

HIGH TECHNOLOGY

Summer '97 Issue
A newsletter of the Italian Trade Commission

1997 ITALIAN ECONOMY

Italy Foreign Trade in 1996 and in the First Months of 1997

Figures from ISTAT (National Institute of Statistic) show that national economic trends in the fourth quarter of 1996 indicate a growth rate in the Gross Domestic Product of about 1%. In the first quarter of 1997, there was a slight decrease in domestic activity in comparison to figures from the last quarter of 1996, while exports reflected an increase of 3.4%. The 1.8% inflation rate confirms a positive trend; the cost of money is progressively declining and production costs have not changed since last year. According to forecasts of several research centres, the increase of export and the decrease of import show a trend that could, by the end of 1997, reach a trade surplus of 100,000 billion liras or \$77 billion CDN.

Among the Industrialized Countries Only Italy, Spain and the United States

Increase Their Share in the World Market

In 1996 Italy and Spain were the only countries of the European Union who were able to improve their position in the world market with Italy increasing its quota to 4.4% from 4.2%. Besides France and Great Britain, whose quotas did not vary, the other European countries have at times, showed heavy losses. Japan lost ground while the United States showed a strong recovery.

Italy's Trade Balance Improves in All Geographic Areas

The increase in Italy's 1996 trade surplus is due mainly to results achieved in all the most important economic areas. Sales figures in 1996, reflected an increase in the Eastern European countries, primarily in Russia (+22.7%); in the developing countries and in the United States.

Exports from Italian Regions

In the same year, regional export figures showed an increase in certain regions, particularly in **Veneto, Liguria and Emilia Romagna, Tuscany, Lazio and Campania**. The **Lazio** region (in the centre of Italy) registered a strong growth in export to Africa (+72.9%), while **Lombardy** increased its quota in the North American market.

Export from the North-East region of Italy (**Veneto, Friuli**) looked strong, notably in the **Veneto** region which had a significant presence in the Middle-East and in South America in the transportation, agricultural, mechanical and chemical sectors. **Campania** and **Puglia** (south of Italy) focussed their presence in the European countries, in the emerging countries and in the Far East. But it is the **Lazio** region that leads with strong exports due to a few key products, transportation, mechanics and chemistry, followed by **Tuscany** which mainly exports food products, clothing and shoes.

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 focussing 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 co-operation, 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 W., Suite 505,
Toronto, Ontario, Canada M5S 2X9
Tel: (416) 968-1413 Fax: (416) 968-2971
website: www.italcomm.com email: ice@italcomm.com



Montreal Office:
Délégation Commerciale d'Italie
1501 McGill College Avenue, Suite 520
Montreal, Quebec, Canada, H3A 3M8
Tel: (514) 284-0265 Fax: (514) 284-0362

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

SEMINARS AND WORKSHOPS

WOODWORKING TECHNOLOGY FROM TUSCANY TECHNOLOGICAL SYMPOSIUM July 9, 1997,

9 am - 12:30 pm The Royal York Hotel, Toronto

The region of Tuscany has invited a leading Italian expert to present an overview of the know-how available from that region, to an audience of Canadian companies involved in the woodworking sector. The symposium has been organized by the region of Tuscany in collaboration with Toronto's **Italian Trade Commission**.



REGIONE TUSCANA
Giunta Regionale

PLAST '97

The **Italian Trade Commission of Toronto** has organized a mission of Canadian manufacturers to attend **PLAST 97**, the renowned plastics and rubber exhibition in Milan.

During the course of the trade show, meetings were organized between the Canadian delegation and various Italian companies and resulted in a series of collaborations that will strengthen trade exchanges between the two countries.

ITALY FEATURED COUNTRY AT THE CANADIAN NATIONAL EXHIBITION

August 15th - September 1st, 1997, Toronto

In celebration of the 500th anniversary of Giovanni Caboto's landing on the coast of Newfoundland, the Canadian National Exhibition (CNE) will present Italy as the featured country for 1997.



The exhibition, entitled "Welcome Italia", takes on a special meaning in light of the anniversary of Caboto's landing and of the long time relationship between Canada and Italy.

The **Italian Embassy, The Italian Trade Commission and Enit (Italian Tourist Office)** have worked closely with the organizers of the CNE to present Italy as a modern, innovative country where design and state-of-the art meet tradition and history.

The newly constructed National Trade Centre will be the site of "Welcome Italia", an event which will gather an array of Italian regions each of which will present the commercial as well as the cultural aspects of their daily life.

"Welcome Italia", is also an opportunity to expand the trade relations between Canada and Italy.

CENTRE'S INITIATIVES

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 exhibitions. The roster so far includes:

PAC-EX '97 (Machinery for the Packaging Industry) Toronto International Centre, September 15-17, 1997

CA.VE.CO Srl

Complete lines for lasagna, cannelloni production, trays packaging machinery.

