

## **INSIDE THE MAP**

*Michele Buono*

*contributors: Simona Peluso and Sara Piazza*

### **SIGFRIDO RANUCCI IN THE STUDIO**

As far as aspiring saints go, evidently, we rather leave something to be desired. We will look into the fifty million euro treasure of the Minor Franciscan Friars and suspicious deaths later, in a gripping spy story. After the this evening's investigation, where the south - the south that no one any longer bothers to talk about since it has all been seen already: depression, organized crime, welfare handouts ... Yet we like a good bet, because there is a wealth that, if intercepted, could forever change the destiny of an apparently cursed territory. We refer to the ships that pass by every day in front of our very noses. If you were to send a package from Suez, from the Suez Canal to Busto Arsizio, in the province of Varese, would you send it first to the Netherlands? Would first pass through Holland? The answer is seemingly obvious but this is what actually happens to two million containers. And it's a shame because Italy is configured like a port and we have 7600 km of coastline. Yet our ports are not desirable enough to intercept this traffic. And yet we have the right ports, the right skills and the right technologies. And we would also have the chance to draw finance from sleeping funds totalling one trillion euro, without increasing public debt. What's missing, what's preventing Italy becoming the hub of Europe? We lack vision. Our Michele Buono toured Italy *coast to coast* attempting to look at the world upside down.

### **MICHELE BUONO OFF-SCREEN**

Seen this way, the world would not seem to be so divided. These are the global networks that grow and encompass seas and nations. Just like arteries and a nervous system, they cross territories and define new continents. Goods, raw materials, energy, information, knowledge and wealth all pass through. You can take and you can offer the best, depending on how you decide to stay on the map. The bulk of this trade crosses the sea and ports are the best places to take and return wealth. North Sea, South Holland: this is the Port of Rotterdam.

### **MARCO DE LEEUWS - FERCAM**

We are standing on a chunk of land that did not exist before, it was completely torn from the sea. It is home to three very important terminals for intercontinental trade connections and crane operators machinists behind me can load and unload simultaneously.

### **MICHELE BUONO OFF-SCREEN**

Where do these goods come from?

### **MARCO DE LEEUWS - FERCAM**

They arrive from all over the world.

### **MICHELE BUONO OFF-SCREEN**

And where are they going?

### **MARCO DE LEEUWS - FERCAM**

Everywhere, even Italy .

### **MICHELE BUONO OFF-SCREEN**

Goods that passed close by Italy but the ships did not dock, preferring to take a longer voyage to Northern Europe and from there transport goods for the Italian market. Fercam is an Italian transport and logistics company and has had a branch in the Port of Rotterdam since the 1980s.

**MARCO DE LEEUWS - FERCAM**

From here, containers are sent to Busto Arsizio, near Milan.

**MICHELE BUONO OFF-SCREEN**

Quite a paradox, it seems.

**MARCO DE LEEUWS - FERCAM**

Indeed, it is a logistic paradox but for the sector and even consumers it has its importance. Storage costs, goods that stand still cost money. A container arriving in Rotterdam sometimes doesn't even touch ground.

**MARCO DE LEEUWS - FERCAM**

And when are customs procedures done?

**MARCO DE LEEUWS - FERCAM**

Even before the ship arrives, thanks to digital systems. In short, nothing is done by hand with rubber stamps and piles of papers. This is a huge advantage.

**RINO CANAVESE - VICE PRESIDENT CIM INTERPORT NOVARA**

In terms of lost tax revenue, bearing in mind that import taxes and VAT are paid in the EU port of access, the figure ranges from three to four billion euros a year.

**MICHELE BUONO OFF-SCREEN**

A container must be opened. It contains goods that have to be processed and then be sent back: it is all business and work.

**ALESSANDRO PANARO - STUDY AND RESEARCH, SOUTHERN ITALY**

About 40% of ships passing through Suez do not pass through Italian ports.

**MICHELE BUONO**

How much do we lose because of this?

**ALESSANDRO PANARO - STUDY AND RESEARCH, SOUTHERN ITALY**

We have estimated that every 500,000 containers that we lose, we lose one billion euros in turnover for our companies.

**MICHELE BUONO OFF-SCREEN**

We lose an average one and a half million containers a year. Consequently, the loss of turnover for Italian companies is between two and three billion euros. Over and above four billion in tax revenue not collected.  
Holland.

**BART KUIPERS - PORT ECONOMY - ERASMUS UNIVERSITY, ROTTERDAM**

The heart is the port but ships and terminals work thanks to sophisticated IT systems and a huge range of services, such as insurance, legal advice and sales business. At the same time, the port is a very interesting site for the sector. Hundreds of thousands of people work along the communication lines towards Germany and this means turnover of twenty billion euros a year for Holland.

