



## AN EXTRAORDINARY OPPORTUNITY

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China keeps on growing at a high speed.

India follows the same way.

It is easy to foresee that sooner or later all the international balances will be upset and the Asiatic goods, not only those from the poorer countries, will invade the worldwide markets. For the Asiatic giants it is an unavoidable choice in order to avoid dangerous phenomena of economic deflation. Borrowing an easy

metaphor: a full river.

Just for a while we are able to stop this river using our hands or attempt to sail it.

Somebody is still charmed by the upper phalanxes and press for transit duties or ask fundings for competing companies of similar Asiatic manufacturing.

Others are some new Cassandra but in fact they do nothing in order to stem the phenomenon.

But the solution is not complicated.

Thanks to the globalization only those will be able to take possession of the market larger slices will succeed in producing and selling at a lower prices and Italy of course will not be able to compete.

Even on a technology side (except for those activities that require long testing methods, started by years and particular experiences) is possible to compete with the Chinese Giant: every year crowds of Chinese engineers take a degree and are placed on the job market...

Italy instead could be a very important partner for these future leaders of the international economy bringing onto the market only its typical and inimitable products that are famous in the world.

Undoubtedly Italy is the most beautiful country in the world: everybody on this Planet would visit it.

Italy produces wines, hams, cheeses, salami, oils and so on: all these products are unique for their variety, quality and tastiness.

Italian Style is a true legend about cars, motorcycles and way of life: who has never desired a Ferrari or a Ducati or a designer dress Armani?

The Italian naval shipbuilding industry is a myth.

In the aerospace field we reached skills and products perhaps much advanced than those conceived by NASA...

In the field of environmental depollution we register the cream of experts and technologies.

And we can continue again and again...

We can and we have to offer all that is necessary in order to create the right energies collaborating with the Chinese industry and with whom is going to appear in the international and economic background without losing the opportunity that the great markets opening offer to us.

It's in our interest to do it.