

## HIGH TECHNOLOGY

Winter '97 Issue  
A newsletter of the Italian Trade Commission

## 1997 ITALIAN ECONOMY

### NEW CHALLENGES FOR NEW MARKETS

The strengthening of the lira in the latter part of 1996, after a long period of devaluation, has raised concerns that exports would diminish. But according to several sources, in particular a study conducted by Montedison-Università Cattolica (Milan), Italian exports increased during this period.

Most Italian products have remained stable and some have actually increased their presence in international markets. In these times of market globalization, Italy has accepted the challenge of exploring, entering and positioning itself in developing and emerging countries. Export, according to the aforementioned study, has experienced a positive trend with an increase of about \$ 6 billion CDN compared to the same period last year, and a trade balance of more than \$ 60 billion CDN.

The economic policies required to satisfy the new demands and needs of the international market are reflected in the figures released by Anima (Federation of the National Associations of Mechanical Industries) and ISTAT (Italian Institute of Statistics). According to Anima, overall the mechanical sector has been stable, recording an increase in production values that resulted in an increase over 1995 of 1.3% in the export/total sales quota. This trend is also forecasted for 1997 with a consolidation equal to 3%. According to ISTAT figures, the export trend varied in 1996: compared to 1995, sales are expanding rapidly to countries in transition, in particular to Russia (+38.3%), there is also above average growth in developing countries and trade balances are improving with most countries of the European Economic Community and Italian export quotas are improving in the United States and Japan.

Together with the export phenomenon, another factor that explains the success of our economic policies abroad and validates our multi-faceted policy of commercial penetration is the initiation and development of partnerships between Italian and foreign manufacturers. There are many cases where this attitude toward the changing and diverse world market has been successfully applied and the following represent only a few examples: Due to the slow pace of the biomedical sector in Europe, Esaote, one of the most important Italian companies of the sector, opened a trade agency in Hong Kong (Esaote China) that will eventually lead to the production of commercial bio-medical equipment, and signed an agreement with Siemens for the production of ultrasound systems to be manufactured by Esaote and distributed by Siemens in the Phillipines, Indonesia, Thailand, Singapore and Malaysia. Partnerships between Fiat and other Italian manufacturers and Polish companies for the production of auto parts is showing a dramatic increase. An agreement between Momo, an Italian manufacturer of steering wheels, and Breed, the American air-bag manufacturer, will result in the opening of a plant in Mexico, scheduled for 1997. The chemical sector shows stable production with increases in the South East Asian markets, in particular for products like acrylic and chemical fibres, as well as an increase in exports of polyethylene and polypropylene. Prague is becoming attractive to Italian companies and according to experts will soon be able to draw industries related to telecommunication, space equipment and fabric machinery.

According to the figures from Centro Studi Confindustria (Study Centre for the confederation of the Italian manufacturers) the government and business trend toward investing to make products more competitive is confirmed, as well, the forecast for 1997 is cautious though positive, as investments will increase from 2.1 % to 3.8 % due to new programs by the Italian government. The winning element encouraging Italian exports and Italian manufacturers is the quality, the innovation, and the skill of the labour force collaborating to create highly competitive products.

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# 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](http://www.italcomm.com) email: [ice@italcomm.com](mailto:ice@italcomm.com)



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via Liszt, 21  
00144 Rome, Italy  
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## SEMINARS AND WORKSHOPS

### Food Technology Seminar In Toronto

On December 4th, 1996, the seminar "Food Technology from Italy" took place at the Royal York Hotel in Toronto. The event, organized by the Italian Trade Commission of Toronto in cooperation with Anima (Federation of the Italian Associations of Mechanical & Engineering Industries), featured the participation of Italian companies in food processing technology field.