**MICHELE BUONO OFF-SCREEN**

Rotterdam alone handles more containers each year higher than all Italian ports together, with an economic and employment impact extending from the port into the rest of the country.

**MICHIEL NIJDAM - CORPORATE STRATEGIST, PORT OF ROTTERDAM**

It represents 3% of the Dutch economy and 20% of Rotterdam's economy. Equally, for many foreign companies, it is very convenient to set up shop here. It is easier, for example, to export to the United States.

**MICHELE BUONO OFF-SCREEN**

All this through a single port in an area forty kilometres long. Italy has 7600 kilometre of coastline, full of ports, in the heart of the Mediterranean. The Suez Canal is only a few thousand kilometres away and has doubled its capacity.

**MICHELE BUONO**

So, what's the trend?

**MASSIMO DEANDREIS - STUDY AND RESEARCH, SOUTHERN ITALY**

The tendency is essentially to pass through Suez because it is a convenient route, there is always the possibility of passage. Among other things, the expansion of the Suez Canal means that passage time has also decreased.

**MICHELE BUONO OFF-SCREEN**

So, Italy now stands on a key route that is no longer on the outskirts. From the Far East to North America by way of the Mediterranean: it is as if the world had been turned upside down. Let's put it like this: the north that drives everything is now Calabria, intercepting trade flows, processing goods and redistributes them throughout Italy and thence to Europe and the rest of the world.

**PAOLO EMILIO SIGNORINI - PRESIDENT, PORT SYSTEM AUTHORITY WESTERN LIGURIAN SEA**

I believe it would stand up very well. Today, the situation is not like this because our competitors in northern Europe have skills that make them more competitive than us.

**MICHELE BUONO OFF-SCREEN**

If Calabria were to become Rotterdam by integrating with all the other Italian ports in a single system, without any competition, all of Italy, at this point, would become a huge port hinterland that would jobs with new companies, logistics and services. Gioia Tauro.

**ANDREA AGOSTINELLI - SPECIAL COMMISSIONER, PORT OF GIOIA TAURO**

It's a fascinating idea. We have many important features for a port system keen to become a top player on a global level. We perhaps have more than four km of perfectly built docks above all equipped with draughts from 14.5 to 18 metres capable of welcoming the largest international container ships carrying up to 20,000 containers each.

**MICHELE BUONO OFF-SCREEN**

And there is even space to allow ships 400 metres long to turn around in order to approach the docks.

**ANDREA AGOSTINELLI - SPECIAL COMMISSIONER, PORT OF GIOIA TAURO**

From a technical-nautical point of view, it is up there with the largest, best and most efficient ports in the world.

**MICHELE BUONO**

The missing links... so why isn't it? In any case, container traffic has decreased.

**ANDREA AGOSTINELLI - SPECIAL COMMISSIONER, PORT OF GIOIA TAURO**

I believe that in a year we will have the railway connection with Rosarno Station. Consequently, port will no longer be considered merely as a trans-shipment port but also as a full-scale gateway.

**MICHELE BUONO OFF-SCREEN**

More ships would arrive because they could always sail at full load. For maritime companies, this means five days less navigation compared to Northern Europe.

**ANDREA AGOSTINELLI - SPECIAL COMMISSIONER, PORT OF GIOIA TAURO**

We could also launch ship repair and maintenance activities in this port and it would be absolutely competitive with other ports in the Mediterranean area.

**MICHELE BUONO OFF-SCREEN**

These new activities would generate allied business and employment in the port's hinterland: from engineering to electronics, supplies and services. Provided that the area is well connected with the rest of the world.

**FRANCESCO RUSSO - LOGISTIC ASSISTANT AND PORT SYSTEM - CALABRIA REGION**

So, we simply must get linked up through a very strong and very organized railway, to the main north-south lines along the peninsula.

**MICHELE BUONO**

To send goods where?

**FRANCESCO RUSSO - LOGISTIC ASSISTANT AND PORT SYSTEM - CALABRIA REGION**

The Po Plains and all of Germany to the Ruhr, then all the way up Germany, as well as to Paris, the Île-de-France: this is the huge market where 50% of production and consumption in Europe is concentrated.

**MICHELE BUONO**

What routes are needed?

**FRANCESCO RUSSO - LOGISTIC ASSISTANT AND PORT SYSTEM - CALABRIA REGION**

From Gioia Tauro, we go up and across towards the Sibari Plains and from there along the Rail Freight Corridor 3 that envisages access to goods along the Adriatic-Ionian route and hence from Sibari-Taranto, Taranto-Bari and into the Adriatic.

**NICOLA MUCIACCIA - PRESIDENT, GTS BARI**

The flows from Calabria can arrive safely here in Bari, we have no limits to trains: we could even run ten trains a day if you wanted.