Via Golgi 18 25036 Palazzolo (BS)
Tel: 30/7300611 Fax: 30/7300996

CREI-STT Elettronica Snc

Probes, electrical equipment.
Via Grandi 13 40050 Villanova (BO)
Tel: 51/781185 Fax: 51/781273

ERREBI Srl

Cookie molds.
Via Ca' Mignola Vecchia 705 45021 Badia Polesine (ROVIGO)
Tel: 425/51934 Fax: 425/51860

MARTINI Srl

Vertical packaging machines, pasta production machines.
Via Borgo 21 35015 Galliera Veneta
Tel: 49/947600 Fax: 49/5968866

SYROM 90 Spa

Adhesive tapes.
Via Mercatale 40 50059 Vinci (FI)
Tel: 57/90361 Fax: 57/902241

CANADIAN HIGH TECHNOLOGY SHOW '97 International Centre September 23-24, 1997

External hydraulic operators for swing gates.

GI.BI.DI Continental Srl

Via Abetone Brennero, 177/b 46025 Poggio Rusco (MN)
Tel: 386/733580 Fax: 386/733709

CANADIAN MACHINE TOOL SHOW

International Centre, September 29 - October 2, 1997

CORNO MARCO ITALIA Spa

Dies, machines and complete lines for cold sheet metal working and sheet metal assembly.

Via F.lli Bronzetti, 16 22053 Lecco
Tel: 341/362714 Fax: 341/36358233

ALFAMATIC Srl

Hydraulic pneumatic press.
Via Einstein 20010 San Giorgio (MI)
Tel: 331/405063 Fax: 331/405393

BORDIGNON Spa

Air springs, steel springs.
Via A.Meucci 27 36028 Rossano (VI)
Tel: 424/1848924 Fax: 424/540525

GEFIT Srl

Injection moulds for the thermoplastic industry.
Via De Negri 9 15100 Alessandria
Tel: 131/204411 Fax: 131/204459

METALLOCERAMICA VANZETTI Srl

Heavy metal and ceramic products.
Via Orobia 4 20139 Milano
Tel: 2/5390141 Fax: 2/5390145

OFFICINE S.GIACOMO Srl

Mechanical presses.
Via A.Meucci 14 31029 Vittorio Veneto (TREVISO)
Tel: 422/381792 Fax: 422/491009

SACEMI ELETTROPOMPE Srl

Electrical pumps for machine tools.
Via A. Pacinotti 2 30020 Noventa di Piave (VE)
Tel: 421/307389 Fax: 421/65428

MCM Spa

Horizontal machines centres.
Viale F. e G. Celaschi 19 29020 Vigolzone (PC)
Tel: 523/879811 Fax: 523/870400

SACIT Srl

Safety products and welding accessories.
Via C. Torre 23/27 20143 Milano
Tel: 2/8323741 Fax: 2/8322688

The Italian Trade Commission Toronto Office is Moving
Effective August 1, 1997, the Toronto office will be re-located to the following address: 438 University Avenue, Suite 1818, Toronto, Ontario, Canada, M5G 2K8.
Phone and fax numbers will remain the same until further notice.

ANNOUNCEMENTS & BUSINESS OPPORTUNITIES

SPECIAL ANNOUNCEMENTS

POLITECNICO OF MILAN

"134 Years of a University, of Industrial Development and of Technological Research"

When talking about the "Politecnico" in Milan one is inevitably bound to mention the industrial development in Lombardy and Italy which are strictly related to the fortunes of this famous Italian university. Many industry leaders and successful entrepreneurs studied at the University of Architecture and Engineering, "Politecnico", which was founded in Milan in 1863.



Politecnico Yesterday

In 1869, new graduates Egidio e Pio Gavazzi founded the first mechanical power-loom for silk weaving and Giovanni Battista Pirelli started the first Italian rubber industry; in 1877 Enrico Forlanini developed a model for the helicopter and in 1905 a helicopter was able to take off from the surface of the water (idrottero-hydropter). More recent names include Giulio Natta, who was awarded the Nobel prize for chemistry.

In the last few decades, Industrial Design has brought the University to the spotlight. Today the Politecnico rides the technological tide promoting the creation of structures connected with the industry and focussing on research and training. Among several operating structures run by the University of Milan is "CEFRIEL" (Centre for Research and Education in Teleinformatics) whose aim is to integrate academic knowledge with the practical use of industrial world technologies.

CEFRIEL is a consortium established in Milan in 1988 on the basis of an agreement among three partners: the Academic Institutions, the Manufacturing Enterprises and Local Public Administrations. CEFRIEL aims at both research and education in the field of electronics and teleinformatics. Both advanced (post-graduate) and permanent educational activities are targeted, together with advanced information technology research, oriented to medium/long term goals.

