

HIGH TECHNOLOGY

Spring '97 Issue
A newsletter of the Italian Trade Commission

1997 ITALIAN ECONOMY

PASSWORD: TECHNOLOGY

The year 1996 closed with a positive commercial balance for Italy, encouraging the country to continue its strong tradition of using research in combination with sophisticated technologies to make the 'Italian Model' even more competitive and able to surpass the competition, as it has done in the past. Due to market fluctuations, an up-to-the-minute vision of the markets is vital in order to take advantage of opportunities without hesitation. The figures achieved by the export sector amply demonstrate that a strategy for intervention in combination with new technologies is a winning formula. From January to November 1996, Italian exports amounted to about \$30 billion CDN, with imports of about \$24 billion CDN, leaving a balance of about \$6 billion CDN. A surplus is registered in various sectors particularly in mechanics. In fact, Italian manufacturers are in third place after Japan and Germany for foreign sales of machine tools, surpassing Switzerland and reaching a quota of \$1.8 billion CDN with an increase of 22 % over the previous year.

By integrating technology with design, small-sized Italian firms are recording amazing foreign sales. American Machinist Magazine, a publication specializing in mechanics, puts Italy in third place thanks to a 1996 increase of 21.8%, reaching a quota of about \$1.8 billion CDN, \$226 million CDN more than Switzerland. But not only the machine tool sector is witnessing this renaissance in Italian export. With the courage and sense of adventure of a new Marco Polo, Italian entrepreneurs are rediscovering the wonders of travel to markets unknown to the Western world. One such example is air conditioner manufacturer **Olimpia Splendid Group**, which is selling air conditioners at fixed split in the Far East with a world patent and a revolutionary technological solution. At the same time, the **Italian Association of Machine Tool Manufacturers**, following a detailed study of market needs, is preparing to launch new robotics solutions in the United States. **Sinteco** a technologically advanced firm with plants in Italy and China (Shanghai) produces customized high-tech machines, that are not reproducible for other clients, and has created a line of automatic refrigerator thermostats. In Poland, **Amica**, the country's largest producer of refrigerators, uses a completely Italian production line from finishing to purification, and from transport to assembly. Robotics systems for the packaging of tiles are copied all over the world. **Electric 80** produces a laser guided cart which, upon receiving a signal goes to the end of the production line where robots pallet the products. The vehicle loads the pallet and transports it to another robot for wrapping in plastic material. With a new signal the cart transports the products to the warehouse, memorizing the position in order to retrieve and deliver them to the loading dock.

Science fiction? No, only technological innovation. Never satisfied, and driven by a fever for research and innovation, Italy continues to reinvent the concepts of globalization, competition and even technology. Partnerships consolidate, however, in order to wage war on low-priced products from China or Vietnam. **Valvoindustria** has revolutionized the technical production of valves, fully automating its plants in Piemonte instead of opening plants in developing countries. Today, VIR valves are ordered by Japan, Canada and the USA, among the biggest purchasers of such valves. High-tech strategies are adopted by **FEDERCHIMICA** (Chemical Federation) and **FEDERTESSILE** (Textile Federation), committees which are developing strategies geared to the free market beginning in 2005 (the low cost of manual labour of certain countries could eliminate several Italian industries). **Informest** is working on a project called "formation program for promoters of investments and industrial collaboration between countries using information procedures aiming to collaborate with Eastern Europe." Florence is aiming to become the biomedical industry capital of the world (see inside page), and in Rome the '**Research Consortium of Rome**' created an organization made up of small groups which interact with industrial enterprises to facilitate the flow of information. The mission of the Consortium is to develop and promote strategic and innovative technologies. As we can see, the strategies adopted by Italy are proactive. It is a nation that refuses to lag behind, and as we learned during the Renaissance, research, exploration and trade are recipes that are fail-safe.