**MICHELE BUONO OFF-SCREEN**

On condition - however - that the Adriatic backbone is upgraded to allow longer trains to pass. There is also no fast rail link between the ports of Naples and Bari.

**UGO PATRONI GRIFFI - PRESIDENT, SOUTH ADRIATIC PORT SYSTEM AUTHORITY**

The solution is the high capacity system financed and under construction which will allow is to create a logistics area taking in Calabria, via Naples, and from there will be a fast and above all direct line from Naples to Bari.

**MICHELE BUONO OFF-SCREEN**

This would increase logistics work and the number of employees to be trained; this would strengthen the sea route from Apulia to the Orient.

**UGO PATRONI GRIFFI - PRESIDENT, SOUTH ADRIATIC PORT SYSTEM AUTHORITY**

This corridor would takes us as far as Alexandroupolis and from Alexandroupolis to just a few kilometres from Burgas and Istanbul.

**MICHELE BUONO OFF-SCREEN**

In the meantime, the Adriatic railway line, once upgraded to handling trains 750 metres long and more, one could continue northwards.

**NICOLA MUCIACCIA - PRESIDENT, GTS BARI**

We already arrive in Piacenza and from there onwards to Milan, Bologna and Padua and from there again to Germany, Belgium, England, Holland and France.

**MICHELE BUONO OFF-SCREEN**

Additional loads could travel northwards from Gioia Tauro on smaller ships to feed ports along the Adriatic and the Tyrrhenian serving the national market and then continue to Europe.

Genoa

**PAOLO EMILIO SIGNORINI - PRESIDENT, PORT SYSTEM AUTHORITY WESTERN LIGURIAN SEA**

Currently, Genoa handles an essentially domestic market. We serve markets in the Po Plains, the North-West and Northern Italy.

**MICHELE BUONO**

And it stops there.

**PAOLO EMILIO SIGNORINI - PRESIDENT, PORT SYSTEM AUTHORITY WESTERN LIGURIAN SEA**

All told, it stops there.

**MICHELE BUONO**

Yet behind Genoa, there is the whole of Europe.

**PAOLO EMILIO SIGNORINI - PRESIDENT, PORT SYSTEM AUTHORITY WESTERN LIGURIAN SEA**

We think we could penetrate these markets, certainly Switzerland, southern Germany, Württemberg and Bavaria.

**MICHELE BUONO**

So, Genoa would become a gateway port to Europe.

**PAOLO EMILIO SIGNORINI - PRESIDENT, PORT SYSTEM AUTHORITY  
WESTERN LIGURIAN SEA**

Exactly.

**MICHELE BUONO**

What's missing?

**PAOLO EMILIO SIGNORINI - PRESIDENT, PORT SYSTEM AUTHORITY  
WESTERN LIGURIAN SEA**

When you rightly talk about the nervous system, about being along these arteries and the bloodstream, the artery must be healthy because if the artery is obstructed the blood does not circulate very well.

**MICHELE BUONO OFF-SCREEN**

The artery in question is the "Terzo Valico" (Third Mountain Pass) and it is still under construction. It is the railway line that will connect the Port of Genoa to the heart of Europe by connecting it directly to its hinterland.

Novara Interport. Around 750 people work in this Interport. The ratio is five jobs for every thousand containers unloaded.

**RINO CANAVESE - VICE PRESIDENT CIM INTERPORT NOVARA**

Yet if I look closer, into the industrial shed where we goods are processed, we are talking about 25/30 employees for every 1000 units we bring in.

**MICHELE BUONO OFF-SCREEN**

With a gap-free, well-integrated transport system, businesses would be able to settle in the area, perhaps even adjacent to the Interport, receiving semi-finished products, for example, used to create other products shipped to new markets more efficiently.

**RINO CANAVESE - VICE PRESIDENT CIM INTERPORT NOVARA**

If we get three hundred trains a week here and have the chance to build another 60,000 square meters of indoor warehouses, we could certainly double employment levels.

**MICHELE BUONO OFF-SCREEN**

Upper Adriatic, Trieste. This port is a gateway directly into central and eastern Europe by rail.

**RUGGERO DALOISO - PARISI GROUP**

For example, the Port of Trieste is connected to most of Europe, such as the Czech Republic, Austria, Hungary, Germany, Belgium and Luxembourg.

**MICHELE BUONO OFF-SCREEN**

Port of Trieste hinterland. There was a disused marine engine factory and the Port Authority refurbished it.

**ZENO D'AGOSTINO - PRESIDENT, EASTERN ADRIATIC PORT SYSTEM  
AUTHORITY**

There are 270,000 square meters, a building of 48,000 square meters, plus another building of 27,000 square meters ... The railway serves the area directly so we can bring in trains and goods.

**MICHELE BUONO OFF-SCREEN**

The Port of Trieste area is a free trade zone. This means that incoming raw materials and components - let's say, from the Far East - that are processed in this area into new products do not pay customs duty.

