

### *Abruzzo on the Silky Road, by Ercole Cauti*

European entrepreneurs have for a long time seen China as the object of their dreams of commercial development, of corporate internationalization, making many extemporaneous efforts to enter into contact with such a distant and peculiar market.

The case of China made in Abruzzo, on the other hand, has several innovative and structured aspects.

Starting from the main promoter: the Proger which became the first Italian engineering company and one of the most important in Europe starting from a territory, Abruzzo, residual with respect to the realization of large civil construction works in the world, focusing on multidisciplinarity and innovation. Proger has made internationalization its strength by succeeding in developing projects around the world and establishing numerous locations on 3 different continents. China is the world second economy with 1,37 billion of people, and the country across a crucial transformation phase.

Why should it apply to Abruzzo? Why should it look for distant and unknown partners?

It is true that Italianism is still a recognized value around the world; Italianism understood as a set of ideas that can be traced back to the idea of Renaissance art and culture and of a good quality of life; but is all this enough today? No, it's not enough.

Here comes the originality of the approach and the strength of the team. In the case of China made in Abruzzo, Proger has identified in the New Silky Road program, the Eurasian cooperation program the possibility of developing a stable and strategic cooperation with the city of Fuzhou (8 million inhabitants). The originality of the approach lies in having grasped the opportunity for internationalization starting from a field apparently far from the theme: the football field!



The project concerns a new «urban center» concept, starting from the football, being able to establish business platform for hundreds of companies representing, in an integrated and organic way, the best Italian supply according to the Chinese market desires, such as: culture, fashion, food, design, commerce, services. The field of engineering for the infrastructural development of the territory integrates, in this case, the idea of economic development based on commercial cooperation.

To do this, the construction of a strong team is a fundamental step: Proger has gathered around the project the municipality of Pescara, the Pescara football team that currently plays in the B series and the Pescara Chamber of Commerce. Recently, the Mayor of Fuzhou (a Chinese-size medium city of 8 million inhabitants), with the Mayor of Pescara, the CEO of Proger, the President of Pescara Calcio and the President of the Chamber of Pescara met together to kick-off the Agreement for the construction of the Football city tailored for 800k people and with a project cost of 600 Million €.