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ANIE

Gelata sui ricavi dell'elettronica: il 2019 chiude in calo dell'1%

Il comparto genera il 6% del fatturato aggregato della manifattura in Italia

Laura Cavestri
MILANO

Se l'anno scorso era una preoccupazione, quest'anno è un allarme. L'industria tecnologica italiana – che rappresenta con le aziende di 4 comparti (industria, building, energia e infrastrutture-trasporti) il 3,4% del Pil nazionale – chiude il 2019 con una frenata sul fatturato: -1% (dal +4,7% del 2018).

Una gelata che preoccupa perché il comparto eterogeneo dell'elettrotecnica e dell'elettronica danno origine, complessivamente, al 6% del fatturato aggregato del manifatturiero nazionale, al 7% delle esportazioni e occupano il 7% degli addetti totali dell'industria manifatturiera.

Certo, c'è una fase di incertezza internazionale. Ma sono soprattutto

to gli effetti della gelata sugli investimenti pubblici e privati (poco o per nulla incentivati) e del rallentamento dell'automotive in Germania. Dati che fanno il paio con la produzione industriale, a ottobre in caduta del -2,4% come ha certificato martedì l'Istat.

«Il ridimensionamento del portafoglio ordini – ha spiegato il presidente di Anie, Giuliano Busetto – che, dopo una fase di crescita, evidenziava un primo calo (-0,9%) nella seconda metà del 2018, ha confermato anche nel I semestre del 2019 una dinamica di segno negativo (-1,9%), lasciando presagire un andamento più debole anche nel 2020».

Sentiment negativo che permane anche tra le imprese del comparto, in base ai risultati dell'Osservatorio Anie: solo il 44% delle aziende stima, nel 2019, una crescita di fatturato rispetto all'anno precedente. Nel 2018 (sul 2017) è a quota delle "ottimiste" sfiorava il 60 per cento.

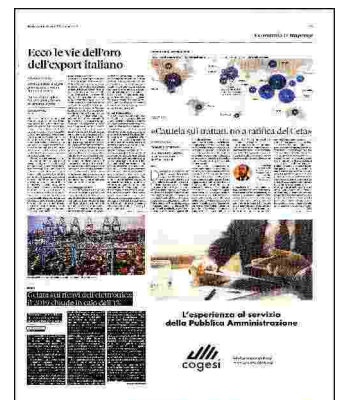
«In questo quadro critico per ridare slancio alla crescita la priorità è

sostenere gli investimenti in ambiti strategici come industria e infrastrutture – conclude Busetto –. Per questo, confidiamo che la Legge di Bilancio approvi definitivamente il credito d'imposta al 40% per l'innovazione 4.0. Uno stanziamento previsto per quest'anno con garanzia di rifinanziamento per il triennio sino al 2022, per un investimento di 7 miliardi in 3 anni. Cui si aggiungono benefici "spot" per stimolare cittadini e imprese a investire in tecnologie per l'edilizia ed efficienza energetica in sede di ristrutturazione».

Essenziale è poi non perdere di vista la fase applicativa dei digital innovation hub e dei competenze center «la cui partenza è in ritardo di almeno 6 mesi».

«Le imprese Anie possono offrire un contributo centrale come fornitori di tecnologie abilitanti – ha concluso Busetto –. Mi auguro che le scelte del Governo siano orientate a sostenere la crescita dell'industria italiana».

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L'allarme dell'Anie

L'industria elettrotecnica vede un calo dell'1% del fatturato

Segno meno. L'industria elettronica ed elettrotecnica rappresentata da Anie Confindustria stima per il 2019 un calo del fatturato vicino all'1%. La contrazione del portafoglio ordini (-1,9% nel primo semestre 2019) lascia presagire un 2020 ancora peggiore. «Siamo preoccupati, in breve tempo l'Italia rischia di passare da seconda a quarta manifattura d'Europa», avverte il presidente Giuliano Busetto. Tra le note positive per Anie c'è il rinnovo del programma Industria 4.0. Punto dolente invece il ritardo sugli interventi a favore dell'automotive.

Ri. Que.