**ZENO D'AGOSTINO - PRESIDENT, EASTERN ADRIATIC PORT SYSTEM AUTHORITY**

Then, if the goods return outside the EU market, they will never have paid anything.

**MICHELE BUONO**

What is the advantage for Italy?

**ZENO D'AGOSTINO - PRESIDENT, EASTERN ADRIATIC PORT SYSTEM AUTHORITY**

The advantages are that we are able to attract companies carrying out value-added activities into our area and this means jobs, it means that all these activities then envisage a whole series of maintenance and sub-contracting operations.

**MICHELE BUONO OFF-SCREEN**

The circle would close here if the system were fully operational: Italy, with a single logistics and port platform and new manufacturing industry and services in its hinterland areas, could handle trade with the whole world in all directions.

**ZENO D'AGOSTINO - PRESIDENT, EASTERN ADRIATIC PORT SYSTEM AUTHORITY**

Our competitors today, despite having worse products than ours, often manage to beat us because they come to market better or manage supply chains better than we do.

**MICHELE BUONO OFF-SCREEN**

However, information must travel faster than goods.

Rotterdam. They have developed a digital platform called Port Base which connects ships, trains and logistics operators from all over the world.

**PIETER FÖRRER - RSC DIRECTOR RAIL SERVICE CENTRE, ROTTERDAM**

This room is home the heart of the system: ship/train/ship movements are coordinated and containers are assigned precisely to that train and that wagon. Without the Port Base digital platform, everything would be paralyzed!

**MICHELE BUONO**

This is another market that could grow even inland from our ports: electronics, software projects and development, digitalisation, research.  
Treviso.

**DBA TREVISO**

Access made! Welcome Antonio, how can I help you?

**ANTONIO POLITANO - DBA TREVISO**

Today's weather.

**DBA TREVISO**

Checking: Current weather in Bari: clear. Temperature: 15 °C.

**MICHELE BUONO OFF-SCREEN**

Currently, this communication platform is being tested only in Bari.

**DANIELE GALLI - DBA GROUP**

We have area sensors, three weather stations, one located to the north and the others to the south-east and south-west, and two water stations monitoring water quality.

**ANTONIO POLITANO - DBA GROUP**

Pollutant status.

**DBA TREVISO**

Current pollutant levels in the monitored area are normal.

**MICHELE BUONO OFF-SCREEN**

The system is able to analyse and suggest solutions to combat environmental pollution.

**ANTONIO POLITANO - DBA GROUP**

For example, it can ensure that the arrival of ships on quays is staggered or else they arrive and dock on leeward quays - let's say - so that pollutants are pushed out to sea rather than inland.

**UGO PATRONI GRIFFI - PRESIDENT, SOUTH ADRIATIC PORT SYSTEM AUTHORITY**

It also means with forms of augmented reality can verify exactly what the load on board contains and related loading documents.

**DBA TREVISO**

Listening.

**ANTONIO POLITANO - DBA GROUP**

View of the commercial dock!

**DBA TREVISO**

Camera mode launched.

**ANTONIO POLITANO - DBA GROUP**

Closer. This is the main view. There are other views and I can of course turn, zoom and then see details of the ship. And here I can reselect the ship.

**FRANCESCO DE BETTIN - PRESIDENT AND CO-FOUNDER OF DBA GROUP**

You can enable a whole series of checks and controls without even opening the container.

**MICHELE BUONO OFF-SCREEN**

Objects with sensors talk to each other and the goods send information as soon as they set sail. It is therefore possible to organize operations in advance and reduce downtimes and unforeseen events. From Treviso to Apulia: the project got underway with five young graduates who quickly became twenty and started collaboration with local research centres and universities.

**MICHELE BUONO**

What is your job?

**MARIA CONCETTA BOTRUGNO - DBA GROUP**

I create the 3D model, I create the interface and then the window containing information.

**MICHELE BUONO**

If this system were extended to the entire country, what would the scenario be?

**GIORGIO VENTRE - INFORMATION TECHNOLOGY DEPARTMENT, FEDERICO II UNIVERSITY, NAPLES**

The entire logistics system is naturally involved in this operation, as well as Italian manufacturing companies ... It is clear that a company that receives goods from its suppliers around the world more rapidly is more efficient, more competitive.

**MICHELE BUONO OFF-SCREEN**

What if Italy with all its ports became a "big" Rotterdam?

**BART KUIPERS - PORT ECONOMY - ERASMUS UNIVERSITY, ROTTERDAM**

I think Europe as a whole would become stronger. We would be able to face global competition as a true, unitary "logistics continent".

**MICHELE BUONO OFF-SCREEN**

And much more. When a port is not just a tale of the sea but a link between the sea and its hinterland, activities are lined up, inter-linked and and the line grows.

