

ITALIAN BUSINESS NEWS

Bringing Italy Closer To You



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Message from the Trade Commissioner



The Italian Trade Commission (Singapore) is an Italian government agency that promotes bilateral trade and investment between Singapore and Italy. I have just taken over as the Trade Commissioner of the Singapore and Indonesia offices in June 2004, and look

forward to my new and challenging role in this vibrant country.

To promote our office activities and to increase Singapore's awareness of Italian activities and businesses both in Singapore and Italy, I am pleased to present the *inaugural issue* of our newsletter, *Italian Business News*. This publication will be distributed to local companies, institutions and traders, major government trade and business agencies as well as some Italian associations, trade promotion agencies and fair organisers. *Italian Business News* will give local enterprises an overview of the Italian Trade Commission's activities and also information on the developments and events of various industries in Italy.

Upon my arrival in Singapore, I was pleased to find that the trade between Singapore and Italy has generally shown a positive trend. Italy's exports to Singapore during the period January - September 2004 amounted to S\$2,484 million, indicating a marginal increase as compared to the same period in 2003, when their value was S\$2,093 million. Exports from Singapore to Italy during the same period also increased from S\$544 million in 2003 to S\$616 million in 2004.

With the economic recovery of Singapore, I foresee an even more promising outlook in terms of business cooperation between Singapore and Italy for 2005. The Italian Trade Commission in Singapore will continue to promote the sectors that drive the Italian industries while ensuring that they are also relevant from the Singaporean perspective.

During my posting in Singapore, I look forward to creating more business opportunities between Singapore and Italy.

Marina Damaggio
Trade Commissioner
Italian Trade Commission, Singapore

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A partner for Italian and foreign firms in the world

Promotes, facilitates and develops trade between Italy and the rest of the world, encouraging the internationalisation of Italian firms and their establishment in foreign markets.

Services:

- ✂ Market analysis
- ✂ Assistance and operative support
- ✂ Company promotion
- ✂ Training
- ✂ Promotion of 'Made in Italy'



Celebrating 'Made In Italy': Italian Festival 2004

Every day, around the world, Italy is represented in the form of numerous consumer choices. Millions of people choose to buy 'Made in Italy' products and through those products, a distinct lifestyle. To consumers around the globe, 'Made in Italy' has come to signify *style, creativity, innovation, technology and quality*, reflecting the special characteristics of Italy and Italian lifestyle, which are appreciated all over the world. Singapore is no exception. Today, a growing number of 'Made in Italy' products and features of Italian lifestyle have become an integral part of daily life for many discerning Singaporeans. From a marked preference for world-renowned Italian fashion labels and jewellery, to Italian furniture proudly adorning Singaporean homes, to an increasing love for Italian cuisine and wines and to an ever-growing interest in Italian culture and language, 'Made in Italy' has made an indelible impression on Singapore.

The second edition of 'Italian Festival 2004' was organised by the Italian Trade Commission, Singapore, from 20 May to 25 June, to celebrate the consumer's choice for 'Made in Italy' and what it has come to mean to consumers all over the world. The multi sectoral promotional campaign, targeted at the Singaporean consumer market, was organised under the patronage of the Embassy of Italy in conjunction with the Italian National Day, and supported by the Italian Cultural Institute, the Italian Chamber of Commerce (Singapore) and Singapore Tourism Board.

Under the 'Italian Festival 2004' campaign, Singaporeans were treated to some of the best expressions of 'Made in Italy' and Italian lifestyle, through a series of high profile events and promotions, organised in collaboration with local partners and sponsors. Italian fashion was showcased in two fashion shows organised at Paragon Shopping Centre, set to demonstrate the style, splendour and variety of Italian fashion wear and accessories. Food & beverage enthusiasts in Singapore were spoilt for choice, with a number of activities focussed on promoting authentic Italian cuisine and food & beverage products, including restaurant promotions, highlighting the regional cuisines of Italy; wine appreciation classes; wine dinners; home style cooking classes; sampling and tasting of products and a seminar on gelato making. A slice of Italy's cultural heritage was showcased at the Duo Bellini music concert, while the Italian tradition for fun, frolic and love for life was experienced first-hand at *Festa del Paese* (Village Festival). Singaporeans were also treated to an imposing display cum sale of 'Made in Italy' lifestyle and food & beverage products during the two Italian Fairs organised at Suntec City Mall. In addition, they were able to enjoy special promotions on 'Made in Italy' products from select retailers as well as special travel packages to Italy throughout the period of the festival. Well-renowned Italian technology, in terms of electronic media technology was showcased at the Italian national pavilion at Broadcast Asia 2004. 'Italian Festival 2004' culminated in a gala wine dinner, at which a new line of Italian designer jewellery and the latest models of Lamborghini cars were showcased to specially invited guests.