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ANIE

Chiede maggior sostegno dal governo

Battuta d'arresto per l'elettronica italiana. Dai dati comunicati da Anie l'associazione di categoria il 2019 si chiuderà per il settore con un calo dell'1%, ossia un miliardo di fatturato. Il presidente Giuliano Busetto ha chiesto al governo misure maggiori per il sostegno di queste innovative imprese.

The image shows a screenshot of a financial market page, likely from a newspaper or a financial website. The title is "BORSE ITALIANE". The page contains several tables of data, including stock prices, market indices, and company performance. The tables are organized into columns and rows, with various numerical values and percentages. There is also some text at the top of the page, possibly a headline or a brief summary of the market situation. The overall layout is typical of a financial news page.

LE PROSPETTIVE INCERTE PER IL COMPARTO TECNOLOGICO DELL'INDUSTRIA ITALIANA

Anche l'elettronica vede grigio

L'Anie: 2019 in calo. Bussetto: sostenere gli investimenti per la crescita

GIOVANNA SCIACCHITANO

Procede a scartamento ridotto il comparto tecnologico dell'industria italiana, con un calo del fatturato pari allo 0,6% nel primo semestre 2019, che nelle stime di fine anno si avvicina all'1%. Un dato che vale circa un miliardo di euro e che emerge dal focus di Anie, una delle più importanti organizzazioni Confindustriali che rappresenta i quattro mercati strategici per l'Italia: industria, building, energia e infrastrutture-trasporti. Anche se le aziende Anie raccolgono risultati migliori rispetto alla media I-stat dell'elettronica ed elettrotecnica, tuttavia hanno il fiato corto a causa delle molte incognite che caratterizzano lo scenario macroeconomico italiano e internazionale.

Giuliano Bussetto, presidente di Federazione Anie, non ha nascosto la difficoltà della situazione guardando al futuro. «In questo quadro più critico per ridare slancio alla crescita la priorità è sostenere gli investimenti in ambiti strategici come industria e infrastrutture,

che rappresentano un driver essenziale per la competitività del Paese e a cui le imprese Anie possono offrire un contributo centrale come fornitori di tecnologie abilitanti - ha detto -. Auspico che le scelte che i ministeri competenti e il Governo si accingono a compiere, siano orientate a sostenere la crescita dell'industria italiana». Soddisfacente in questo senso l'impegno del ministro per lo Sviluppo economico Stefano Patuanelli di inserire nel Piano Impresa 4.0 un credito d'imposta a tre anni per le imprese sugli investimenti in tecnologia pari al 40% fino a 2 milioni e mezzo di euro. «Nelle casse delle aziende entreranno così circa sette miliardi di euro l'anno che potranno servire per sostituire macchine, per la digitalizzazione e incrementare la produttività» ha spiegato. Tuttavia, secondo Bussetto, il 2020 si profila fortemente negativo e per una nuova ripresa bisognerà attendere il 2021. Secondo i dati, sia la componente interna sia quella estera, fanno registrare un andamento più debole. Il rallentamento della domanda estera soffre l'elevata incertezza dello sce-

nario internazionale, mentre sul fronte interno gli investimenti risultano altalenanti. Così, il ridimensionamento del portafoglio ordini, dopo un primo calo dello 0,9% nella seconda metà del 2018 e nel primo semestre del 2019 dell'1,9%, non fa presagire nulla di buono per il prossimo anno. L'andamento è confermato dal fatturato totale delle imprese registrato dall'Osservatorio sul mercato delle tecnologie Anie. Si può notare, infatti, dalla seconda parte del 2018 un indebolimento della performance delle imprese. Hanno partecipato all'indagine 130 aziende, un campione che rappresenta un giro d'affari di 16 miliardi di euro. Dal 2019 la quota di imprese "ottimiste" che segnalano una crescita del fatturato risulta inferiore alla soglia del 50%, che indica espansione. Solo il 44% delle aziende stima una crescita del giro d'affari rispetto al 2018. È la prima volta dall'inizio della rilevazione che la quota di imprese ottimiste per l'andamento annuo appare inferiore alla metà.