The consortium operates as a centre where both research residents from member firms, and research employees from the centre work together. Faculty members visit the centre for teaching and researching projects. Research areas include: Digital Signal Processing, Network Systems, Electronic Design Automation, Transmission Systems, Software Engineering, Advanced Information Systems Applications, Advanced Information Systems Technologies.

Over the last few years CEFRIEL has moved into other fields of research; in fact, in addition to academic research, the centre has initiated external projects that have more practical applications. Today the main projects are:

LAW:ESPRIT Project aimed at developing a workbench, combining existing tools and new technology to allow efficient, economic analysis and assessment of legacy systems.

HECTOR:TELEMATICS Project which focusses on integrated solutions using existing technology with the incorporation of multimedia and new telecommunication capabilities in the field of emergency health care.

MIDAS:ESSI Project aimed at improving the reliability and availability of interbank services through the establishment of an effective configuration management process.

MULTICUBE:ACTS Project which develops, tests, validates, and demonstrates broadband infrastructure supporting GSCW tools involving real users.

TELEREGIONS SUN:TELEMATICS Project which identifies and solves regional problems by integrating, validating and using telematic applications and services in all sectors of community life.

The six regions of the European community: Baden-Wuttemberg, North of England, Catalonia, Rhone Alps, Lombardy, and Upper Austria will work together as a unit to develop a common approach for the definition of user needs. The considered sectors will be health care, education and training, public administration, urban and rural areas, transport and research networks.

In 1994 CEFRIEL started a masters program involving new employees of **TELECOM ITALIA**, "a leading Italian telecommunications group". The program is based on the same formula used in the traditional masters degree. Today the centre's activities are carried out by a central staff of 11 people, with 20 industry researchers. Faculty participation is part-time: there are about 18 professors and junior researchers involved. The centre opened in January 1989 and the first regular masters course started in September 1989. Since September 1991 the third masters course is ongoing: there are now about 55 post-graduate students sponsored by the participating industries.



Politecnico Today: Classes are conducted simultaneously through teleconferencing.

ANNOUNCEMENTS & BUSINESS OPPORTUNITIES

SOYUS: NEW FIRE FIGHTING TECHNOLOGY

SIC.IT Spa has started the distribution of a new fire fighting aerosol system called SOYUS, which is particularly effective with the A, B, C, E, risk classes. SOYUS has brilliantly passed the NFPA and the UL tests at the TESI laboratory in Italy. It is produced in Germany under Russian license. The minimum concentration required for extinction in A, B, C, E classes is notably inferior to the conventional gases, such as CO₂ or halon. SOYUS is safe, non-toxic and ozone-friendly (now certified by the Center for Global Environmental Technologies).

The fire fighting generator SOYUS produces a light aerosol whose solid particles have an extinguishing power given by a chain of chemical reactions with the advantage of preserving the existing oxygen and the atmosphere's ozone. SOYUS is electrically activated with a tension from 6V d.c. and 1.75 A loc 2 m/sec.

It has already been tested for resistance to electrical current, with a voltage of 35 kilowatts. Tests conducted at the Spanish laboratory, Laboratori Generali, recognized at a European level, included tests on liquid, on gas and on total saturation. The Hygiene Institute of Rhur tested that the product is not toxic at all.

COPPER TUBES

FOMA: A SINGLE PASSION FOR THE LAST 50 YEARS

The **FOMA** story began in 1952 in the Brescian valleys, famous for metal working for thousands of years. Continuous growth in the company has allowed **FOMA** to reach its current status; a company based on four modern production facilities, two for the production of die-cast aluminium, one for the production of dies and one for drawing copper.

FOMA, which today employs the most advanced technologies and extremely rigorous production controls, is a leading European company in aluminium die-casting. The **FOMA** copper drawing mill at Bedizzole is characterised by constant investments, innovation and the application of the highest quality standards which have enabled the company to attain the certifica-

tion of the quality system to the ISO 9002 standard. An extremely modern laboratory, equipped with the most sophisticated technology - including a carbon residue analyzer - and a production line control which uses parasite currents and laser instruments, ensure that **FOMA** tubes fully comply to the most rigorous international standards.

FOMA's complete range of copper tubes satisfy all customer demand with respect to diameter, thickness and tolerance and meets all key National and International Standard requirements. **FOMA** produces three specific types of copper tubes: for industrial applications, for air-conditioning and refrigeration, for hydro-thermo-sanitary and gas installations.

BUSINESS COLLABORATION OFFERS & REQUESTS

Fiam is an Italian company that specializes in the manufacturing of screwdrivers, nutrunners and assembly systems, drills and tappers, grinders, sanders and motors. **Fiam** is presently looking for agents or importers for its products in Canada.

