the traditional sectors, not those highly technological; they can “survive”, but they cannot be innovative. She adds ours is a sort of depressed zone which extends over the regional borders until arriving to the Teramo Province; then, by continuing towards L’Aquila and Pescara, the situation recovers. In fact, by taking again to show the slides, Laura Melloni reasserts that nowadays the economic wellbeing of a territory and its citizens depends on the position of its local systems within the world job and production chains. She affirms our area suffers because of this stalemate due to a problem of governance of competitiveness, but – in order to compete effectively at global level – it is necessary to re-project the territory at local level through:

- an industrial re-conversion and a management of the urban spaces,
- an information system date-up,
- a level enforcement of the human capital,
- an increase of the technological and innovative level of the little and middle-sized companies,
- a creativity increase,
- a territory marketing.

Concerning this last aspect, the company Piceno Promozione has presented a territorial marketing approach Mrs. Melloni shows to the assembly; it will be inserted in the project reports of the next year. It proceeds according to the following phases:

- area map: complete analysis of the activities, services, specializations, job and civil society of the territory;
- local offers: selection and construction of offers to propose to the potential customers in the sectors of the industry, tourism and investments;
- image and communication: construction of the territory image and dissemination, at internal and external level, through events, press, etc.;
- promotion and assistance: attraction activities of the investments in fairs, road shows etc. and subsequent assistance to the detected partners.

Mrs. Melloni continues her intervention analysing in detail the above listed aspects, which are those already well developed and those still inadequate.

After deepening the subject and mainly stressing all the problems our area must absolutely solve if we want to create a real development, she lists again the chain projects proposed for the year 2009 remembering Switzerland is very interested in our territory and with this country we are establishing a relationship.

Answering to the Mr. Paoletti question, Mrs. Melloni explains the percentages showed in the slides refer to the total of available funds.

She informs this is the proposal which will be presented; every project will follow its own specific course, a territorial marketing which will proceed respecting the above mentioned phases: area map, local offers, and so on.

The almost totality of the available funds will be assigned to these macro areas, except some advanced sums for initiatives such as ROC-NY, Commerce Chamber of Reston, and so on.

Mrs. Melloni closes her intervention assuring, as soon as the proposals are approved, she will give ready communication to the interested persons; then, they will make know if they intend to participate in the presented projects.

After approving, Mr. Paoletti will give communication to Mrs. Pagani and Mr. Egidi too; they commit themselves to inform their councillors in order to see if their sectors can be interested in participating in some project.

Before closing the session, Mrs. Melloni talks again about the potentialities Switzerland offers for the importation of finest wines. This subject arouses a discussion among the presents and takes back to the more urgent issue: the Piceno promotion.

Then the discussion extends to another issue which is equally urgent: the division of the two provinces. The Technical table closes looking forward to further up-dates subsequent to 17<sup>th</sup> October, when the Company Piceno Promozione will meet in order to discuss about the planning proposal.

The session closes at 5.00 PM.

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

VERBALIZING SECRETARY  
(Mrs. Marisa Celani)