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Carlo Corcione

**The Role of Logistics in Boosting
the Italian Agribusiness**

China's Belt and Road Initiative Scenario

Foreword by

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*Leadership and learning are
indispensable to each other.*

JOHN F. KENNEDY

*Understanding China is not only
impossible but also pointless.*

ENNIO FLAIANO

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Foreword

by FABIO CARLUCCI*

The economic systems can be defined as entities devoted to the continuous research of commercial opportunities; which are innovative products and services as well as new markets.

Since the end of the twentieth century and the beginning of the twenty-first, there has been an exponential growth in relations between the various countries of the world made possible by the creation of transport networks that have facilitated the exchange of goods and the movement of people.

This includes infrastructure and transport networks planning programs which, with a view to global connection, aim to amplify the potential of production sectors on a global scale, favoring the match between supply and demand.

Since the physical distance between production and consumption represents a constraint on the extension of market areas, the efficiency of the transport system is a determining factor for economic activities.

Not surprisingly, throughout the second half of the nineteenth century the expansion of the world market was in line with the opening of new transport routes: the great transcontinental lines in the United States and Canada and the Trans-Siberian line, to mention the most famous.

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The integration between the different geo-political areas of the world is manifested not only with a marked division of labor on an international scale, but also with a more intense connectivity of transport networks, a phenomenon that characterizes the last years of the twentieth century. And it is in relation to the integration processes that the importance of the new Silk Road (Belt and Road Initiative) must be seen.

The Chinese project which aims to create a connectivity platform between China, the European Union and Africa, reveals significant potential in the specific agribusiness sector.

The book of Dr Corcione is well placed in this context, which aims at an in-depth analysis, from a perspective, of the new commercial opportunities that the Belt and Road Initiative will be able to offer to the Italian agribusiness sector.

In this regard, it is hardly necessary to recall that the agribusiness in Italy shows clear signs of weakness in terms of competitiveness on international markets. Analyzing the characteristics of the sector, organizational deficits clearly emerge which concern, in particular, the distribution phase.

The peculiarities of the agribusiness sector in terms of high perishability and high seasonality of production, the difficulties inherent in the storage phase, as well as the increasingly pressing need for traceability of the finished product, require a massive effort in terms of logistical reorganization.

And it is for this reason that the Belt and Road Initiative is undoubtedly an opportunity not to be missed for the entire Italian agribusiness sector. With a view to repositioning on the global market, the Chinese project could constitute a decisive turning point for a recovery of efficiency and competitiveness of the Italian agribusiness, and this thanks to the competitive lever of logistics as a substantial element for the reorganization of the phases, upstream and downstream of production. For instance strategies such as the development of large-scale distribution (GDO), the seasonal rebalancing of fruit and vegetable produc-

tion and the creation of logistic chains for the temperature-controlled transport of perishable products.

Therefore, the agribusiness sector, as shown in the book by Dr Corcione, constitutes one of the sectors of the Italian economy that will be able to benefit from significant advantages, including structural ones, if the opportunities offered by the Belt and Road Initiative are adequately exploited.