Fiam Utensili Pneumatici spa

Viale Crispi 123 36100

Vicenza Italy

Tel: 444/562611 Fax: 444/562325

Fiam manufactures the new CSE range of pneumatic screwdrivers which have been specially studied to guarantee maximum torque repeatability even when the joint has varying degrees of softness. As well as offering exceptional torque accuracy, the new Jointech Plus 2 torque control system with automatic and immediate air shut-off has allowed a considerable reduction of the reaction on the operators' hand and consequent fatigue.



The new CSE screwdrivers have also been designed using the most up-to-date ergonomic solutions, in order to reduce noise level, thanks to the innovative built-in silencing system, and vibration, with a re-design of the internal gears. All these important innovations are complemented by the new quick-change chuck which makes bit replacement even more practical and safe.

The Italian Trade Commission Toronto Office is Moving

Effective August 1, 1997, the Toronto office will be re-located to the following address: 438 University Avenue, Suite 1818, Toronto, Ontario, Canada, M5G 2K8. Phone and fax numbers will remain the same until further notice.



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.

CONSTRUCTION

EDIL LEVANTE

September 12/17, 1997 - Bari

International exhibition of building materials, machinery and equipment, earthmoving machines prefabrication, transports.

Contact: E A Fiera del Levante

Lungomare Starita 70123 Bari

Tel: 80/206310 Fax: 80/206488

SAIE

October 15/19, 1997 - Bologna

International exhibition of building industrialization.

Contact: E A per le Fiere di Bologna

Piazza Costituzione 6 - 40128 Bologna

Tel: 51/282111 Fax: 51/282332

AGRICULTURAL MACHINERY

AGRILEVANTE September 12/17, 1997 - Bari

International exhibition of machinery and equipment for agriculture, agrifood industry, livestock, aquaculture and fishery.

Contact: E A Fiera del Levante

Lungomare Starita 70123 Bari

Tel: 80/206382 Fax: 80/206488

MARBLE

September 18/21, 1997 - Verona

International exhibition marble stones and technology.

Contact: E A per le Fiere di Verona

P.O. Box 525 - 37100 Verona

Tel: 45/8298111 Fax: 45/8298288

MEDICAL SUPPLIES

INTERSAN

October 18/20, 1997 - Milano

International fair for technical orthopedics, medical supplies, physio-electric apparatus, hospital equipment, products, services and devices for senior citizens and the disabled.

Contact: E A privato INTERSAN

Via Luchino del Maino 2 - 20146 - Milano

Tel: 2/4985948 Fax: 2/48011682

MULTIMEDIA

MIFED

October 19/24, 1997 - Milano

Indian summer and television international multimedia market.

Contact: E A "Fiera Internazionale di Milano"

Largo Domodossola 1 - 20145 - Milano

Tel: 2/49971 Fax: 2/49977274

FOOD PROCESSING

TECNOCONSERVE

October 21/25, 1997 - Parma

Via F. Rizzi, 67/A 43031 Baganzola (PR)

Tel: 521/9961 Fax: 521/996270

HIGH TECHNOLOGY

SMAU

October 2/6, 1997 - Milano

International exhibition of information and communication technology.

Contact: Ente Gestione Mostre Comufficio

Corso Venezia 47/49 - 20121 Milano

Tel: 2/760671 Fax: 2/784407

34th Edition of SMAU (INTERNATIONAL EXHIBITION OF INFORMATION & COMMUNICATIONS TECHNOLOGY)

The success of **Smau '96** confirms the vital role that the show plays in the field of Information & Communications Technology, underscores its prestige and increases its responsibilities toward companies and professionals in the field. Figures from **Smau '96** prove that it is by far the principal fall show in the ICT field in Europe, with 2,621 exhibitors, nearly 400,000 visitors, and a wide range of exhibits. The show drew an exceptional amount of attention from the press with 1,500 accredited journalists and 3,000,000 contacts registered with Magellano, **Smau's** Web Site.



Enore Deotto
President of Smau

Smau is a unique event where industry professionals meet, develop productive synergies and define distribution agreements and joint ventures. **Smau** is aware of its role in stimulating and supporting business in the ICT field and for this reason continues to improve the effectiveness and productivity for both exhibitors and visitors alike.

Smau '97 offers the opportunity to exchange experiences, evaluate new demands and look at different market segments with new perspective. Specialized areas, conferences and seminars facilitate business interaction.

Smau '97 is committed to integrating the computer industry, telecommunications and media. It values its role as the "engine" for growth in the ICT field and its position as the principal gateway for the Italian, European and Mediterranean markets. (*Open letter from Enore Deotto, President of Smau*)

Errata Corrigere: Please note that on the front page of the High Technology Spring 1997 issue, the sixth line should have read "6 billion" instead of "60 billion". We regret the error.

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