



Geo-economic changes and emergent players in maritime economy and logistics: impact on SMEs strategies

22nd of February 2017

From 1 p.m. to 2 p.m. CET

Mr. Massimo Deandreis

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For import and export activities, companies are increasingly using the maritime mode that now accounts for almost 70% of worldwide trade. In this scenario, strategic planning and logistic choices of SMEs need to be based on an accurate consideration of geo-economic changes and emergent players in the shipping industry and maritime logistics. How to deal with China's major presence in the Mediterranean and in the transport sector? What kind of impact is expected from the new Suez Canal on cost/time transportation? How could technology and the new competitiveness among Ports improve logistic performances? Significance and implications of these *phenomena* for SMEs will be presented and discussed during the webinar.

Massimo DEANDREIS



Massimo, 49 years old, graduated in International Economic Law at the University of Turin in 1991, he earned a second degree in International and Diplomatic History in 1994. From 1995 to 2000 he lived in Brussels, where he served as Head of the Italian Chamber of Commerce delegation to the European Union. In 2001 he was appointed General Manager of the Piedmont Regional Chamber of Commerce in Turin, a position he held until October 2008. Since November 2008 he has worked for Intesa Sanpaolo Banking Group where he served as Head of Cabinet of the President of the Bank; subsequently he was appointed General Manager of SRM, the position he currently holds.

Massimo is currently contract professor of Business Management at the Department of Economics of the Turin University and he has recently been appointed President of the Italian Society of Business Economists.