

## INNOVATION COMPETITION POLICY AND REGULATION IN THE FOOD SUPPLY CHAIN

Roundtable Discussion. The impact of e-commerce on the food supply chain and the challenges for public policy

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Firenze 20 settembre 2019

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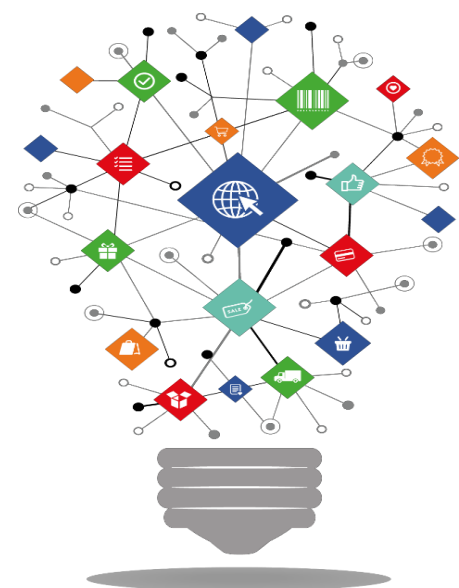
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## Food digital commerce is a great opportunity for Italian food companies and supply chain

- The Italian quality products are finding great development opportunities, in particular thanks to the food digital export
- Food & Grocery is the next big wave in digital commerce together with health & pharma
- Food & Grocery e-commerce in Italy is only 1,5% market share (vs 8% of most developed digital market) but fast growing (+35% in Italy vs +16% of total e-commerce in 2019)
- Italian Digital Export is already 6,4% of total Italian export, growing by +23%. Food is the second category (15% of total digital export), after fashion
- Italian total e-commerce trade balance is negative (export 4,3 vs import 7,3 md€). Food digital export could better improve e-commerce trade balance
- Digital commerce will help Italian quality products thanks to quick accessibility to a global market, and thanks to digital food customer experience that enhances food contents, quality, authenticity

## Food e-commerce and the challenges for public policy

- Regulatory simplification for food digital export
  - simplification and homogenization of customs systems
  - simplification and homogenization of tax systems
  - simplification and homogenization of transportation and logistic systems
- This policy challenge is a great opportunity for Italian and EU food industry, especially for new fast developing market
- Regulatory for food & grocery delivery and packaging
  - packaging normative clarity and homogenization at Italian and EU level
  - programs for the environmental sustainability of e-commerce packaging and food delivery
  - A new City Logistics, especially in metropolitan area (infrastructure, regulations and IoT technologies)
- This policy challenge is a must for environmental sustainability. For example, today more than 50,000 e-commerce shipments enter the Milan area per day. The food & grocery will help to increase these volumes by 2/3 times in the coming years.
- Regulatory, platform and programs for a EU level Food Blockchain
  - for traceability, counterfeiting, health protection, data protection
  - for accessibility of SME food companies
- This policy challenge is a must for the key role that Blockchain can take in the next years in food markets. There are also many issues of public interest involved in food Blockchain (traceability, counterfeiting, health protection, data protection,...)
- Developing successful Food Blockchain could also be a new competitive factor for dominant players in the market



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## CHI SIAMO

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Nato nel 2005, riunisce oltre 300 aziende composte da società internazionali e piccole medie realtà di eccellenza. Netcomm promuove lo sviluppo del commercio elettronico e dell'evoluzione digitale delle aziende, generando valore per l'intero sistema economico italiano e per i consumatori.



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