Introduced by Antonino Mafodda, Director of the Italian Trade Commission of Toronto; by the Italian Consul General of Toronto, Leonardo Sampoli; and by Mr. Conrad Paquette, official from the Federal Ministry of Agriculture, the seminar allowed managers of leading Italian companies of the sector to introduce sophisticated technology in food processing, in particular machines and plants for bakery, extrusions and pasta.



Left to right: Dr. Antonino Mafodda, ITC Toronto; Mr. Conrad Paquette, Canadian Minister of Agriculture; and Dr. Leonard Sampoli, Consul General of Italy.

More than one hundred people, all operating in the sector, attended this successful seminar which culminated in a series of private meetings between Italian manufacturers and Canadian business people. The following Italian companies attended:

### Bravo Spa

Ice cream and bakery machinery  
Via della Tecnica 5  
36075 Montecchio Maggiore (Vi), Italy  
Tel: 444/707700 Fax: 444/499333

### Fen-Food Enterprises Spa

Pasta and cereal snack plants  
and technology  
Via Rossano 44  
36050 Belvedere di Tezze (Vi), Italy  
Tel: 424/8687 Fax: 424/868788

# CENTRE'S INITIATIVES

## Italpast Srl

Pasta processing machines and lines  
for automated packaging  
Via Dante 3  
43100 Parma (Pr), Italy  
Tel: 524/524450 Fax: 524/523468

## Pavan Mapimpianti Spa

Pasta and snack processing machinery. Packaging machinery.  
Via Monte Grappa 8  
35015 Galliera Veneta (Pd), Italy  
Tel: 49/9423111 Fax: 49/9423303

## Zanichelli Meccanica Spa - Zacmi

Vegetables processing equipment.  
Via Mantova 65  
43100 Parma (Pr), Italy  
Tel: 521/243737 Fax: 521/240698

## Zumec Costruzioni Srl

Pasta processing machinery  
Via Casaretta 140  
35013 Cittadella (Pd), Italy  
Tel: 49/5971028 Fax: 49/5973609

## 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 a number of Canadian shows and exhibitions. The roster so far includes:

#### C.I.F.E.S. '97 (Agricultural Machineries and Equipment)

Toronto, International Centre, February 4/7, 1997

#### Toronto Environmental Trade Show '97

Toronto, International Centre, May 6/7, 1997

The following Italian companies participated at C.I.F.E.S. '97:

#### CBF S.n.c. di Balbinot Ernesto & C.

Hydraulic valves, oleo-dynamic equipment.  
Via Caboto 1  
36075 Montecchio Maggiore (Vi), Italy  
Tel: 444/499141 Fax: 444/499145

#### Dreno Pompe S.r.l.

Submersible electrical pumps, for equipment suppliers and industrial applications.  
Via A. Mantegna 25, Z.I. La Torre  
35020 Montecchio Tribano (Pd), Italy  
Tel: 49/5342982 Fax: 49/5342983

## Tonutti S.p.a.

Via Udine 16  
33047 Remanzacco (Ud), Italy  
Hay rakes, tedders, rotary rakes, disc mowers, sickle bar mowers, rake tedder combination.  
Tel: 432/667015  
Fax: 432/6681921

## Checchi & Magli S.n.c.

Via Amorini 2  
40054 Budrio (Bo), Italy  
Potato diggers, mulcher, furrower, transplanting machines, tobacco transplanting machines  
Tel: 51/800253  
Fax: 51/800407

## Fort Srl

Via Seccalegno 27  
36040 Sossano (Vi), Italy  
Mowing machine, agricultural equipment, hoes  
Tel: 444/781081  
Fax: 444/885085

## G. Guerra Srl

Via J.F. Kennedy 8  
42100 Reggio Emilia (Re), Italy  
Products in rubber and metal for agricultural use  
Tel: 522/300240  
Fax: 522/303052

## Giovanni Abbriata Macchine Agricole Srl

Via F.lli Rosselli 2  
15079 Sezzadio (Al), Italy  
Balers  
Tel: 131/703117  
Fax: 131/703506