Glimpses of Italian Festival 2004...



From top left (clockwise):

- ✦ Inaugural Press Conference at the Italian Ambassador's residence
- ✦ Italian Fashion at Paragon Shopping Centre
- ✦ Duo Bellini Music Concert
- ✦ Gala Wine Dinner
- ✦ Seminar on Gelato Making

Broadcast & Multimedia Technology: Italian Pavilion @ Broadcast Asia 2004

The Italian Trade Commission (Singapore), together with the Italian Institute for Foreign Trade (Rome), successfully organised for the first time an official Italian participation at *Broadcast Asia 2004*. The 9th International Electronic Media Technology Exhibition & Conference was held in Singapore Expo from 15 to 18 June 2004.

The Italian Pavilion covered an area of 132 square metres in Hall 2 with 15 Italian companies showcasing some of the best in Italian broadcasting technology and products.

Many of the Italian exhibitors were very pleased with the visitors that they received at their booths and are considering participating in the next edition of the trade fair. They also appreciated the support and publicity efforts provided by the Italian Trade Commission for this event.

A visit was also made to the Italian independent exhibitors, who expressed their interest to be included in the Italian Pavilion for the next *Broadcast Asia* edition.

Multimedia Technology & Broadcasting in Italy:


Italy's priority for the ICT (information technologies and communications) sector is the deployment of "broadband". Currently, there are more than 1.9 million active broadband connections in Italy (including DSL, fibre, satellite, UMST), making it the 4th highest broadband connection country in Europe after Germany, UK and France.

By 30 March 2004, both existing and new Italian broadcasting companies were to apply for new licences on experimental digital broadcastings. As the expiry term of the analog broadcasting licences is 25 July 2005, it is only possible to continue with analog provided that the televisions also operate with digital and that they will invest minimum Euro 2.5 million in new plants and equipment within 3 years. This renewal creates great opportunities for the development of the broadcasting sector in terms of revenues, new internal market demand and also in research and innovations.


There are about 112,000 Italian ICT companies (44,000 of them in IT), with more than 700,000 employees contributing

to about 3.8% to the Italian GDP. According to the available figures, Italy has the 2nd largest number of ICT companies in Europe after Great Britain. It is also ranked 7th in terms of patents issued for year 2003 figures (with 64.5% concerning ICT). Some of the important technological research centres for the broadcasting sector includes RAI (state TV), Turin Centre of Research and Development on broadcasting, Trieste Area Science park and Bari University Tecnopolis Novus Ortus. Italy is also among Singapore's top 10 importers for radio transmission apparatus (including radio & TV transmitters) and loudspeakers.



 Italian Pavilion at Broadcast Asia 2004



 Presentation to visitors at Italian Pavilion.



 The Ambassador of Italy (centre right) and the Trade Commissioner (centre left) at Broadcast Asia 2004.

Woodworking Machinery

Woodworking machinery is an important industry in Italy. Estimates indicate that the Italian woodworking industry includes about 300 major companies, employing some 12,000 persons in total. In terms of geographical distribution of the industry, the localisation of woodworking machinery companies corresponds - with few exceptions - to the concentration of the furniture industry, the largest manufacturing districts being in Lombardy, Emilia-Romagna and Veneto.

ACIMALL, the Italian Woodworking Machinery and Tools Manufacturers' Association, with around 210 members, represents over 85% of the Italian woodworking machinery industry, both in terms of employees and turnover.