IN THIS ISSUE

- 1997 ITALIAN ECONOMY
- THE HIGH TECHNOLOGY CENTRE
- CENTRE'S INITIATIVES
- INDUSTRY ANNOUNCEMENTS
- BUSINESS OPPORTUNITIES: OFFERS AND REQUESTS FOR JOINT VENTURES, INDUSTRIAL, TECHNICAL AND MARKETING COOPERATION
- FAIRS, CONFERENCES & SHOWS



THE ITALIAN HIGH TECHNOLOGY CENTRE

ABOUT THE HIGH TECHNOLOGY CENTRE

The High Technology Centre is an operating unit of the Italian Trade Commission at its Toronto office. It offers specialized services to foster industrial collaboration and technology transfer between Italian and Canadian firms. This initiative is meant to add to the variety of services already offered by the Trade Commission to interested, qualified Canadian and Italian companies, by more specifically focusing on the requirements and needs of firms operating in the area of high technology.

Canada and Italy are major developers and purchasers of high technology products and services and real opportunities exist for synergism and cooperation, to take better advantage of their respective - often complementary - highly developed, knowledge-based resources. The exchange of information on advanced technologies is one way that the High Technology Centre will assist Canadian and Italian companies. The periodical publication of this newsletter is one of the initiatives undertaken to help in this process.

OTHER INITIATIVES INCLUDE:

- The organization of thematic seminars and workshops
- The organization of trade missions and trade show participation in both Italy and Canada
- Establishing and maintaining relations with the technology communities in both countries
- Identifying actual and potential market opportunities for new technologies
- Providing resources and assistance to interested Canadian and Italian companies
- Disseminating information on technological and marketing developments in Canada and Italy

Information from the Centre's data banks is available to all qualified Italian and Canadian companies.

MORE INFORMATION ON THE HIGH TECHNOLOGY CENTRE AND ITS SERVICES CAN BE OBTAINED FROM:

High Technology Centre
Italian Trade Commission
150 Bloor Street West, Suite 505
Toronto, Ontario, Canada M5S 2X9
Tel: (416) 968-1413 or (800) 261-6775
Fax: (416) 968-2971
website: www.italcomm.com email: ice@italcomm.com

Headquarters:
I.C.E. Ufficio Collaborazioni Industriali
via Liszt, 21
00144 Rome, Italy
Tel: +39 6 59921 Fax: +39 6 59647438



SEMINARS AND WORKSHOPS

I.C.E. LEADS OFFICIAL CANADIAN BUSINESS DELEGATION TO MILAN FOR PLAST '97



PLAST 97

The Italian Trade Commission (I.C.E.) has organized a mission of Canadian plastic machinery distributors and manufacturers to attend the eleventh edition of the International PLAST exhibition which will be held from Monday May 5 to Saturday May 10, 1997. The Canadian companies that will be part of the delegation visiting PLAST '97 – the second specialized plastic and rubber event in the world – are as follows:

- BMPS Inc., Concord, Ontario
- Future Design Inc., Brampton, Ontario
- Mold Pro Inc., Burlington, Ontario
- Production Machinery Services, Mississauga, Ontario
- Shadow Max, Uxbridge, Ontario
- Tech Sales, Richmond Hill, Ontario

GOOD RESULTS FOR ITALIAN PLASTICS AND RUBBER MACHINERY MANUFACTURERS

Production at \$4,500 million CDN, an increase in value of 15% over 1995; export sales rose to \$3,000 million CDN, up 26%; and a sectoral trade balance which increased 25% to approximately \$2,300 million CDN. This is the estimated picture for 1996 given by ASSOCOMPLAST, the national trade association for the Italian plastics and rubber machinery industry. After the first two quarters of last year showed sustained growth, the cyclical indicators of the sectors for the third quarter continued to show positive results (an increase of 13% over figures from January - September 1995).



CENTRE'S INITIATIVES

It should be noted that, injection moulding machines and extruders/extrusion plants in particular showed positive development. The relevant data for the first nine months of 1996, compared to the same period the previous year, revealed respective increases of 10 and 8 percentage points. Moreover, as surveyed by ASSOCOMAPLAST and according to general trends in the field, the slowdown of injection moulding machinery sales on the domestic market was balanced by strong growth in export. On the other hand, the decreased turnover for Italian extruders within the local market was overshadowed by the noticeable rise in sales abroad. Since additional production of local plastics and rubber machinery and moulds was devoted mainly to satisfying the increased demand of foreign customers, a firm rise in sectoral imports was recorded which ASSOCOMAPLAST estimates at around 30% more than 1995, reaching a total value of more than \$680 million CDN.