## Marazzini Ernesto Spa

Via Unione 2/4  
20015 Parabiago (Mi), Italy  
Mowing machines, garden equipment, hoes  
Tel: 331/495000  
Fax: 331/558538

## Piscetta F.lli Srl

Via Borgomanero 3  
28040 Paruzzaro (No), Italy  
Ring nuts and screw nuts in metal  
Tel: 322/46966-7  
Fax: 322/538280

# ANNOUNCEMENTS & BUSINESS OPPORTUNITIES

## SPECIAL ANNOUNCEMENTS

ITALY MULTIMEDIA MISSION TO CANADA,

MARCH 2-9, 1997

OTTAWA, MONTREAL, TORONTO

**Nine Italian Companies to attend this event organized by the Canadian Embassy in Rome.**

The objective of this mission is mainly to raise the profile of Canada as a supplier of cutting-edge information technology and telecommunication products and services for the information highway. The Italian Trade Commission of Toronto and the Italian Embassy in Ottawa are sponsoring this initiative.

Following are brief profiles of participating Italian companies:

1. **MxM** – Milan for Multimedia Association Milan-based consortium of Italy's leading telecom service providers (Telecom Italia, Olivetti, ENEL, Itel-Siemens, Ericson, STET, Strea etc.), IT companies (IBM Semea, Telesoft, Etnoteam), banks (Cariplo), publishing houses (ASSAP, Editoriale Domus) and the Chamber of Commerce of Milan and the City of Milan. MxM's main mandate is to promote the introduction and development of multimedia services in municipalities in Italy, starting with the city of Milan.

2. **DIMMI** – Digital Interactive Multimedia Italy is an association of small and medium sized Italian multimedia companies belonging to the Chamber of Commerce in Milan, which is a member of MxM. Head of DIMMI is Mariagrazia Mattei, the dynamic journalist and catalyst specialized in multimedia and culture who has already been to Canada and has done much to stimulate interest about Canadian high-tech accomplishments.

3. **INFOBYTE Srl** – Internationally renowned Rome-based virtual reality company specialized in applications for education and virtual museums.

4. **DIDAEL Srl** – Milan-based company specialized in educational and consumer CD ROM and Internet applications for language training, mathematics instruction, etc.

5. **INTERACTIVE Srl** – Rome-based company specialized in post-production, animation, image processing for advertising and publishing.

6. **BASSILICHI Spa** – Florence-based company active in electronic publishing, Internet services, cultural applications (guides

and catalogues), interactive voice response, tele-banking, image processing, training.

7. **MOZART Srl** – consumer CD ROM titles, web sites – prides itself on being the number one company in the world for multimedia products and services for the sport of soccer.

8. **TRAINET Srl** (TELECOM ITALIA) – multimedia education and tele-learning Rome subsidiary of Telecom Italia.

9. **M3 Srl** – Internet site developer for SMAU (Italy's leading information technology trade fair). Also works with the Vatican on a multimedia edition of the Gospel.

## STRATEGIC RELATIONSHIPS & JOINT VENTURES

### Environmental Agreement Between FIAT And RHONE To Recycle Catalytic Mufflers.

The agreement between FIAT and RHONE, the environmental services department of the giant French chemical company, is part of the FARE project (Fiat Auto Recycling) dedicated to recycling old catalytic mufflers.

According to the agreement, the French company will retrieve the precious metals (platinum, rhodium and palladium) that line the inside of the catalytic converters that transform the pollutants contained in the exhaust gas into carbon dioxide and water vapor. Furthermore, Rhone Poulenc will recycle the entire muffler.

In four years of activity, Fare has recycled more than 150 thousands cars, reusing 100 thousand tonnes of metallic materials and 4,700 tonnes of non-metallic materials (plastic bumpers, synthetic carpets, upholstery, glass).

In the last year 1,500 catalytic mufflers have been reused and in 1997 the number will double.