In 2003, Italian woodworking machinery production (tools included) amounted to 1,396 million euro. The export value of the Italian woodworking machinery industry was 1,134 million euro in the same year, representing 81.2% of its total production. While recent years have seen a contraction in the Italian woodworking machinery industry, the outlook for 2004 is positive. In the period between January and June 2004, Italian exports grew by 13 percent as compared to the same period in 2003, reaching 611 million Euro.


The Asian continent accounted for 11.3% of the total Italian export last year. Singapore, though small, continues to be a

unique and significant market in this sector, primarily because of its location - in the centre of the world's major timber producing zone of South East Asia and its role as a major trading centre. In 2003, under the 'machine tools' category, in terms

of imports, Italy's position was number 5, with a 5.89% market share. It is noteworthy that almost 75% of Singapore's imports in this category were re-exported. Under the 'parts and accessories' category, Italy was in 4th place, registering a 7.42% market share. Singapore's re-export figures in this category were around 39%. Under 'presses for the manufacture of particleboard' product category, Italy's position was again number 4, enjoying a 10.92% market share. Once again, Singapore recorded a high percentage of re-exports - almost 77%. Singapore thus continues to maintain its position as a regional distribution centre for South East Asia.

Source of Italian statistical data: ACIMALL



 Woodworking machines (from ACIMALL).



Woodworking technology

Made in **Italy**

engineered
for **success**



We have always contributed to the success of those who choose us, in all branches of woodworking. With an Italian technological partner, you can face all challenges, because we are able to innovate, supplying tailor-made machinery and plants for the needs of each market, each company, each designer.

And each day, more and more people commit themselves to "made in Italy".

www.acimall.com

Tourist / Hospitality

Equipment & Supplies

Through the efforts of the government and Singapore Tourism Board, Singapore is emerging as a world-class tourism capital. Hotels, restaurants, cafés, bars and other food and beverage outlets constitute a major component of the tourism industry here. New investments in hotels and infrastructures, and a strong base of existing hotels and restaurants, to be maintained and regularly refurbished, result in several exciting opportunities. Presently, there are around 102 international hotels in Singapore with over 31,000 rooms. The world's major hotel chains are present here with regional activities in supervision and procurement. Over the next four years, an additional 1,334 hotel rooms are expected to be added. According to the annual survey of the Singapore Department of Statistics on food and beverage services (released in March 2003), there exist 1,051 restaurants, 293 fast food outlets, 290 food caterers and 2,753 'other eating' places (including coffee shops, cafés and snack bars, bars and pubs, canteens, etc). Many Singaporean food related businesses are expanding in and beyond Asia. In short, the hospitality industry here offers tremendous growth potential in the hotel and catering supplies & services sector.

equipment (21.30% market share), dish washing equipment (48.47% market share), laundry equipment (48.12% market share) and electrical coffee makers (32.63%).

The Italian Trade Commission organises several initiatives to further develop this sector for Italian companies. In February 2004, an extensive market study on the Singaporean tourist and hospitality supplies and services sector was completed by the Italian Trade Commission. The study provides a ready-to-use 'road map' for Italian suppliers involved in the hospitality industry. In November 2004, a delegation of 2 local importers were sponsored to visit *SIA 2004: Salone Internazionale dell'Attrezzatura Alberghiera* (International Hotel Equipment Exhibition - www.siarimini.it), the leading event for the hospitality industry in Rimini, Italy, to view first-hand the latest Italian products and technologies available in this sector.



Around the world, Italy is recognised as a market leader in this sector. 'Made in Italy' equipment and products are well known for their design, sophistication and technology, and - not surprisingly - are the first choice of many industry players. In Singapore, Italy is a market leader in the following product categories: kitchen





Food & Beverage



Singapore is considered a food lover's paradise. With a diverse food culture, it is often said that eating is a national

pastime here. There is an ever-growing interest for Italian cuisine amongst Singaporeans, as is evident by the growing number of Italian restaurants every year. The Italian home style cooking classes organised during 'Italian Festival' in 2003 and 2004, evoked overwhelming responses from the general public. It is also very encouraging to note that more and more Singaporeans are becoming aware and interested in authentic Italian food and

beverage products like pasta, sauces, olive oil, balsamic vinegar, cheeses, coffee, mineral waters, condiments, gelato, Parma ham, wines, beer and grappa.