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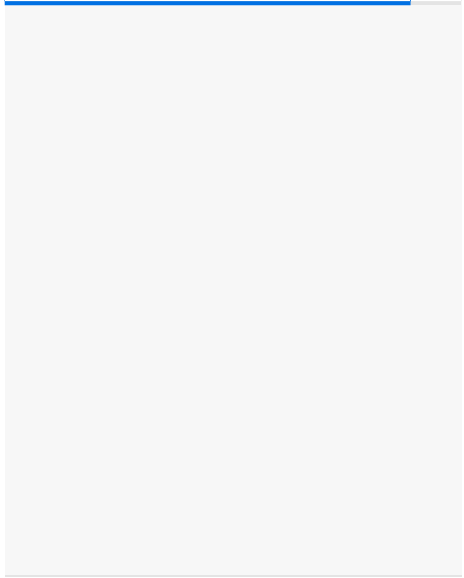
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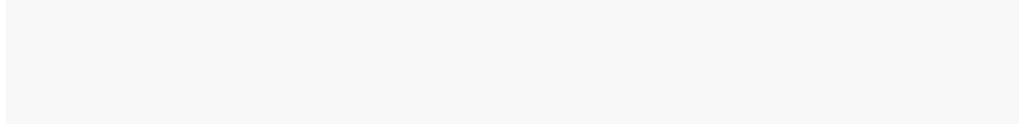
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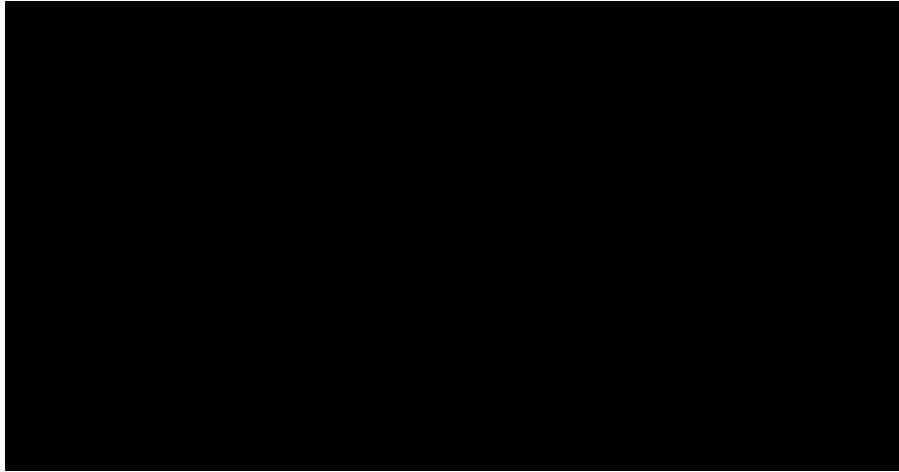
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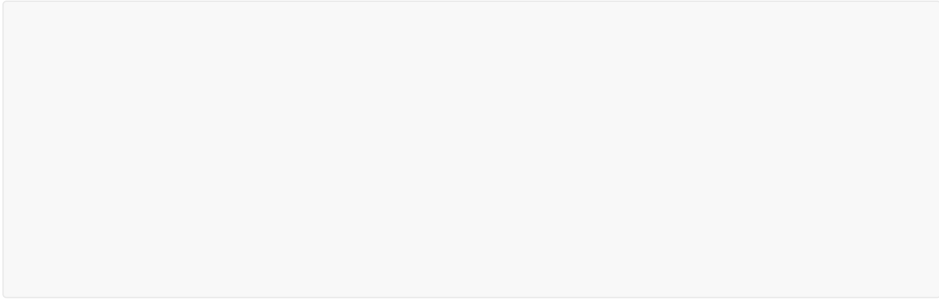
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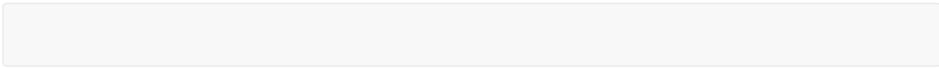
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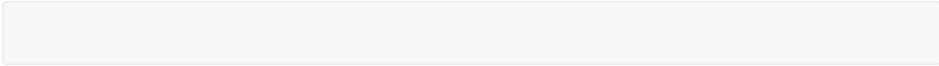