**MARCO DE LEEUWS - FERCAM**

The goal is to achieve a completely self-sufficient port from the point of view of energy. This area serves 500 million consumers throughout Europe, which means a huge impact on the environment and the Dutch economy.

**MICHIEL NIJDAM - CORPORATE STRATEGIST, PORT OF ROTTERDAM**

The port is also a place where industries and transport are concentrated, all activities involving high emissions. This is why we help companies in the area to make their production processes more efficient; we industry in the port for the city's district heating system.

**MICHELE BUONO OFF-SCREEN**

The carbon dioxide from industrial activity is conveyed and stored under the North Sea and then processed and converted into biogas to heat homes. This, and much more, is illustrated and explained in permanent exhibits inside the port. This spreads awareness and another activity is created.

**MICHIEL NIJDAM - CORPORATE STRATEGIST, PORT OF ROTTERDAM**

The circular economy.

**ERIC GEBOERS - CONCR3DE**

We use ash released into the air by industrial plant inside the port.

**MICHELE BUONO OFF-SCREEN**

3D printing transforms it into cement-free masonry structures.

**MATTEO BALDASSARRI - CONCR3DE**

It is sustainable because it is made from waste, so we re-use materials that normally do not have any kind of application and given to companies virtually without cost.

**MICHELE BUONO OFF-SCREEN**

These are scale prototypes. An architect and an IT expert from Italy with a Dutch partner have founded a start-up and are testing the project in the Port of Rotterdam Innovation Centre. This is an area of sixteen hectares within the port system. Once it was a shipyard. Even submarines were built here.

**JOUKE GOSLINGA - RDM PROGRAM MANAGER**

We are currently investing in the new manufacturing generation because we are creating the port of the future in Rotterdam.

**MICHELE BUONO OFF-SCREEN**

In the same area, universities, vocational schools, large companies and technology start-ups rub shoulders together.

**JOUKE GOSLINGA - RDM PROGRAM MANAGER**

And the young people who are training are right next to their potential employers. The nerve centre is the Innovation Dock: ten thousand square meters each for training and start-ups.

**EBO DE VRIES - JULES DOCK**

We are developing new materials for products usually manufactured in steel .

**MICHELE BUONO OFF-SCREEN**

These are composite materials based on reinforced fibres. They are flexible, strong and less expensive than steel.

**EBO DE VRIES - JULES DOCK**

We produce components for ships and drilling platforms. Most of our clients are right here, or in any case near the port, and this is definitely a huge advantage.

**VINCENT WEGENER - RAMLAB**

This is the finished and certified product. It works exactly like a normal propeller, only it's printed in 3D.

**MICHELE BUONO OFF-SCREEN**

The advantage lies in the ability to create tailor-made large products and spare parts quickly, thanks to the combination of 3D printing and robots capable of welding the layers on top of each other.

**VINCENT WEGENER - RAMLAB**

We already have many customers, even in the aerospace sector such as Fokker, and we are growing fast thanks to the Rotterdam Port Authority's marketing area.

**MICHELE BUONO OFF-SCREEN**

The Skel-Ex project, exoskeletons for industrial applications, comes from India.

**GAURAV GENANI - SKEL EX**

The product needs no power at all and works thanks to the energy stored in the springs inside it. Wearing the device means you no longer feel weight on your arms and life at work becomes much simpler.

**MICHELE BUONO OFF-SCREEN**

Ideas can come about anywhere in the world. Once they arrive in Rotterdam, they are included in a business acceleration program. It starts from a prototype and then creates the start-up.

**JOUKE GOSLINGA - RDM PROGRAM MANAGER**

This project came from Cape Town and we developed it here: it is effectively a plastic-eating shark. It collects plastic and waste floating in ports. It is already at work in Rotterdam, Dubai, Cape Town and Houston.

**MICHELE BUONO OFF-SCREEN**

The Rotterdam University of Applied Sciences is also involved in the Innovation Dock. This is a miniature model for an unmanned boat project.

**JOUKE GOSLINGA - RDM PROGRAM MANAGER**

Hey Jan, how are things?

**JAN**

Not bad. I'm doing some tests with the echo sounder ...

**JOUKE GOSLINGA - RDM PROGRAM MANAGER**

You started here as a student and now you've founded your own company, right?

**JAN**

This project was my degree thesis and I'm now working on its industrialization.

**JOUKE GOSLINGA - RDM PROGRAM MANAGER**

We help them grow and make sure that even foreign start-ups stay here. In any case, anyone who moves elsewhere will surely stay in touch with us and expanding the network is also a way of creating new business.

