



ECO-SYSTEM QUALITY SINERGY

A multifunctional project to improve
the quality of life on our planet



ECO-SYSTEM QUALITY SINERGY



INTRODUCTION

a bridge of fruitful synergies between China and Italy

China and Italy have been the cradle of two great civilizations, the Roman and the Celestial Empire.

Thanks to their important cultural roots, these countries decide today to integrate their resources for developing **co-branded quality products**, in which

- Italy can provide **Research, Creativity, top quality Technology and Marketing**
- China can make available **strong economic power and wide industrial production capacity**.

This will go along with JV or joint ventures in international markets in order to improve **healthy environment and life quality**.





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Italy

besides having a large share of assets of universal culture, is a point of reference in the field of science and innovative research that leads to a broad spectrum of excellence, recognized and appreciated at international level:

- from nanotechnology to robots;
- from innovative materials to environment modeling;
- from building construction to hybrid engines;
- from logistics to the production of clean energy;
- from EM emissions to the remediation of polluted areas;
- from microelectronics to biomedical technologies;
- from computer graphics to virtual reality;
- from new media to economic & financial engineering;
- from industrial automation to ship design and navigation.





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China

has the second largest economy in the world, after the US, and its triumphal march is expected to continue.

But China is also the world leading exporter, not only of medium and low technology durables goods and consumer goods, but also of high-tech products.

The achievements in some key sectors of applied research, including those for Atomic Energy peaceful exploitation, of ICT, of space science are under the eyes of all the world.

China is the third country - after the ex-Soviet Union and the US - which has successfully sent manned missions into space, offering a incontestable proof of the extraordinary progress achieved in technological and scientific research.





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A new era in relations between China and Italy



In the last century, the low cost of Chinese labour has led many Italian operators to produce in China both components and final products.

In the past, some Chinese players reproducing a number of Italian products with a high level of style and creativity, fostered an impressive socio-cultural metamorphosis, allowing many countries to benefit from very good copies, sold at very low cost, perfectly reproducing the original models.



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Italian Creativity, Marketing, Technology & Research and Chinese economic & production power: A SUCCESSFUL MARRIAGE



In the third millennium, the globalisation age, Italian and Chinese political and economic institutions must pursue a winning challenge: **to integrate Italian creativity, marketing, technology and research with Chinese economic and productive power**, in order to foster new business opportunities, addressing the market of both consumable and durables goods.



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Italian Creativity, Marketing, Technology & Research and Chinese economic & production power: **A SUCCESSFUL MARRIAGE**



That means to jointly develop new production initiatives, identified and guaranteed by a co-branded certificate, addressing customers mainly interested in design, quality and functionality of products. This common seal of quality is visually represented by a twisted rope, with the two flags as a symbol of identity.

These initiatives will integrate resources belonging to the DNA of excellence of our two countries, allowing to design and manufacture original products and, at the same time, to spread quality awareness, which is a step of widespread prosperity.



Framework Agreement and focused initiatives



The overall idea will lead to a common interest framework agreement, bringing together the strong points of both countries.

This agreement will be based on two key requirements:

- It will **address** in broad sense **environment health and quality of life** and
- It will be focused in specific fields where it can be particularly effective and **lead** in short time **to leaderships in specific markets.**



Framework Agreement and focused initiatives

The first cooperation sector, which we have identified for a strong and effective cooperation is the manufacturing of large fast Ro Ro Pax ships.

These ships suit the two aforementioned requirements:

- They **reduce pollution and lead to a more sustainable development model** by eliminating a lot of traffic from roads and highways
- They are **typical examples of both countries Excellence**: Italy world is leader in top quality ship production and has a strong know how in Ro Ro Pax desing, China is world leader in very large ship production and in quantity production

Therefore **a common initiative can lead in short time to world leadership both in quality and quantity.**





MOTORWAYS OF THE SEA



The project **MOTORWAYS OF THE SEA** aims to develop a very important infrastructure, improving transport costs and effectiveness.

But an important side effect is to **reduce air pollution and environmental degradation produced by road transport.**

This is a tangible result for health of environment

Therefore shipping industry can be today a strategic sector for for economic development, improvement of quality of life and environmental health.

Since ancient times, the sea has provided wealth and prosperity to the people more enterprising and prepared. The maritime transport and trade is still an opportunity to be exploited for increasing economic and social welfare.



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MOTORWAYS OF THE SEA

Fincantieri Group: the best italian potential partner



Backed by 200 years of tradition and 7,000 built ships, Fincantieri Group is world leader in high added value cruise ships production, with a market share that since 1995 has never fallen below 25%, with peaks of more than 60%.



Since 1990, the company has delivered 47 cruise ships and currently has a backlog for 15 units, which provide a workload for the plants until 2012.

The value of production is about 3 billion euro, of which more than 60% in export, and confirms the Fincantieri position at international level.



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MOTORWAYS OF THE SEA

Fincantieri Group: the best italian potential partner



This Group is world leader in building cruise ships and reference operator in navy and large ferries market. Since China is world leader carrier for tonnage sold cargo ships with very little value added, a project integrating Italian Creativity, Marketing, Technology, R&D and Chinese economic and production power will lead to a common strong leadership in the ship manufacturing market.



This complementary attitude can be better exploited in some specific marine production lines, such as Ro Ro Pax ferries, which are the key factor for developing "Motorways of the Sea" solutions, with the relevant aforementioned benefits.



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MOTORWAYS OF THE SEA



Joint ventures between Italian and Chinese yards, but also between Italian and Chinese Universities can be envisaged.

Turismedia has promoted a collaboration between Genoa and Shanghai Faculties of Marine Engineering, aiming to exchange professors and students for skill improvement, personnel training, better planning and organization of work.

To fully understand the importance of this matter, an example of Ro-Ro and Ro-Ro-Pax Italian design can be mentioned: the ship-terminal system, which integrates technological innovations of several transport modes.

The high load handling capacity of these systems could have a decisive impact on critical bottlenecks of Motorways of the Sea systems, i.e. waiting on the quay. and loading/unloading delays.



MOTORWAYS OF THE SEA



In this case, the collaboration between Italian design centers and naval shipyards in China is feasible and would also be very effective, both for international business and for national applications.



In fact a broad usage of this type of ships would solve about 50% of the China pollution problems, originated by the huge traffic in the roads and highways near sea and rivers. The same opportunity could be exploited in the Mediterranean area.

The Ro-Ro (sea cargo) and Ro Ro Pax (passengers with cars) transport would eliminate million of car and truck moving along these critical paths.