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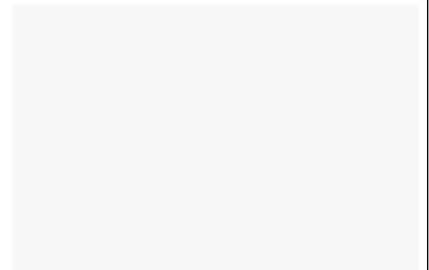
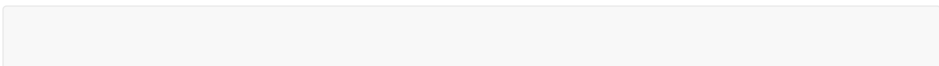
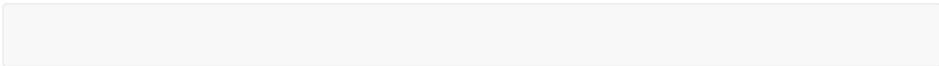
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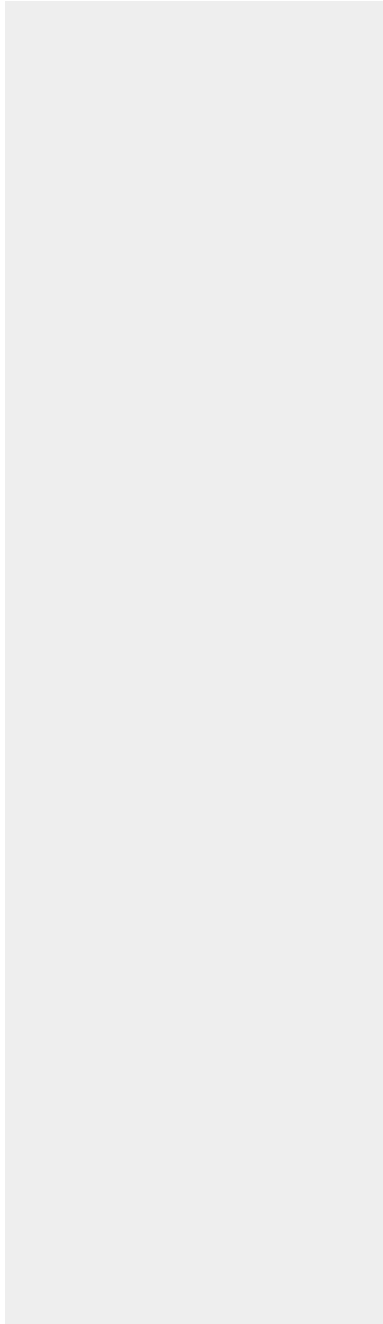
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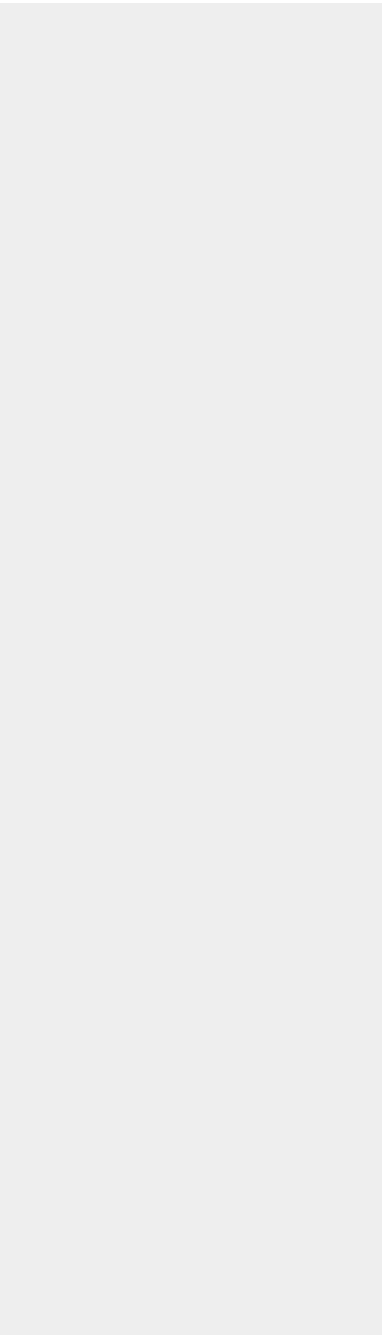
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FKH VYROJRQR XQ UXROR LPSRUWDQWH FRPH GULYHU GHOOD GRPDQGD SHU O¶LQGXXVULI
GL WHFQRORJLH