**SIGFRIDO RANUCCI IN THE STUDIO**

The Port of Rotterdam is not only for handling goods. It has become a formidable starting point for ideas which deliver know-how and thereby ensure a future for the country. What have they done? They took over disused factories and gave them to start-ups, universities and research units. They turned a site with high environmental impact into one that provides clean energy for a country. They captured polluting gases and turned them into district heating for a city. Imagine, just for a moment, importing the Rotterdam model and apply it the seventeen main commercial ports in Italy. Turning them into special economic areas. Just think what an impulse it would give the country. We have the resources: Italy is practically a single port thanks to 7600 kilometres of coastline. Let's exploit it. We have the technology: the Port of Bari is experimenting with digital port management software. You can monitor the environment, thanks to sensors and ultra-fast connections, see inside containers

without opening them - there are no more documents or rubber stamps - and prepare goods for their destination. Except that you are forced to stop it all there. Because we do not have the infrastructures that the Dutch have. A heart may even beat well but if it has an obstructed artery or coronary, it goes haywire. And that a great pity. Because we have the projects, we can even draw from funds of one trillion euros without increasing the public debt (and we will see where and how) and we also have the sites: a special economic area of two thousand five hundred hectares is available. Right there, in Calabria.

**MICHELE BUONO OFF-SCREEN**

The car terminal at the Port of Gioia Tauro has a storage capacity of fifteen thousand cars. This is a strategic position: cars are transported from China to the United States and throughout the Mediterranean. But they are transported and nothing else.

**MICHELE BUONO**

What kind of activity could you stimulate in the port's hinterland?

**FRANCESCO DE BONIS - BIG AUTO TERMINAL GIOIA TAURO**

Repairs for cars that leave production not in entirely perfect condition, let's say.

**MICHELE BUONO OFF-SCREEN**

Every nation has different rules for accepting cars. We could customize this area, focusing on the need to meet standards in delivery countries or market demand: optionals and colours, for example.

**FRANCESCO DE BONIS - BIG AUTO TERMINAL GIOIA TAURO**

Workshops would be created, painters would be trained and a whole series of professional figures would emerge that we are unable to use right now.

**MICHELE BUONO**

Callipo Group: tuna, canned food, ice cream from Pizzo Calabro and Vibo Valentia. They have been here for more than a hundred years and were among the first companies to start operations in the hinterland of Gioia Tauro.

**PIPPO CALLIPO - PRESIDENT CALLIPO GROUP**

My idea is to carry out initial processing of the tuna catch here and then take the semi-finished product to this plant to finish the task.

**MICHELE BUONO OFF-SCREEN**

I'm staying in Calabria - says Pippo Callipo - who has founded a movement with this name because he believes that you must never give up, even if your business is experiencing hard times.

**PIPPO CALLIPO - PRESIDENT CALLIPO GROUP**

I hope other entrepreneurs say: If Callipo went there, then we'll go to Gioia Tauro as well.

**MICHELE BUONO**

What allied business would your operations set in motion?

**PIPPO CALLIPO - PRESIDENT CALLIPO GROUP**

The food industry as a whole would be interested in coming to Gioia Tauro, mechanics, electricians, maintenance, spare parts. That is, I mean: the entire area would benefit from it.

**MICHELE BUONO OFF-SCREEN**

Reggio Calabria. Hitachi Rail has taken over Ansaldo Breda and builds trains. These are self-driving wagons for Lima Metro. Hitachi is the world leader in this sector. There is work and the special economic zone could attract new businesses.

**MAURIZIO MANFELLOTTO - CEO, HITACHI RAIL ITALIA**

Bearing in mind that trains are made up of thousands of different components, it is easy to imagine the kind of allied trade that could be generated, such as: electronic boards, mechanical components, structural components, seats, lights.

**MICHELE BUONO**

New industrial activities require services and branch offices, that could all be set up in the hinterland.

**MICHELE BUONO**

I see three cities that are currently not on the maps. What are they for?

**MARCO CANESI - URBAN PLANNING DEPARTMENT, MILAN POLYTECHNIC UNIVERSITY**

We could have three polycentric cities, where travelling from place to place, from one end to the other, would only take sixty minutes.

**MICHELE BUONO OFF-SCREEN**

The idea is to create new cities by joining separate towns by a railway ring connecting all points very rapidly, equip them and provide services and new residents.

**MARCO CANESI - URBAN PLANNING DEPARTMENT, MILAN POLYTECHNIC UNIVERSITY**

Potenza, Ferrandina, Matera, Altamura, Gravina and Genzano.

**MICHELE BUONO OFF-SCREEN**

It would become an intermediate pole, already crossed by important railway lines, connecting Calabria to a bridging area between Naples and Bari.

**MARCO CANESI - URBAN PLANNING DEPARTMENT, MILAN POLYTECHNIC UNIVERSITY**

The second city is in the Calabria, pivoting between Cosenza and Catanzaro; it uses the high capacity system that by strategic choice passes inland and at that point, there, on the same tracks, we could set up the regional railway service.