Each year, the Italian Trade Commission, organises special initiatives to increase awareness about Italian products, cuisine and wines in Singapore.

As in previous years, Italian Trade Commission organised and coordinated on behalf of Veronafiere, the visit of 8 local importers and 1 journalist to the *Vinitaly* fair in Verona, Italy in April. Besides this, another local wine journalist was invited to be part of the panel of judges at *Concorso Enologico*, the wine contest that precedes the *Vinitaly* exposition in Verona.

In May this year, the Italian Trade Commission, Singapore organised a delegation of 2 businessmen to visit *Cibus & Dolce Italia*, the International Food and Confectionery Exhibitions, in Parma, Italy, with the collaboration of Fiere di Parma (www.fiere.parma.it).

In the same month, a local wine journalist was sponsored to visit wineries in Tuscany and Umbria regions, in collaboration with *Enoteca Italiana*, an Italian institution for the promotion of wines from the Tuscany region.

In March 2005 a special training course in Italian cuisine will be organised for trainee chefs in collaboration with the Singapore International Hotel and Tourism College or SHATEC, to enhance the knowledge and expertise of local chefs in Italian cooking.

39th Vinitaly

International Wine and Spirits Exhibition

Verona, 7-11 April 2005

(www.veronafiere.it)



The 2004 edition of *Vinitaly* (www.vinitaly.com) was the most important exhibition in the world for the

wine sector in terms of number of exhibitors, visitors and operators. It was an occasion to present and discover products of very high quality, hallmarked by intense business negotiations, excellent tastings, competitions and events of international standing.

The 39th edition of *Vinitaly* will be held in Verona from 7 to 11 April 2005 and will be increasingly selective and

international in terms of supply and exhibitors as well in terms of demand and the quality of operators attending the event. The major innovation in exhibition terms will be the expansion of the show area by an impressive 16,000 sqm. *Vinitaly* is held in conjunction with *SOL*, the international exhibition of virgin and extra virgin olive oil as well as *Enolitech*, the exhibition of technology for wine-growing, oenology, olive-growing and olive oil production.



Furniture & Furnishings

Singaporeans are discerning consumers, continually seeking improved standards of living through quality products. 'Made in Italy' furniture and furnishings are finding their way into more and more Singaporean homes. In the furniture and lighting sector, Italy enjoys a 9% market share and is in third place, after Malaysia and China. Italian products in this sector enjoy a niche middle-to-high end market, and compete primarily on the grounds of superior design and quality. Top of the line Italian soft furnishings in terms of linen and home textiles, are also finding appreciation in the local market.

The Italian Trade Commission, Singapore, organised a series of initiatives in 2004 to increase interaction between Italian suppliers and local importers in this sector.

In January 2004, a local importer from the home furnishings sector was sponsored to visit the *Pitti Immagine Casa* show (www.pittimmagine.com) in Florence, Italy. *Pitti Immagine Casa* is the only trade event in Italy, which is totally dedicated to quality home textiles.



In September 2004, 5 local importers/ operators from the furniture sector were sponsored to visit *Abitare il Tempo 2004* (www.abitareiltempo.com), the International Exhibition of Interior Design and Décor in Verona, Italy. *Abitare il Tempo* is an important show in this sector, focussing on the finest concepts in interior décor and developing market trends, whether classical or contemporary, design-led or traditional.



From *Abitare il Tempo 2004*.



Jewellery: Mission to Valenza Gioielli

Introduction: Snapshot of Jewellery Market in Singapore

According to officially published statistics, in year 2003, Singapore imported some S\$712 million worth of jewellery (excluding imitation/costume jewellery whose import value in 2003 amounted to about S\$30 million).

Traditionally, the market here has long been dominated by the 22-carat gold jewellery. But with modernization and the opening up of the market to international competition coupled with rising affluence, Singapore has seen in the recent years a growing market for fine jewellery, 18-carat gold, platinum, white gold, silver and even high fashion costume jewellery. In the upper segment of the jewellery market, the fine jewellery has been the fastest growing category as it is seen as an important fashion accessory.