(YROX]LRQH GHL VHWWRUL \$1,(LO IDWXXUDWR WRWDOH

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,O ULGLPHQVLRQ ~~SRUQWR~~RRG ~~OR~~±R ~~IGH~~QR SR XQD IDVH GL FUHVFLWD
HYLGHQ]LD XQ ~~DSUR~~PR QHOOD VHFRQGD PHW ~~FRGH~~UPD
DQFKH QHO SULPR VHPHVUWH GHO XQD GLQDPLFD GL ~~V~~HJQR QHJDWLYR
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4XHV DQGDPHQWL VRQR FRGDHULFDWGDHODM2VVHUYDWRULR VXO PHUFDWR
GHOOH WHFQRORJLH \$1, (YLGHQJLDQR GDOOD VHFRQGD SDUWH GHO XQ
LQGHROLPHQWR GHOOD SHUIRUPDQFH GHGDHQLPSRHHVHULQXSDWDLFRODUH
LQIHULRUH DOOD VRJFKH LQGLFD HVSDQTXRWB GL DJLHQGH
©RWWLPLFWH³VHJQDODQR XQD FUHVFLWD GHO IDWWXUDWR WRWDOH

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3/ ¶ IDWWXDOH HGLJLRQH GHOOD 2VVHUYDWRULR VXO PHUFDWR GHOOH WHFQRORJLH \$1, (VL
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± KD FRPPHQWDMRLGDQYHGBUDJLRQH \$1, (*LXOLDQR4% HVMWHWR
WHQGHQJH VRQR LQWHUFHWWDWH GDL ULVXOWDWL GHOOD DQDOLVL FKH YHGH SHU OH LP:
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VHQWLPHQW GHOOH DJLHQGH VXOODQGDPHQWR QHOOD VHFRQGD SDUWH GHOOD DQQR LQ
VFHQDULR GHQVR GL LQFRJQLWH ,Q TXHVWR TXDGUR SL• FULWLFR SHU ULGDUH VODQFLR
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D FXL OH LPSUHVH \$1, (SRVVRQR RIIULUH XQ FRQWULEXWR FHQWUDOH FRPH IRUQLWRUL (
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- 1H O HFRQGR VPHPHVUWH LOHOGHOOH LPSUHVH QDOD XQD FUHVFLWD GH O IDWWXUDWR WRWDOH QHO FRQIURQWR FRQ OR VWHVVR VPHPHVUWH GH O VL FRQIHU VHQWLPHQW PHQR RWWLPLVWD GH O UHFHQWH SDVVDWR PDQWHQHQRVL GD LQLJLR LQIHULRUH DOOD PHWj OD TXRWD GL DJLHQGH @RWWLPLVWH^a FKH LQGLFDQR XQD FUHVFI
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SHU ULGDUH VODQFDLRSIDOFDLWUjHjVFRWVHQBHQHDBDLWLQYHVWLPHQWL
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XQD GHOOH SL• LPSRUWDQWL RUJDQL]D]LRQL
&RQILQGXVWULDOL FKH UDSSUHVHQWD L
PHUFDWL VWUDWHJLFL SHU O,WDOLD LQG XVWL
EXLOGLQJ HGHUJLD H LQIUDVWUXWWXUH
WUDVSRUWLLVXQWIDWWLUDLUOLRUL
ULVSHWWR DOOD PHGLD ,67\$7 GHO

FRPSDUWR HOHWWURQLFR HG HOHWWURWHFQLFR PD ULVHQWH
LQFRJQEMWH FDUDWWHUL]DQR OFDURHFRQRPLFR LWDOLDQR H
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, QIDWWL OH LPSUHVH \$1, (JUD]LH DOOD IRUWH SURSHQVLRQH
O LQYHVWLPHQWR PHGLR LQ ULFHUFD H VYLOXSSR GHOOH DJLHQGH DVV
GHO IDWWXUDWR FRQLQXDQR D IRUQLUH XQ LPSRUWDQWH FRQW
GHOO HFRQRPLD LWDOLDQD H UDSSUHVHQWDQR LO GH
'DOO (OHWWURWHFQLFD H GDOO (OHWWURQLFD RULJLQD QHO FRPSOH
DJJUHJDWR GHO PDQLDWWXULHUR QD]LRQDOH H LO GHOOH HVSRUW
GL DGGHWL WRWDOL GHOOLQGXVWULD PDQLDWWXULHUD