# ANNOUNCEMENTS & BUSINESS OPPORTUNITIES

## OFFICINE AVE QUENCHES CHINA'S THIRST

Officine Ave is a Venice-based company that manufactures bottling machines (units or systems) for wine, mineral water, yogurt, oil, pharmaceutical drugs, cosmetics and chemical products.

Ave's total sales amount to almost \$ 50 million, with 98% based on exports.

Ave sells to several countries abroad and exports all over the world, specifically targeting China where, according to Ave's management, the market is developing at an incredible pace, in particular in the food and beverage technology sector.

Ave is presently delivering two bottling plants to China with a capacity of 10 thousand litres an hour.

## THE TREVI REVOLUTION

Prior to an agreement signed in 1992 between the Trevi Group and the Japan Foundation Engineering Co. Ltd., Japan had yet to be introduced to some of the most innovative technology and equipment for excavating tunnels. Trevi's high level of engineering and technology are innovating and revolutionizing work methods in Japan.

The Maiko tunnel, access gate to a new bridge that will link the islands of Honshu and Shikoku, was constructed with predominantly Italian technologies and equipment, utilizing the "umbrella method" perfected by the Trevi Group.

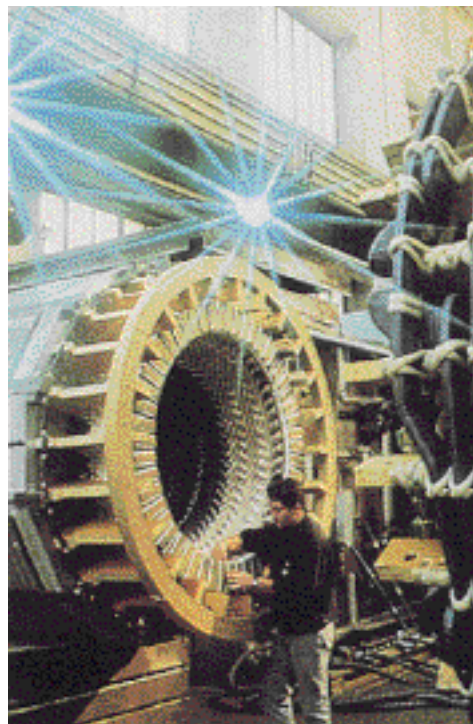
Microtrevi and Trevijet preconsolidations and "umbrellas" have emerged as the new technological standard, initiated by equipment "made in Italy" produced by Solimec, most importantly the SM605DT, a 120-tonne "technological miracle." The ability to execute (with two drilling arms) 22-metre treatments along the face of the vault and at the foot of the tunnel, centring from the most classic of the micropiles to the reinforced Trevijet with double percussion head, makes the SM605DT an unrivaled piece of equipment.

In addition to the Maiko tunnel, one of the most demanding motorway tunnels constructed in recent years in Japan, the Trevi method (or RPUM, as it is commonly called in Japan) was used in tunnels in Hiroshima, Yokohama, Kubodaira and many other locations. The design of the Maiko tunnel, a three-lane motorway tunnel with a road surface 12.75 m., 3,393 m. long, was completed on schedule utilizing the forecasted methods, considerably reducing personnel and cost of materials, raising the safety level rather than jeopardizing it. One of the design specifications was a maximum settling of only six millimeters, in the tunnel and on the surface, as the tunnel route was almost entirely within an urban area, with a minimum over burden of between five and ten metres. The aim was fully achieved adopting special devices like preloading cells at the foot of the centreing, and bags in cement-grouted geotextile material, to guarantee the best contact

of the inserts between the centreing and the vaults.

The merits of this innovation are obvious: the treatment is carried out before excavating the tunnel and laying the centreings, becoming a preconsolidated base. There is also the economic advantage of carrying out in a single operation what is normally obtained with a series of multiple treatments, which usually require auxiliary drills.

