



# The future of the Mediterranean blue economy

**Umberto Masucci**

*President , Propeller Clubs of Italy*

*Vice President, Italian Maritime Cluster*

*Member of ENMC – European Network of Maritime Clusters*

Naples, November 29<sup>th</sup> 2017



# The European Blue Economy

European Network of Maritime Clusters  
[www.european-network-of-maritime-clusters.eu](http://www.european-network-of-maritime-clusters.eu)



**Allemagne :**  
Bundesministerium für Wirtschaft und Technologie  
[www.bmw.ti.de](http://www.bmw.ti.de)

**Bulgarie :**  
Marine Cluster Bulgaria  
[www.marinecluster.com](http://www.marinecluster.com)

**Danemark :**  
Maritime Development Center of Europe  
[www.maritimecenter.dk](http://www.maritimecenter.dk)

**Espagne :**  
Cluster Marítimo Español  
[www.clustermaritimo.es](http://www.clustermaritimo.es)

**Finlande :**  
Aker Arctic  
[www.akerarctic.fi](http://www.akerarctic.fi)

**Grèce (Observateur) :**  
Institute for Development & Evolution  
[www.otenet.gr](http://www.otenet.gr)

**France :**  
Cluster Maritime Français  
[www.cluster-maritime.fr](http://www.cluster-maritime.fr)

**Italie :**  
Federazione del Mare  
[www.federazioneadmare.it](http://www.federazioneadmare.it)

**Luxembourg :**  
Cluster Maritime Luxembourgeois  
[www.cluster-maritime.lu](http://www.cluster-maritime.lu)

**Norvège :**  
Maritim Forum  
[www.maritimt-forum.no](http://www.maritimt-forum.no)

**Pays-Bas :**  
Dutch Maritime Network  
[www.dutch-maritime-network.nl](http://www.dutch-maritime-network.nl)

**Pologne :**  
Polish Maritime Network Institute  
[www.gdansk.lw.gov.pl](http://www.gdansk.lw.gov.pl)

**Royaume-Uni :**  
Sea Vision U.K.  
[www.british-shipping.org](http://www.british-shipping.org)

**Suède :**  
Maritime Forum  
[www.sai.se](http://www.sai.se)

- **340 billions euro**
  - **1,2 millions employées**
- (without Coastal Tourism)*



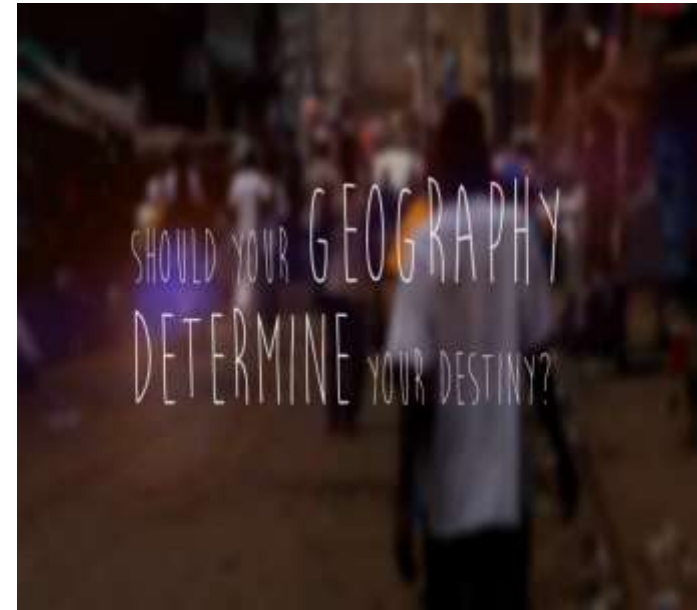
## The European Maritime Cluster

*'Geography is your destiny'*

Europe as a **peninsula** of Eurasia

Maritime activities are of strategic importance: **historical, social and economic**

**Sea towns and islands** have positively marked all European countries and would not be conceivable without a **strong presence of maritime activities.**