The strong growth of both trade flows, on the other hand, shows a substantially unchanged domestic market figure, that is to say about \$2,100 million CDN, nearly the same value recorded by the end of 1995.

Italian Plastics and Rubber Machinery & Moulds Industry (figures are expressed in million dollars CDN)

	1994	1995	1996 [estimate]
PRODUCTION	3,102	3,912	4,500
EXPORTS	2,071	2,376	3,000
IMPORTS	462	525	687
DOMESTIC MARKET	1,493	2,050	2,187

TRADE SHOWS AND EXHIBITIONS

Italian Companies to Attend Canadian Trade Shows

As part of its 1997 program of initiatives, the **Italian Trade Commission's High Technology Centre** has organized the participation of Italian companies at the following Canadian exhibition.

Toronto Environmental Tradeshow & Conference International Centre, Mississauga May 6 - 7, 1997

The following Italian companies will attend the Toronto Environmental Show:

RCM S.p.a.

Industrial cleaning machines for industrial and urban surfaces.
Via Tiraboschi 4
41041 Casinalbo (Modena), Italy
Tel: 59/511222 Fax: 59/510783

AMUT S.p.a.

Recycling systems.
Via Cameri 16
28100 Novara, Italy
Tel: 321/6641 Fax: 321/678006

Savino Barbera S.n.c.

Plastic-corrosion proof centrifugal pumps.
Via Torino 12 10032 Brandizzo (Torino)
Tel: 11/9139063 Fax: 11/9137313

SPECIAL ANNOUNCEMENTS

PARMALAT TAKES OVER DAIRY PROCESSOR BEATRICE

Late March, **Parmalat Finanziaria Spa** confirmed that it had taken over Beatrice Food of Brampton. Parmalat is the world's largest dairy company and the world's number one company in sales of ultra high-temperature milk. With 19,000 employees and milk plants in 20 countries, Parmalat also sells tomato-based products, bakery goods, yogurt, cream cheeses and vegetables sauces. The Beatrice acquisition raises Parmalat's sales to more than \$6 billion CDN.

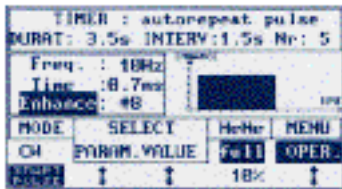
SMART LASER

A prominent example of the entrepreneurial effectiveness of the 'Italian model' can be found in Florence's flourishing high-tech biomedical industry. **Florence's Laser Centre for Medical Applications (CLAM)** is a leader in this field. The 'Centre', a division of the Consortium of Optronics and other research centres and cooperatives in Florence, has fostered an attractive environment for U.S. and other foreign investments. At the 'Centre', resources are being applied to develop laser systems and new medical protocols based on the use of Miniaturized Laser Sources, in particular, the Coherent Light Emitting Diodes (CLED's).

In the area of medical therapeutics, for example, CLED's are being applied to a number of photosurgeries and procedures, including interstitial photocoagulation of breast cancer with fibre-coupled CLEDs; endoscopic treatments of tumors with fibre-coupled CLEDs, as well as microsurgery and selective tissue welding. Applications also include a broad range of optical microsurgeries and oculo-plasty. CLED's are providing their benefits to a variety of photochemotherapies and phototherapies. Illustrative of these applications, laser phototherapy is being utilized in the treatment of neonatal jaundice, by the utilization of a fibre optic blanket containing blue-green LED excitation. Similarly, CLED's are being employed in specific medical diagnostic procedures, namely, Spectroscopy and Tomography.

ANNOUNCEMENTS & BUSINESS OPPORTUNITIES

Most exciting perhaps, is the centre's research into applications of laser assisted bio-technologies. Florence's commitment to research and to its business communities is evident in the number of high technology firm's headquarters that exist. It can also be seen through the activities of companies like **CUTLITE PENTA** that have brought a number of innovations in laser applications and techniques, proving how new laser technology can be used in the manufacturing of industrial machines and through firms like **INTECH** which have developed and produced its "HiCube" systems, a full-line Picture Archiving and Communications Systems (PACS) with Computer Aided Radiological Diagnosis (CARD) modules.