**MICHELE BUONO OFF-SCREEN**

The third such centre would link up the Reggio-Messina system with an Archimedes bridge.

**MARCO CANESI - URBAN PLANNING DEPARTMENT, MILAN POLYTECHNIC UNIVERSITY**

A tunnel not resting on the sea floor but floating.

**MICHELE BUONO**

What traffic would use the Archimedes bridge?

**MARCO CANESI - URBAN PLANNING DEPARTMENT, MILAN POLYTECHNIC UNIVERSITY**

Everything, road and rail. With the advantage that earthquake risks are reduced because it is not resting on the sea bed.

**MICHELE BUONO OFF-SCREEN**

This would mean more jobs: construction, urban regeneration, land settlement and transport, as well as stimulate trade and services.

**MICHELE BUONO**

Three polycentric cities as home to new residents and new workers for the new economic activity developed. What do you think about it?

**MAURIZIO MANFELLOTTO - CEO, HITACHI RAIL ITALIA**

The opposite is true of what happened in the 1960s may come about - and the migration of people from south to north could hypothetically be reversed.

**MICHELE BUONO**

What conditions are needed for companies to set up in this special economic zone?

**FRANCESCO RUSSO - LOGISTIC ASSISTANT AND PORT SYSTEM - CALABRIA REGION**

Installation costs for new buildings are directly tax deductible. The maximum for large companies is currently 15 million euros. With this Special Economic Zone tool, they can reach 50 millions.

**MICHELE BUONO OFF-SCREEN**

Could tax concessions for Special Economic Zones be good leverage to get going?

**ALESSANDRO PANARO - STUDY AND RESEARCH, SOUTHERN ITALY**

If we consider Special Economic Zones where 50 million euros are envisaged for an investment that is effectively implemented, there will potentially be more than one hundred, generated by private individuals.

**MICHELE BUONO OFF-SCREEN**

Private individuals invest if the area has good infrastructure and a strong appeal. Other money has to be found. Is an additional public finance operation possible without creating new debt for the State?

**MARCELLO MINENNA - ECONOMIST, LONDON GRADUATE SCHOOL**

I would certainly say yes. Italian families now have one trillion euros standing still in their current accounts. We need to find an incentive to link these family savings with public investment, by creating a sovereign fund where families can reliably transfer some of this cash.

**MICHELE BUONO**

What's the mechanism, then?

**MARCELLO MINENNA - ECONOMIST, LONDON GRADUATE SCHOOL**

If we calculate the public debt that weighs on the shoulders of every family, we are talking about one hundred thousand euros. Every family every year pays, in the form of taxes, interest on this public debt that comes to about three thousand euros per year.

**MICHELE BUONO**

And the reward for families that invest?

**MARCELLO MINENNA - ECONOMIST, LONDON GRADUATE SCHOOL**

The family will benefit in that, for the rest of their lives, they will no longer pay that portion of taxes needed to cover the interest on their share of public debt.

**MICHELE BUONO OFF-SCREEN**

Let's keep a low profile and say that out of the one trillion euros in family savings only fifty billion join such a scheme with another fifty from institutional investors, with a longer maturity and higher remuneration: the sovereign fund would start off one hundred billion euros to invest.

**MICHELE BUONO**

What would such an investment generate?

**MARCELLO MINENNA - ECONOMIST, LONDON GRADUATE SCHOOL**

In the long term, it is clear that it could even triple the value of the initial investment made. New jobs would be created, infrastructure would attract other infrastructure, the so-called allied trade. This is the multiplication effect of public investments totally absent from our economy in recent years and the actual cause for growth in the debt-GDP ratio in Italy.

**MICHELE BUONO OFF-SCREEN**

Is growth driven in the South utopian? It has been achieved even further south than Calabria. Once upon a time, the world ended here, at the Pillars of Hercules, in the Strait of Gibraltar. The world ended in the sense that knowledge of the world came to an end. The rest is history.

This is the north-west of Morocco. Today it is on the world's busiest maritime routes between Asia, Europe and North America, that intersect here. The Port of Tangiers picks it all up.

**ABDELKADER AMARA - MINISTER FOR INFRASTRUCTURE, MOROCCO**

Morocco has made the strategic choice to integrate with the global economy through our so-called Major Sites policy: ports, airports, railways and roads to be internationally competitive.

**MICHELE BUONO OFF-SCREEN**

Tangiers. Once, there was a little tourism around here and nothing more. Then, in just ten years, it all happened: a modern port connected to 174 destinations all over the world, an expanding industrial zone and growing employment. Only once the project was completed was it presented to investors for hands-on review.

**MICHELE BUONO**

What did you look into?

