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Paolo Avarello

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*edited by Manuela Ricci
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Planning as a problem

Verona, Consorzio Zai*Flavio Zuliani*

The *Consorzio Zai* is a public economic body that promotes the economic development of Verona.

Four areas come under its jurisdiction: the original industrial area *Zai Storica*, the second industrial area *Zai Due-Bassona*, the *Interporto Quadrante Europa* area and the *Marangona* technological innovation area, to a total 10 million square meters hosting approximately 1,500 companies and 45,000 employees.

In particular, the *Quadrante Europa* is an organic and integrated intermodal and logistics system that could be defined as a 'Logistics Park', and which operates in this sector with the functions and objectives of a proper port authority, guaranteeing all the operators working within the freight village area equal opportunities and access to such infrastructures as logistic platforms, offices and rail terminals. Intermodality and logistics have become two top-class functions of the *Quadrante Europa* since its links with ports, airports (Valerio Catullo airport) and the main road networks allows it to connect up to a national and international logistics network that favours the exchange of goods between the different types of transportation.

The Masterplan project drafted for the area is the answer in terms of function and spatial organisation to this central role that the area will play over the next few decades both for the metropolitan system of the Po valley and of central Europe.

The Consorzio intends to introduce concrete investment opportunities through two projects: an area dedicated to logistics and one dedicated to the setting up of high tech companies.