ADVANTAGE, also based in Florence has developed one of the most advanced systems of monitoring a surgical operating theatre. **ADVANTAGE**'s Operating Theatre Information System (OTIS) enables centralized data monitoring. OTIS can be connected to any existing device, including a monitor, ventilator, capnometer, pulse oximeter, blood-gas analyzer, electric syringe, irrespective of manufacturer or model. Within Italy, the Florence based company **ESAOTE** is the largest provider of electromedical systems and instrumentation. In the diagnostic ultrasound market (echography) **ESAOTE** is a leading company. The same can be said for the company **MATTIOLI ENGINEERING**, that recently introduced its line of 'PEPITA' laser systems, a controlled micro-demabrasion for facial peel, elimination of fine wrinkles, cutaneous aging, minor scar tissue, stretch marks and acne scars. In applying laser technology to the medical community, Florence based **DEKA Medical Electronics Laser Associated** has introduced a line of 'SmartLaser' machines which represent a significant evolution in European laser technologies. Prominent in the **DEKA** product line is the so-called 'SmartPanel', which succeeds in combining into a single blacklit LCD panel, the maximum information possible, together with an extreme user friendly system. The result is that the 'SmartPanel' is able to match the needs of both nurses and surgeons. Florence has emerged as an attractive regional centre for biomedical firms from around the globe. The competitive advantage afforded to investors and industrialists is among the finest in the world. *(From the High Technology Newsletter of the High Technology Center of the Italian Trade Commission - New York)*

ALENIA WILL FLY WITH THE SUPERJUMBO AIRBUS
Alenia-Finmeccanica will invest about \$1.2 billion CDN, about 10% of the total cost, in building a 600 passenger aircraft. The new Airbus will be financed by the private sector for a total of 40%, another 33% will come from government financing and the remaining 27% by Airbus itself. **Alenia** or a branch of this company is leading a business delegation called **ADA (Advanced Development Attractions)** to Singapore and Malaysia where the two nations will build Agarte Universe on the border, plus an Asian Disneyland that developers say will be the biggest recreational park in the world, five times the size of EuroDisney. ADA was an arms factory located in L' Aquila and owned by **Alenia**; it has been converted to the manufacturing of recreational parks attractions.

RIDE THE SKY WITH ZAMPERLA

Antonio Zamperla Spa based in Vicenza has been producing profitable, high-quality amusement rides for theme parks, carnivals etc for more than thirty years. Among the many successful projects world-wide that **Zamperla** has contributed to are: EuroDisney (France), Dazzeland (Australia), Asian Village (Singapore), Ocean Park (Hong Kong), Six Flags (USA).

Advanced technology and intelligent solutions play an essential role in the success of **Zamperla**; offering kiddie, family and major rides, **Zamperla** can customize all attractions. Flexibility in engineering design and ornamental theming provide customers with the option to create original attractions to best suit their location.



NEW ADDRESS FOR CMS NORTH AMERICA

The corporate offices of CMS North America are relocating to a new 30,000 sq. ft. facility located about five miles south of the present location. Telephone numbers for the new location are: **Parts:** 616/698 9967 or 800/992-9267; **Sales Administration:** 616/698-9970 or 800/225-5267; **Service:** 616/698-1101 or 800/778-2267. **The new address is:** 4095 Karona Court, Caledonia, Michigan 19396.

ANNOUNCEMENTS & BUSINESS OPPORTUNITIES

ITALIAN ECONOMY ON INTERNET

Interested in investing in Italy? Do you want to know how I.C.E. or our credit system works, or what Ilor is? You can find the answers directly in 'Sistema Italia' the complete guide to the Italian economic system created a few weeks ago and available on the Internet (<http://www.italia.informest.it>). The first edition in Italian and English from **Informest**, a Gorizia based firm, has been supported by the regions of Friuli Venezia Giulia, Veneto, Trentino-Alto Adige, by I.C.E. and by Unioncamere. It collects essential information in an organic and integrated way for those wanting to invest in Italy and in the North East of the country to whom a paragraph is dedicated. 'Sistema Italia' whose consultation is facilitated by the ability to search for documents by starting with key-words and by the fact that it is divided into 9 chapters: economic data, the Italian legislative system, customs and rules for import/export, relationship with international bodies, the banking system, relationship with the European community, communication and images, techniques and contracts in the international market, data banks, exhibitions, fairs and industrial partnerships.

