



PRESS RELEASE

Football City Program: Proger, Pescara Chamber of Commerce and Pescara Calcio from Italy to China along the Silk Road

29 April 2017 – The realization in China, in the province of Fujian, of an innovative project with great business appeal where the Italian skills and know-how answer the purpose of the Chinese demand to favour the entry of the **Made in Italy football culture**, in one of the most important and complex markets of the world.

This is the objective of the **Football City Program**, a new “**concept**” conceived by **Proger** which aims at gathering, along with **football**, the best Italian offer in the **fashion** and **food** industries, as well as **design, culture, trade** and **services**.

All set within the frame of a new “urban centre” designed following the best Italian tradition so that it can be repeated – at least in its essential features – in different cities; a “pole” able to stimulate new entrepreneurial synergies between the two countries and create business occasions for various companies able to represent, in an organic and integrated way, the best Italian quality and excellencies in those areas which interest the most the Chinese market.

Proger s.p.a., Engineering & Management Company, leader at international level, is the driver of this ambitious and complex project which requires knowledge, experience, culture, tradition, vision and management skills. A project conceived with the **Pescara Chamber of Commerce** and **Pescara Calcio**, for the territory and with the territory, thanks to the agreements signed with **Chinese partners and institutions**.

“This project is in line with the 30-year strategic plan announced by the Chinese government, which aims at transforming a country into a football power, as football has been increasing exponentially in the past few years”, stated Umberto Sgambati, Proger’s Chief Executive Officer. *“At the same time, the Football City Program is perfectly in line with the impressive OBOR Program (One Belt, One Road) through which the Chinese government wishes to strengthen and define the business bonds between those territories connected by the Silk Road, the famous route which has been connecting Italy and China for about 8 centuries”.*

“Our support to the Football City project”, affirms **Daniele Becci**, president of the Pescara Chamber of Commerce, *is realized also through the activities of the Foreign Centre of the Abruzzo Chambers of Commerce, since it provides services to promote the companies of our Region at international level. The mission in China, continues Becci, has given us the possibility to bring sixteen of our Excellencies to the “China Maritime Silk Road International Brand Exposition”. A real success for our productions which has been confirmed by the visit Ni Yuefeng, the Secretary of the Communist Party of the province of Fujian and of the city of Fuzhou, has planned from 28 to 30 June in Pescara.* In particular, the fair was attended by 8 companies of the wine industry (Cantina Tollo, Cà d’Abruzzo, Cantina Colle Moro, Citra Vini, Azienda Agricola Valle Martello, Azienda Agricola Ciavolich, Podere Castorani, Cantina di Ortona per il Vino) and 7 companies of the fashion industry (Studio luminari – ties, Ripani – leather bags and accessories, Iride – fashion design, Arcoaiò – fabrics for furniture, UED – High Professional training, Rete ITS – Integrated Textile Services, C&C + C – leather bags and accessories, Hisgn – firm designing exhibitions and trade fairs, Pantofola d’oro – sports shoes).

Daniele Sebastiani, president of the team states, *“As Pescara Calcio we aim at involving also other important Italian Football clubs and, thanks to the sponsorship of the Italian Football Federation, we are ready, through the development of the Football City Program, to begin a profitable cooperation activity with the football clubs of the Fujian. This collaboration will start next month. Our ambition is to bring the culture and organization of the Made in Italy football in China, where our football is already famous and well represented by protagonists like Marcello Lippi (coach of the Chinese national team), to favour the growth of a great football Made in China and to contribute to the creation of suitable conditions to bring to Italy investors and industrial partners interested in our football”.*

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