

Sommario Rassegna Stampa

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PEOPLE /
**ANIE. ITALY WITH ITS
TECHNOLOGIES LOOKS
AT THE WORLD**

Marta Mazzanti

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Codice abbonamento: 046087

Interview with Mr. Claudio Andrea Gemme,
ANIE President*



Q: Mr. Gemme, could you please briefly describe what ANIE Federation is about?

ANIE, with over 1,200 member companies and the sector's aggregate turnover of € 56 billion, is a Federation which for seventy years has been representing within Confindustria (General Confederation of Italian Industry) electrical engineering and electronic companies operating in Italy. The system of the ANIE member companies provides technologies for public and private infrastructure in strategic markets such as energy, transport, industry and constructions. The Italian electrical engineering and electronic industry includes an advanced technology offer. To be more precise, the industrial sectors represented by ANIE are as follows: technologies for power production, transmission and distribution, electrified transport, industrial automation, motion and power transmission systems, cables, electronic components, technologies for lighting, components and devices for electrical installations, household appliances and catering equipment, lifts and escalators, security.

*ANIE - Italian Federation of Electrical Engineering and Electronic Industry

Q: How would you briefly portray the Italian electrical engineering and electronic industry represented by ANIE? How does it compare with the Italian and European manufacturing industry?

In the international market the image of Made in Italy is generally associated with the traditional sectors such as those related to Food, Fashion and Furniture. Along with these sectors, the Italian industry also encompasses technologically advanced and highly specialized sectors such as those represented by ANIE, which significantly contribute to the growth in the Italian manufacturing industry. The electrical engineering and electronic industry generates on the whole 7% of the aggregate turnover, 10% of export and 7% of the total employment in the Italian manufacturing sector. The Italian electrical engineering and electronic industry plays an important role also in the European industrial scenario, standing in the second place in terms of the total turnover after Germany. Compared to the European industry, the production structure in Italy is marked by big operators along with a wide range small and medium enterprises. The typical flexibility of small and medium enterprises allows them to operate in innovative market niches reaching a high level of the offer customization.

Q: In the recent years the international macroeconomic scenario has changed a great deal. What are the main effects related to the evolution in the industry sectors represented by ANIE?

In the recent years the international macroeconomic scenario where the companies operate has been marked by profound changes. The center of gravity of the global trade has shifted towards new markets, and in nowadays over half of the global trade comes from the emerging economies. Whereas a decade ago the European area represented the main destination market for the Italian export, now the companies have considerably increased their presence in extra-EU markets, i.e. a strong presence in the Middle East, North Africa and Latin America. Technological innovation has played an important role in this transformation process in that it has accounted for new applications and it has created new market

niches. Opening up to the foreign markets has become a vital element of the strategies adopted by the Italian companies. Thus at the end of 2014 in the sectors represented by ANIE export accounted for 55% of the turnover (vs. slightly more than 40% hardly a decade ago), with a trade balance of over 15 billion euros. It is little known that in the Italian manufacturing industry the segments of electrical engineering and electronic are the sector's leaders in terms of a high export-total turnover ratio.

Q: How has the presence of the Italian electrical engineering and electronic industry changed in the foreign markets?

Globalization imposes increasing challenges on the Italian companies, especially on the smaller ones. Due to the fact that nowadays there is a great deal of the global growth poles, in the recent years many Italian enterprises have changed radically by renewing the technology offer and adopting new organizational models. The results of a recent survey aimed at the ANIE member companies have shown that also in 2014 over 65% of the small and medium electrical engineering and electronic companies have undertaken internationalization actions. The development activity of small and medium enterprises associated in ANIE in the international markets features increasing diversification of the served markets and the use of more structured internationalization instruments with respect to a simple activity of export, such as establishing of joint ventures and other types of industrial and trade partnerships, opening of representation offices and production units on the spot.

Q: Mr. Gemme, what are the main actions of ANIE in terms of internationalization? What are your future plans?

It is crucial that the relevant role of the Italian industry – that of a qualified technology supplier – should be recognized in the foreign markets. Thus international activities of ANIE have concentrated on this mission, which is the promotion of "Made in Italy" technologies in the foreign markets. Since 2009, ANIE has intensified its internationalization actions aimed to support the enterprises operating in the sector. It has arranged for about 50 inter-

national initiatives, among others, business missions and international exhibition participations in a total of 30 countries that have been reached out through international promotional actions and over 500 participating companies. The program of international activities of ANIE for 2015 is very rich and it will embrace all the continents. These actions are performed in cooperation with the main Italian and international institutions in charge of internationalization. Last but not least, it is worth reminding that 2015 will be an important year for Italy as a country that will host the EXPO in Milan. This event will be an important opportunity for ANIE to host the meetings with foreign delegations.

Q: Another crucial issue for the Italian electrical engineering and electronic industry has always been innovation. What is the value of research and development activities for the sector's future?

The sectors represented by ANIE are the leaders in terms of inclination to innovate within the Italian manufacturing industry, as they invest on average 4% of total turnover in research and development activities. In recent years, innovation conducted by the enterprises has opened new frontiers for demand. The new technologies are essential in the modernization process of the existing infrastructure and they play a key role in a country's development of competitiveness. Thinking in terms of energy, for instance, implementation of the smart grids is an important challenge. Another significant aspect is to redefine the mobility in a sustainable key, without overlooking, in wider terms, the added value that the electrical engineering and electronic technologies offer for the creation of smart cities.