Trade Mission

In March and October this year, the Italian Trade Commission organised 2 delegations to Valenza Gioielli trade fair in Valenza, Italy. The missions were jointly sponsored by the Italian Trade Commission and AOV Service srl, the show's organizer.

Valenza is well known throughout the world for the talent and superior craftsmanship in manufacturing fine gold jewellery. Valenza Gioielli showcases numerous manufacturers and artisans from the region in addition to exhibitors from abroad whose collections reflect

the same high standards. More than 250 exhibitors participated in the show each time, featuring fine, antique & gold jewellery, silverware and precious stones. Owing to the recent aggressive promotion of the show worldwide, it is gaining recognition as one of the leading international fine jewellery exhibitions, complementing the well-known VicenzaOro I & II in Vicenza.



Marble & Granite



✦ Mission to Marmomacc 2004

Italian marble and granite are world-renowned. In Singapore, Italy enjoys a 16.3% market share in the marble, granite and natural stone sector. As in previous years, in October, Italian Trade Commission, on behalf of Veronafiere, coordinated the visit of a delegation of Singaporean companies to Marmomacc 2004, the International Exhibition on Marble, Stone and Technology in Verona, Italy. The delegation from Singapore comprised of 5 importers and 1 architect, who had the opportunity to survey and analyse the future prospects of the natural stones sector on a worldwide scale. It is widely known and acknowledged that *Marmomacc* is the most important international exhibition for the natural stone sector in Europe and is an important reference point for producers and operators. For more information on *Marmomacc*, please log on to www.marmomacc.com

Plastic Machinery: Punto Italia (*Italian Information Point*) at ASEANPLAS 2005

Introduction - Plastic Machinery Sector in Singapore

After a one-year dip in import figures for Singapore in year 2002 (a mere 1.6% of the total), import of Italian Plastic Machinery managed to climb back to 2.3% last year (2003). This is a good sign given the market stronghold held by Japan and close competitors like Germany and the United States.

Currently the bulk consumption of plastic materials is in the Electronics and Food & Beverage packaging sector where plastic is overtaking glass in favour of the former's lightness, cost and non-breakability.

With the recent local investments by

Panasonic AVC Network (S\$160 million in DVD recorders production & development), Philips Electronics and Toshiba's launch of TV design and manufacturing projects, the plastic industry will certainly receive a further boost in the years to come.

The current government drive towards biotechnology and optics is also expected to open up new demand and opportunities in the plastics sector.

This provides ample scope for the Italian Plastic Machinery Manufacturers to make further inroads into the market share by leveraging on their innovative design capability and flexibility of applications topped up with after-sales technical support.

held at the Singapore Expo from 26 to 29 April 2005 with an added bonus in store for trade visitors and exhibitors. The ASEAN Plastics Technology Showcase will be held in conjunction with ASEANPLAS with the express objective of introducing the latest technologies and new markets to plastics processors throughout the region and beyond in a dedicated and focused display area. The Technology Showcase will draw on input from research institutes, exhibiting companies and plastics processors to highlight enabling technologies and business opportunities to trade visitors under several themes selected for their particular relevance to the ASEAN region.

The themes selected for the Technology Showcase are classified into materials technologies, moulding technologies, plastics design solutions, and key markets for the plastics processing sector. In materials, the focus will be on nanocomposites and biodegradable resins. These two areas are forecast for significant growth on a global scale, with nanocomposites in particular viewed as a key technology for the future.

**For more information
about Italian Information
Point at ASEANPLAS 2005,
please contact our office at:**

Italian Trade Commission

Tel : (65) 6820 3180

Fax : (65) 6333 8058

Email: singapore@singapore.ice.it



Demo session at a machinery exhibit - ASEANPLAS 2002



VIPs' stopover at Italian Pavilion - ASEANPLAS 2002

Punto Italia at ASEANPLAS 2005

To show its confidence in the local Plastic Industry and its commitment to the biennial trade show of the industry -ASEANPLAS 2005, the Italian Trade Commission is organising a 'Punto Italia' or Italian Information Point, which would serve Italian exhibitors at ASEANPLAS 2005 as well as interested local visitors.