Please be informed that this newsletter and other activities of the Italian Trade Commission can be accessed on our internet site at the following address: www.italcomm.com, or E-mail: ice@italcomm.com.

PIRELLI PROFIT UP 50% ON HIGHER VOLUMES

Pirelli SpA, the Italian tire and cable company, said net profit jumped 50% in 1996 as cost cuts and higher volumes outweighed a stronger lira. Net profit after minority items rose to about \$322 million CDN, 20 cents a share from about \$214 million CDN (about 14 cents a share) the previous year.

"The company keeps benefitting from lower costs, better products and better margins" said Nick Potter, an analyst at **Credito Italiano International**. Pirelli chairman Marco Tronchetti Provera said the company will offer to buy back up to about \$250 million CDN of its own shares "to give stability to the share price and minimize the effect of exchange rates."

SCM AND THE UNIVERSITY OF GEORGIA

An agreement has been signed between **SCM Group** and the Georgia Institute of Technology, partners for over 20 years, for a technical lab that will research and test American lumber. Georgia is the most important export market for the group based in Rimini, which employs about one hundred people at their plant in Atlanta with 200 dealers distributing machinery all over the United States. The strong tie between SCM Group and the Government of Georgia were further strengthened when a delegation visited Rimini where they received official recognition.

The Georgia Institute of Technology is considered one of the most prestigious universities in architecture and engineering in the USA. In the last decade the American lumber industry has seen technological development rates inferior to those of Italy and Germany and today must compete with a market characterized by very flexible production and with minimal standardization. The technical lab will be equipped with CNC work centres of the Group companies and will be used for practical demonstrations included in lumber technology courses that the University will offer starting from the second half of 1997. From the year 2002, the University will add a graduate course in the technology of lumber. The collaboration has already borne fruit: the Center for the Rehabilitation Technology which operates within the University has designed furniture for the disabled that will be realized with CNC.

BUSINESS COLLABORATION OFFERS & REQUESTS

Selm Snc is an Italian company that specializes in the manufacturing of steering wheels for automobiles. They are presently looking for agents or importers for their products in the Canadian market.

Selm Snc

Via D. Alighieri 27
44030 Serravalle (Fe)
Tel: 532/834002 Fax: 532/834692

Baltur Srl is an Italian company that specializes in burners and air conditioning units for residential and industrial use. They are ISO 9000 certified. **Baltur Srl** is presently looking for agents and importers.

Baltur Srl

Via Ferrarese 10
44042 Cento (Fe)
Tel: 51/902288 Fax: 51/902102



FAIRS, CONFERENCES & SHOWS IN ITALY

Following is a *sample listing only* of upcoming events in Italy. The High Technology Centre of the Italian Trade Commission can provide detailed listings tailored to your particular area of interest or activity.

If you are planning to participate, have any queries or need additional information on any of the following or other events, please contact the High Technology Centre at the Italian Trade Commission in Toronto.

Please note that the Italian Trade Commission is not responsible for any inconveniences that may result from the use of the information provided. We recommend that dates, locations and other specifics for the events listed be confirmed with the organizers prior to finalizing plans to attend.

TRANSPORTATION

AUTOPROMOTEC

May 21/25, 1997 - Bologna

International show of machinery, equipment, materials for sale and reconstruction of tires.

Contact: PROMOTEC S.r.l.

Via A.G. Ragazzi, 9 - 40011 Anzola Emilia

Tel: 051/733000 Fax: 051/733008

AUTOPROMOTEC '97 For more than 30 years the international exhibition of equipment and products for servicing various means of transportation has renewed its biennial invitation to all professionals in the motor vehicle repair field. Fields of interest include: systems, equipment and materials for motor vehicle repair centres, body repair shows, automobile electricians, tire specialists, service stations, vehicle washing facilities and specialized centres for servicing and repairing means of transportation as well as equipment, materials and products for selling, servicing and repairing tires, machinery, equipment, molds and materials for tire rethreading and machines and equipment for engine overhaul. Exhibitors from all over the world will be at AUTOPROMOTEC which has registered an attendance of 62,487 Italian visitors and 6,395 foreign visitors.