And so Japan, the land of technology, is connected to Italy via the "Trevi revolution."



## BUSINESS COLLABORATION OFFERS & REQUESTS

### Cesab Carrelli Elevatori S.p.a.

Via Persicetana Vecchia 10  
40132 Bologna (Bo), Italy  
Tel: 51/205411  
Fax: 51/728007

Manufacture of fork lift trucks seeks Canadian distributor.

### Fag Italia S.p.a.

CBF Cuscinetti Division  
Via Aquileia 44  
20021 Baranzate di Bollate (Mi), Italy  
Tel: 2/350041  
Fax: 2/3564946

Manufacturer of ball and roller bearings is seeking a distributor for the Canadian market.

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.

## **AUDIO-VISUAL PRODUCTS**

### **SICOF**

**March 6/10, 1997 - Milan**

International exhibition of photo-cine, video, optics, audio-visual products and photofinishing equipment.

Contact: ASSOEXPO

Via Domenichino 11 - 20149 Milano

Tel: 2/4813204 Fax: 2/4694313

## **NAUTICAL**

### **NAUTICSUD**

**March 8/16, 1997 - Naples**

International nautical exhibition

Contact: E A "Mostra d' Oltremare"

Piazzale V. Tecchio 52 - 80125 Napoli

Tel: 81/7258111 Fax: 81/7258336

## **CONSTRUCTION AND BUILDING COMPONENTS**

### **SAIEDUE**

**March 19/23 - Bologna**

Building components and internal finishing

Contact: Federlegno - Arredo

Via Toscana 10 - 00187 Roma

Tel: 6/484601 Fax: 6/4817391

## **PACKAGING & FOOD PROCESSING MACHINERY**

### **IPACK-IMA**

**March 18 - 22, 1997, Milan**

International exhibition on packing and packaging systems, inplant and warehousing materials handling equipment. Industrial machinery for food processing plants.

Contact: EFA - Ente Fiere Anima

Via Soderini 25 - 20146 Milan

Tel: 2/4239448 Fax: 2/427728

## **EUROCARNE**

**April 17/20, Verona**

International triennial exhibition of meat processing, preserving and distribution.

Contact: EA per le fiere di Verona

Casella Postale 525 - 37100 Verona

Tel: 45/8298111 Fax: 45/8298288

## **MACFRUIT**

**May 8/11, 1997 - Cesena**

International exhibition of equipment and machinery and cold storage for fruit and vegetables.

Contact: Agri Cesena

Via Dismano 3845 - 47020 PieveSestina

Tel: 547/317435 Fax: 547/318431

## **SIAB**

**May 17/21, 1997 - Verona**

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

Contact: Consorzio PROMOPAN

Piazza Bra 10 - 37100 Verona

Tel: 45/8002978 Fax: 45/592942

## **ENVIRONMENT SYSTEMS AND TECHNOLOGIES**

### **TAU EXPO 97**

**March 19 - 22, 1997 - Milan**

International exhibition of technologies and services for environmental and human protection. Civil defense systems and fire-fighting technology exhibition.

Contact: EFA - Ente Fiere Anima

Via Soderini 35 - 20146 Milan

Tel: 2/4239448 Fax: 2/427728

## **TRANSPORTATION, AUTOMOTIVE**

### **AUTOMOTOR**

**May 7/11, 1997 - Turin**

International exhibition for motor vehicle components, spare parts and accessories.

Contact: EXPO 2000 s.p.a.

Via Nizza 294 - 10126 Torino

Tel: 11/6644111 Fax: 11/6647847

## **PLASTIC AND RUBBER**

### **PLAST '97**

**May 5/10, 1997 - Milan**

International plastic and rubber exhibition.

Contact: ENFIPLAST

Centro Commercial Milano-Fiori, Palazzo F/2 - 20090 Assago (Mi)

Tel: 2/57512700 Fax: 2/57512490

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

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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