## The Italian Maritime Cluster



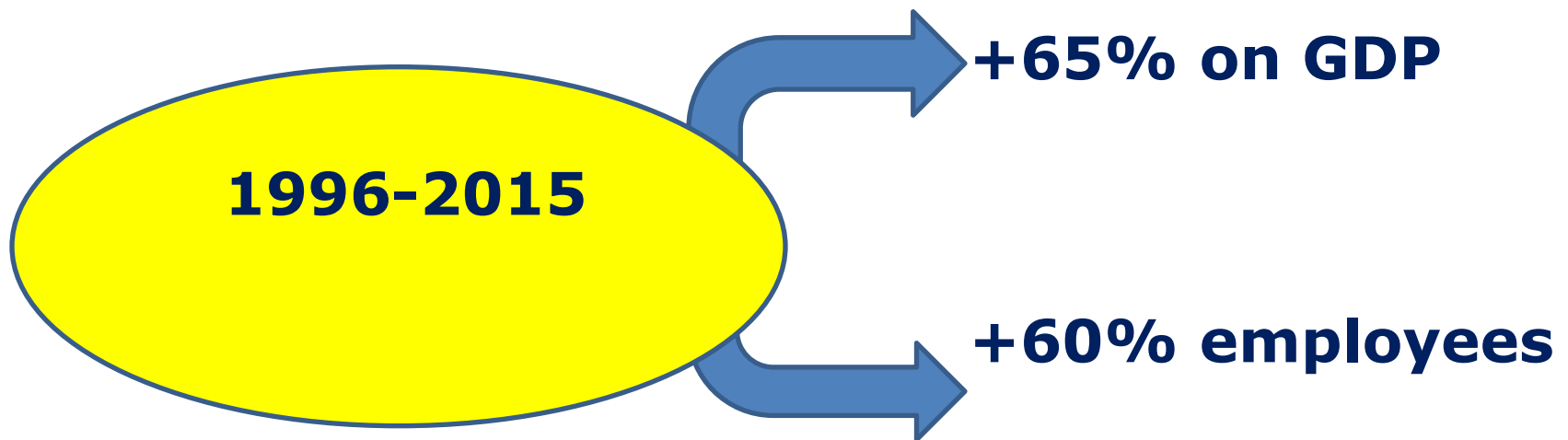
- **32.6 billion** euros (2 % of Italian GDP)
- **471 000** employees (2 % of Italian employees)





# Italian Maritime Economy

## A continuous growth in the last 20 years





# The Italian Maritime Cluster

## ***European Leadership***

- Ships and luxury yacht building, **1st place**
- Cruising passengers, 6,2 millions **1st place**
- Cabotage passenger 40 millions in transit in Italy, **1st place**
- *Import-export* (first place for many years) **3rd place**

## ***Worldwide leadership***

- N. 1 in Ro-Ro (5 million tons / 250 ships)
- N. 3 among G20 Fleets (almost 17 million tons)
- N.1 in Cruise Shipbuilding (Fincantieri)
- N. 2 in Luxury Yachtbuilding (Azimut-Benetti)



# The Italian Maritime Heritage (with a focus on Oil and Gas)

**8000 km** of coastline

**80% of oil import  
and 42% of gas is  
travelling by sea**





## Mediterranean Economic Value

Only **1%** of the global ocean area but **19%** of the global shipping traffic and **30%** of the global oil traffic

**65%** of energy resources towards Europe

+ **120%** of good carried by sea (2015 versus 2002)