MARBLE MACHINES

International marble, machine and service fair.

May 21/25, 1997 - Carrara (MS)

International marble, machine and service fair.

Contact: Internaz. marmi e macchine Carrara S.P.A.

Viale G. Galilei, 133 - 54033 Carrara

Tel: 0585/787963 Fax: 0585/787602

EQUIPMENT, SERVICES, PRODUCTS FOR LAUNDRY, IRONING, CLEANING TEXTILES

EXPO DETERGO INTERNATIONAL

May 9/12, 1997 - Milano

Specialized international exhibition of equipment, services, products and accessories for laundry, ironing, cleaning of textiles and relevant items.

Contact: EXPODETERGO

Via Petitti, 16 - 20149 Milano

Tel: 02/324846 Fax: 02/33003819

OPTICS

MIDO

May 9/12, 1997 - Milano

International optics, optometry and ophthalmology exhibition.

Contact: EFOP - Ente fier. ottica e prevenzione

Via Petitti, 16 - 20149 Milano

Tel: 02/32673321 Fax: 02/33003819

ELECTRONICS

INTEL

May 22/26, 1997 - Milano

Electrical technological international exhibition.

Contact: Associazione INTEL

Via Algardi, 2 - 20148 Milano

Tel: 02/3264282 Fax: 02/3264212

INDUSTRIAL AND MECHANICAL HANDLING

MOVINT

June 4/7, 1997 - Milano

International industrial and mechanical handling exhibition.

Contact: EFA Via Soderini, 35 - Milano

Tel: 02/4239448 Fax: 02/427728

BAKERY AND PASTA EQUIPMENT

SIAB

May 17/21, 1997 - Verona

Italian exhibition for bakery and pastry equipment, bread-making, pastry making, confectionery and pizza.

Contact: CONSORZIO PROMOPAN

Piazza Bra, 10 - 37100 Verona

Tel: 045/8002978 Fax: 045/592942

CLEANING EQUIPMENT AND MACHINERY

PULIRE

June 3/6, 1997 - Verona

Cleaning exhibition: machines equipment and chemical products for industrial cleaning.

Contact: AFIDAMP

Via P.da Cannobio, 9 - 20122 Milano

Tel: 02/878724 Fax: 02/89010728

READER RESPONSE CARD

The High Technology Centre of the Italian Trade Commission would like to hear from you.

Let us know about your company and whether you already have business activities with Italy or would be interested in exploring business opportunities with Italian companies (through joint ventures or other forms of industrial/technical/marketing cooperation).

Do you have any announcements that involve or that would be of interest to Italian companies? Let us know.

Please, take a moment to fill out the form on the back and fax to 416-968-2971.



**ISTITUTO NAZIONALE PER IL COMMERCIO ESTERO
ITALIAN TRADE COMMISSION – TORONTO**
150 Bloor St. West, Suite 505 – Toronto, Ontario M5S 2X9
Tel: 416-968-1413 Fax: 416-968-2971

If you would like to receive/continue to receive this newsletter periodically, please fill out this questionnaire and fax it back to the Italian Trade Commission in Toronto.

Name _____
 Title _____
 Company/Organization _____
 Address _____
 City _____
 Province _____
 Postal Code _____
 Country _____
 Telephone _____
 Fax _____

1. Business Activity

- Base and semi-manufactured goods
- Construction & Engineering
- Consumer goods
- Energy equipment and services
- Financial institution
- Forestry
- Industrial equipment
- Information technology
- Transportation
- Aerospace
- Government
- Research centre/University
- Pharmaceutical/Chemical industry
- Telecommunication
- Instrumentation
- Other (please specify) _____

2. Total Sales Volume per Year

- Less than \$5 million
- \$5 million to \$25 million
- \$25 million to \$100 million
- Over \$100 million

3. Total Export Volume per Year

- Less than \$100,000
- \$100,000 to \$1 million
- \$1 million to \$5 million
- Over \$5 million

4. Approximate Number of Employees

- Fewer than 50
- 50 to 100
- 100 to 500
- More than 500