

Commercial Cluster Integration Initiative: To Develop International Diplomatic Commercial Relation Between Latin America “CELAC” and China

By

S. Rick Fernandez

Center for Innovation and Knowledge Management, School of Management,
Shanghai University, 99 Shangda Road, Shanghai 200444, China

Abstract

This study introduces a proposal of innovating CCII – Commercial Cluster Integration Initiative enterprise networking management. As an extension of Latin American enterprises at the Chinese potential market, it provides a scenario of countries integration with the aim of reducing multiple international value cost and delivery timing in the framework of Chinese SCM contributing to the issue innovation cluster networking initiative with the scope of developing the Chinese market chain. This study first provides an overview of the theoretical frameworks, in which the FTA – Free Trade Agreement impacts can be assessed. Then a new, but simpler, pragmatic approach is proposed for analyzing the use of CCII – Commercial Cluster Integration Initiative, namely a distinction between the arguments used by CCII – Commercial Cluster Integration Initiative experts and the expectations of potential “market”. The study concludes that major efforts are needed to operationalize the existing theoretical frameworks to assist actual impact assessment projects, thus making impact assessment a widely used practice. In doing so, the CCII – Commercial Cluster Integration Initiative community will be in a position to analyze the differences between the promised, expected and actual impacts. That would improve the design of CCII – Commercial Cluster Integration Initiative projects, and contribute to a more appropriate and wider use of CCP – Commercial Cluster Platform.

Keywords: Commercial Clusters, NW – Network, CELAC, Platform, Project, SCM – Supply Chain Management, FTA – Free Trade Agreement