**FRANCO CORAGLIA - CEO SIGIT MOROCCO**

We looked into the possibility of managing the company. Does the port serve a purpose or is it just another cathedral in the desert? Does the port assure us that we can clear customs quickly and therefore achieve a linear production process?

**MICHELE BUONO OFF-SCREEN**

In 2012, Renault launched production in Tangiers and Sigit arrived from Italy to link up better with its client. It makes plastic and rubber components for cars. The main product is the motor-driven fan assembly for Renault Nissan cars.

**HASSAN ABKARI - DIRECTOR TANGER MED PORT**

A system was created that has allowed companies such as Renault Nissan to install themselves in the perimeter of the port and export easily thanks to logistic infrastructures that connect the workshops to the port facilities by train.

**MICHELE BUONO OFF-SCREEN**

It is a Special Economic Zone with four hundred companies in the automotive, aerospace, electronics and textile sectors, with tax exemption for the first five years and progressive taxes for the next twenty-five.

**MICHELE BUONO**

How does Morocco benefit from these tax discounts?

**RAJAE EL GOUNTOURI - INVEST IN MOROCCO**

New jobs. And employment creates purchasing power and the economic circle closes in the black.

**HASSAN ABKARI - DIRECTOR TANGER MED PORT**

A production unit such as Renault employing six thousand people has generated another thirty thousand indirect jobs.

**MICHELE BUONO OFF-SCREEN**

A high-speed train line is under construction to connect Tangiers to the port of Casablanca and a motorway network that completes connections.

**MICHELE BUONO**

What was the economic and social impact of these infrastructures?

**ABDELKADER AMARA - MINISTER FOR INFRASTRUCTURE, MOROCCO**

The gap between different areas of the country has closed down and rural regions had the chance to access very important cultural and social exchanges.

**MICHELE BUONO**

What value did all this generate?

**ABDELKADER AMARA - MINISTER FOR INFRASTRUCTURE, MOROCCO**

60% of jobs in the area have been created thanks to the port system and 95% of the GDP of the northern region comes from this industrial system.

**MICHELE BUONO**

Did you delocalise because of tax incentives?

**FRANCO CORAGLIA - CEO SIGIT MOROCCO**

We did not cut even a single job in Italy. Quite the opposite, we increased employment. Because here we have recovered customers who did not previously do business in Italy.

**MICHELE BUONO**

And what do you give to Morocco in exchange?

**FRANCO CORAGLIA - CEO SIGIT MOROCCO**

We invest a lot in training. We even have a school called Sigit Academy that focuses exclusively on training.

**MICHELE BUONO OFF-SCREEN**

Training is the key to the system: Renault, just like other companies, provides training for executives and technicians; in the port itself, controllers and maritime pilots train on the simulator to maintain high quality services. The port system is expanding and since its Foundation has helped extend training activities and support increasingly broad basic education.

**FRANCO CORAGLIA - CEO SIGIT MOROCCO**

Growth in these countries will encourage the evolution of production towards them. It is the market of the future.

**RAJAE EL GOUNTOURI - INVEST IN MOROCCO**

The world is beginning to look at Africa differently, no longer to exploit the continent but for trade on an equal footing.

**PAOLO EMILIO SIGNORINI - PRESIDENT, PORT SYSTEM AUTHORITY  
WESTERN LIGURIAN SEA**

Inasmuch, that upside-down Europe you spoke of is perhaps not viable today but I think it will come about given economic history is evolving.

**MICHELE BUONO**

In this overturned world, the north could potentially be Africa?

**PAOLO EMILIO SIGNORINI - PRESIDENT, PORT SYSTEM AUTHORITY  
WESTERN LIGURIAN SEA**

I think so.

**MICHELE BUONO**

Either way, we are always in the middle.

**PAOLO EMILIO SIGNORINI - PRESIDENT, PORT SYSTEM AUTHORITY  
WESTERN LIGURIAN SEA**

I certainly think so.

**SIGFRIDO RANUCCI IN THE STUDIO**

In the south, in Morocco, they achieved it in ten years. In the north, with only four hundred kilometres of coastline and a single port - Rotterdam - that nonetheless handles more containers than all Italian ports, they did it. We, despite being in the middle, we have not manage to exploit this strategic position. What are we missing? The Rotterdam model can be imported, it is certainly not under copyright, but a shared vision is missing. The governors of Italy's central-southern regions could achieve it - Sicily, Calabria, Campania, Apulia, Sardinia ... Just come to an agreement,

forget political colours and jealousies for once! Put all that aside, come to an agreement with governors in the north. Present yourselves the new government and Europe with an integrated project; funds are available for ports, special economic areas, for areas benefitting from tax incentives. And above all, present yourselves with an infrastructure project: rail networks and ultra-fast digital networks. Do it for the sake of Italy, otherwise wealth and these ships will continue to pass in front of of noses and only desperate migrants will land at our ports.