



## **A SHARING ECONOMY IS THE KEY FOR OUR FUTURE AND A SUCCESSFUL MODEL SINCE TODAY**

**by Irene Pivetti**

Authorities, members, dear friends,  
as a honorary President of WGDO I would like to express you all of my gratitude for joining this summit so many of you, and so motivated, I do thank you from the deep of my heart.

We are now in the very center of the European Union, the venue where all the decision making process is held, and so a highly symbolic place to magnify the mission of WGDO, that is to encourage and facilitate the adoption of a sustainable development model worldwide.

In this second day of WGDO 2016 Summit, after the greetings and wishes of the opening ceremony yesterday, I would like to describe in a few slides how I lead my Italy-China Association, and the related Italy-China Development Foundation, to enhance culture and social exchanges between Italy and China, and to produce profitable business deals between companies of the two countries, always pursuing an environmental-friendly, and

social-friendly, action mode. Only this way our business model is really win-win.

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Everybody knows how creative and innovative Italians are, not just in the field of fashion or luxury goods, but also in industrial machineries, as well as social structures building.

Alas, this good quality has also a bad side: we are normally so proud of being unique, that we may forget how important it is to act as a team, in order to bring stronger and more durable results as a fruit of our work

So, the TEAM. Let's focus our attention upon this very simple but essential element of any successful deal. As you know, my activity is entirely dedicated to develop industrial, commercial and cultural projects between Italy and China, and I tell you that throughout many years of experience what really decides how a complex international business will end is exactly the quality of the team. Acting as a team, thinking as a team, feeling as a team educates the companies that SHARING is the first step of a real progress, and an effective development. Sharing opportunities, sharing resources, sharing solutions and best practices.

This is the real meaning of a SHARING ECONOMY, something rooted in our everyday choices and behaviors, far before a matter of economic theory, plans and algorithms.

This is step one

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Step two.

As I just said, I require that all the companies asking me to join my projects accept a SHARING point of view about business development. At this point, they suddenly perceive that sharing is not dividing but multiplying, not subtracting but adding, not diminishing but enhancing energies, effectiveness, power in general, in respect to what each one might have done by himself.

So, point 2 is that SHARING MAKES YOU BIGGER.

I want to explain this very important concept by mean of two examples.

Creating a Joint Venture between a Chinese corporation and an Italian (or European) small or medium size company, normally it is nearly impossible because of a mismatch in size, as China partner looks like a powerful but bulky giant in front of an agile but vulnerable dwarf. Now, sharing this opportunity with other small or medium size companies an enables two or three of them to establish for instance a new factory in a Chinese city. Thus generating a new deal that none of them could ever get by themselves. The Italian partners bring their added value in terms of innovation, patents, new operating models, while the Chinese partner provides the structure, and the grip to the market.

An operating model like this is exactly what we are having, for instance, in building the Food Industrial Park of Yangzhou, Jansu province, according to a specific commitment of the City Government. The local government has an area to develop, we ask them to help

us matching local industrial partners, and we provide Italian and European partners. The investment is fifty fifty, such as the revenues, but there is a plus which is the development goal that is attained.

The second example goes even further. Once a group of companies share a common project, and a partner, they start being considered as a whole also from the credit and bank system: they can acquire and provide common guaranties, based upon shared assets, and if not raising their individual rating at least obtaining an access to more comprehensive financial support at an affordable rate.

Specifically, working upon this aspect of project funding is a main task of Sino-Italia Development Foundation which I have the honor to chair.

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Third step

A consequence of ACTING AS A TEAM = SHARING and SHARING = GETTING BIGGER AND STRONGER is the LOWERING OF COSTS. In effect, to work upon bigger projects allows SCALE ECONOMIES both in funding, power supply, natural resources.

In order to maximize this aspect, I have asked some relevant Italian institutions to endorse our industrial projects, and to help us in designing the industrial process itself. In particular, I am proud to say that ENEA, the Italian State Agency for Energy and Environment is supporting our ingenieurs and opening to us the entire industrial research network of Italy, up to the most advanced scientific and technic resources.

This means that through ENEA connections we can afford the ultimate technologies, or models, to be applied to our industrial settlements

To say it in a word, SHARING MAKES YOU MORE ATTRACTIVE. MORE SEXY let's say!

A consequence of this engagement of the prestigious ENEA is that the bigger Italian power company, ENEL, is considering to develop for our industrial projects a power smart grid of the same nature of that used for Milan World Expo last year. This will bring our industrial plants to have a far more efficient use of power supply, producing it out of renewable sources (from solar panels to geothermal, etc) distributing in several sub stations the power request, and satisfying the demand with a significant saving of money and energy itself.

Here it is important to remember here that ENEL has been named worldwide one of the greenest power companies in the world.

So, if SHARING MAKES US BIGGER, AND MORE ATTRACTIVE, it makes us also SMARTER.

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Fourth and last hint for this short speech

While sharing a project, the member companies are obliged not only to stay at a close contact to each other, but also TO ADOPT SOLUTIONS FIT FOR ANY OF THEM, in front of common problems. As a consequence, the member companies of a project develop a positive attitude to adopt SOLUTIONS CREATED NOT NECESSARILY INSIDE THE

COMPANY, BUT INSIDE THE GROUP. This generates two favorable effects.

The first effect of sharing solutions is that all the companies normally adopt the fittest solution among all those conceived inside the group: the fittest is considered the best, and they share best practices, or develop new ones, so improving dramatically their efficiency and quality performance. They find themselves one step beyond isolated companies.

The second effect is that getting used to share solutions requires converging towards each other, so that the member companies develop a positive attitude to seeing things from another's point of view. They become more flexible, less stuck to their habits, and more open to innovation in itself.

The combination of the two positive attitudes brings innovative solutions to a much wider audience of companies, so enhancing a fastest progress for society as a whole. And this is a good consequence in itself too.

Just a last example to illustrate this double point.

In Lanxi, Zhejiang province, we are bringing a certain textile company of Italy, from Salento region, to merge with the biggest Chinese exporter of blue jeans: the Italian partner has industrialized a process based upon infrared frequencies, which provides the fabric several important virtues. The revolutionary process has been developed inside a small local University of northern Italy. We will support the merging implementing the entire value chain with all the needed complementary partners.

Now we expect that this matching not only offers the Chinese partner a chance to enter high-end jeans market, but also the opportunity to change the standard of blue jeans production forever, in China and outside China, bringing a dramatically innovative standard worldwide thanks to the size, and thus big influence, of the Chinese company upon the worldwide market.

In other words, sharing makes you readier to get to the future. Even better: SHARING BRINGS THE FUTURE CLOSER.

At a lower cost and a higher efficiency, we may add, not just for yourself or for your partners and friends, but for all.

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## CONCLUSIONS

A real conclusion of these few words should only be: let's start working! But today, in such a honorable venue, and in front of such a challenging audience, I just would like to remember a saying, accredited as a Chinese saying (but I am not so sure it is really Chinese). It says: "In the world what is lacking is not wealth, but sharing". Or, to recall the motto which was on the wall of the Expo pavilion where last year we held our WGDO Award Ceremony: FUTURE IS SHARING.