ASEANPLAS incorporating ASEANRUBBER 2005, Southeast Asia's leading international trade fair for plastics and rubber, will be



Business Opportunities with Italian Companies

We have Italian companies interested to explore business opportunities with you for the following products & sectors.
Please contact us at our email: singapore@singapore.ice.it quoting the 'Code No.' given if you are interested.

CODE NO.	SECTOR	LOOKING FOR ...
RI 1	Furniture	Importers/distributors/retailers interested in Italian furniture.
RI 2	Hotel & Catering Equipment	Importers/distributors/agents of hotel & catering equipment
RI 3	Home Appliances	Importers/distributors/agents of home appliances
SC 1	Cosmetics & Skin Care	Importers/distributors/retailers of cosmetics and skin care products.
SC 2	Beauty & Fitness Equipment	Importers/distributors/agents of fitness & slimming equipment
SC 3	Energy Saving Equipment for Lights	Suppliers of energy saving equipment for lights for use in public street/tunnel lighting, shopping centres etc.
SC 4	Picture Frames & Stationery for Art	Importers/distributors/retailers of picture/photo frames, fine art stationery supplies etc.
SC 5	Household Decorative Items	Importers/distributors of household decorative items.
SY 1	Adhesives	Importers/distributors of adhesives.
SY 2	Competitive Fishing Gears	Importers/distributors of fishing gears.
SY 3	Plastic Machines	Importers/distributors of plastic machinery.
SY 4	Packaging Machines	Importers/distributors of packaging machines.
SY 5	Motor Accessories	Importers/distributors of motor accessories.
SY 6	Aerospace Equipment	Importers/distributors of aerospace equipment.
SY 7	Metalworking and Welding machinery	Importers/agents for metalworking and welding machinery.
RO 1	Marble	Importers/distributors of marble, granite and other natural stones.
RO 2	Pumice Stone	Importers/distributors of pumice stones and other natural stones and minerals.
RO 3	Food	Importers of pasta sauces and other food products.
RO 4	Food	Importers of food products.
RO 5	Frozen Food Products	Importers/distributors of frozen pizzas and other frozen products.
RO 6	Grape Juice and Concentrates	Importers/distributors of additives for gelato, grape juice and concentrates used in food service.
RO 7	Wines	Importers/agents for wines.
RO 8	Whisky	Importers/distributors of rare collections of whisky.
RO 9	Leather Goods and Footwear	Importers/distributors of leather goods, accessories and footwear.
RO 10	Knitwear for Men and Women	Importer/distributor/retailer of knitwear for men and women.
RO 11	Jewellery	Importers/distributors of jewellery.
RO 12	Bags, Shoes, Hosiery, Intimate wear	Importers/distributors of bags, shoes, hosiery and intimate wear.
RO 13	Ladies Handbags	Importers/distributors of ladies handbags.



QUESTIONNAIRE FOR INCLUSION IN DATABANK OF ITALIAN TRADE COMMISSION

If you would like to be informed about the latest in Italian business news and opportunities, please complete and fax us back the questionnaire below so that we can include your company information in our databank

Attn: Italian Trade Commission, Singapore Fax : (65) 6333 8058

Company Name : _____

Address : _____

Tel: _____ Fax: _____ E-mail : _____

Web Site Address: _____

Contact Person(s): _____ Designation: _____

Year Established : _____ Sales Turnover (in S\$): _____

Floor Area of Outlet (Showroom/Factory): _____ No. of Outlets: (Showroom/Factory): _____

Import Volume (in S\$) : _____ No. of Employees: _____

Bank Reference: _____

1. Area of Activity (e.g. Manufacturer, Agent, Distributor, Buyer, Representative, Retailer, etc.)

2. Sector of Operation: (Please state the macro sector of the industry in which you are involved, e.g. Building materials, Furniture, Chemical, Electronic, Electrical, Cosmetics, etc.)

3. Products, Equipment, Services provided by you currently:

4. Products, Equipment, Services you are interested in from Italy:

DATE

SIGNATURE

ADVERTISING ENQUIRIES:

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For enquiries, please contact:

Italian Trade Commission, Singapore

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