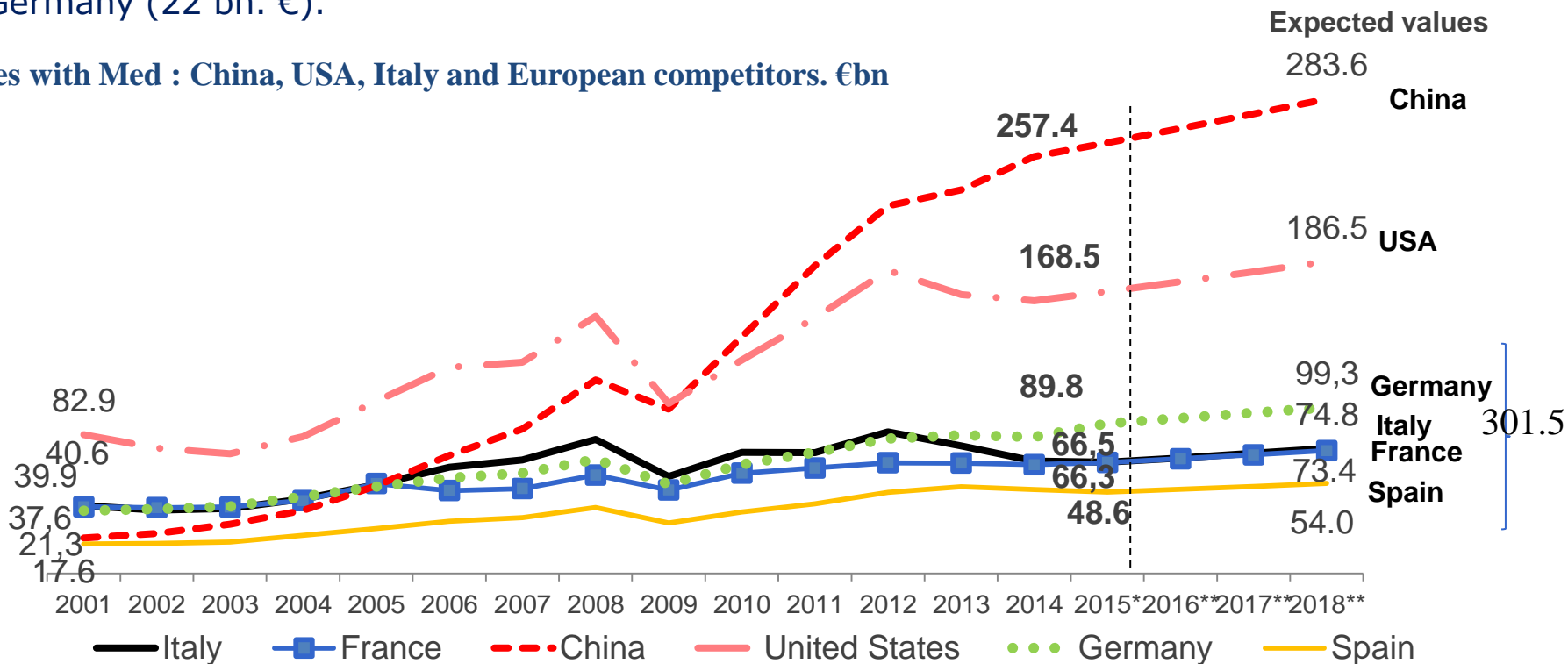




# Mediterranean plays an increasingly central role

- Trade between Italy and the Mediterranean have touched in 2015 66.5 billion Euro (+ 64% on 2001). It is estimated that in 2018 it will reach 74.8 billion Euro.
- The greatest part of the traffic of Italy vs. Med moves by sea (76.2%). In the 1st half of 2016 Italy with 23 billion Euro is the first for import-export trade by sea with the Med, ahead of Germany (22 bn. €).

Trades with Med : China, USA, Italy and European competitors. €bn



Source : SRM on Eurostat and UNCTAD datas



# The World demographic development

	2015	2050
Europe	0,7*	0,6*
Asia	4,3*	5,2*
Africa	1,0*	1,8*

\*billion people





# China and Africa Maritime Transit Time

Shanghai – Naples:  
21 days

Tunis – Naples:  
15 hours





# **The relationship between port, city and territory**

## **Case Study : Molo San Vincenzo of Naples**

### **Maritime Strategy for the Development of Seaside Cities**

Cooperation, Synergies and Integrating Research with  
Policy Making in San Vincenzo Pier Collaborative Regeneration Project



The INTERNATIONAL  
PROPELLER CLUBS



Massimo Clemente & Eleonora Giovane di Girasole





Massimo Clemente & Eleonora Giovane di Girasole

- **Metropolitan vision, stakeholder action and community involvement** in regeneration of seaside cities.
- Innovative strategies from **New York City** for the Gulf of Naples.
- From strategies to the tactics in the **collaborative approach** to **urban planning** and design in urban coastal areas.
- Research, training and experimentation in the **case study** of the **metropolitan coast of Naples**.
- Images and perceptions of **San Vincenzo Pier**.



Molo San Vincenzo and Santa Lucia

Port Authority

Navy Command



**NOW**





## Pier San Vincenzo

Gruppo «Molo San  
Vincenzo»  
Stefania Carnevale,  
Guido De Martino,  
Ilda Manzo, Fabrizia  
Merolla, Francesca  
Miceli, Raffaella  
Napolano, Francesco  
Vellotti, Gianluca  
Vosa



A CURA DI

irat 

Consiglio Nazionale delle Ricerche  
Istituto di Ricerche sulle Attività Torziane



# TOMORROW



TUTORIAL: Arch. Antonia Angelone, Dott.ssa Maria Florencia Gonzalez Leone, Dott. Lucio Todisco.

PARTICIPANTS: Giulio Capezzuto, Andrea Cerasuolo, Giuseppe d'Agostino, Francesca De Gregorio, Benedetta Ettore, Eleonora Guglielmini, Geraldine Holland, Xiaohu Houang, Rui Li, Emilia Maiella, Vincenza Gabriella Pellegrino, Francesca Pisano, Dinxi Wang.



The INTERNATIONAL  
PROPELLER CLUBS

TOMORROW





- **Friends of Molo San Vincenzo  
FMSV**
- IRISS CNR
- Communitypsychologylab
- Aniai
- International Propeller Club Port of  
Naples