7XWWDOLDDOOHQWDPHQWR HYLGHQ]LDWR GDL VHWWRUL \$1, (QHOOD V
PHWj GHO VL FRQIHUPD DQFKH QHO SULPRYHMLHVWUH GHO
UHJLVWUD XQ FDOR GHO IDWWXUDWR WRWDOH SDUL DOOR

3URVSHWWLYH LQFHUWH FDUDWWHUL]DQR DQFKH O DQGDPHQWR VHWWR
GRYH VL VWLPD XQ FDOR YLFLQR DOO /H DWWHVH VXOO DQGD
LQJOREDFRQWGLVWR GL HOHYDWD LQFHUWH]]D

8Q DQGDPHQWR SL• GHEROH FDUDWWHUL]D VLD OD FRPSRQHQWH L
HVWHUD LQ XQ FRQWHVWR D PLQRUH SRWHQ]LDOH ,O UDOOHQWDPHQWF
VRIIUH O HOHYDWD LQFHUWH]]D SUHVHQWH QHOOR VFHQDULR LQWH
IURQWH LQWHUQR XQ HOHPHQW SFRUILLRFRBQWDDSHQDQWIKW DWR GDO
GHJOL LQYHVWLPHQW DJRQR XQ UXROR LPSRUWDQWH FRPH GULYHL
GRPDQGD SHU O LQGXVWULD IRUQLWULFH GL WHFQRORJLH

, O ULGLPHQVLRQDPHQWR GHO SRUWDIRJOLR RUGLQL ± FKH GRSR XC
HYLGHQ]LD XQ SULPR FDOR QHOOD VHFRQGD PHWj GHO H FRC

QHO SULPR VPHVWUH GHO XQD GLQDPLFD GL VHJQR QHJDWLYR
SUHVDJLUH XQ DQGDPHQWR SL• GHEROH DQFKH QHO

4XHVWL DQGDPHQWL VRQR FRQMHUFDWDLWGDILRUVXOXWFDWLDGVRRO†
GHOOH WHFQRORFKLHHSYLGHQJLDQR GDOOD VHFRQGD SDUWH GHO
LQGHROLPHQWR GHOOD SHUIRUPDQFH GHOOH LPSUHVH ,Q SDUWLFR
ULVXOWD LQIHULRUH DOOD VRJOLD GHO FKH LQGLFD HVSDQVLRQH
©RWWLPLVWHª FKH VHJQDODQR XQD FUHVFLWD GHO IDWWXUDWR WRWDO†

/†IDWWXDOH HGLJLRQH GHOO†2VVHUYDWRULR VXO PHUFDWR GHOOH WHF
LQ XQ FRQWHVWR PDFURHFRQRPLFR SDUHLQRUH VRVWQDLDH
DG DIIURQWDUH XQR VFHQDULR FRPSOHVVR VLD VXO IURQWH LQWHL
TXHOOR HXWFRPHQJLDWRLGHQWH GL)HGHUJLRQH \$1,(
*LXOLDQR %XVWVROHQWDPHQWR GHO HFRQRPLD HXURSHD XQLWDP
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VXOO DQGDPHQWR QHOOD VHFRQGD SDUWH GHOO†DQQR LQWH
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DOOD FOVSULWDLWj q VRVWHQHULHQJDELOLWHVWULDWHQWLFL
FRPH LQGXVWULD H LQFQDWDSSWHWHLQHW DQR XQ GULYHU HVVHQJLDH SH
OD FRPSHWLWLYLWj GHO 3DHVH H D FXL OH LPSUHVH \$1,(SRVVRQR RII
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(YROX]LRQH GHL VHWWR
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Ga_G\pIK pmKooa ¾ GRK l>iIKmK_o>_a p_ IISuKI Kmr
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/ LQG XVWULD WHFQRORJLFD LWDOLDQD HVSUHVVLQRH GL)HGHUJ]LRQH \$ UDSSUHVHQWD L TXDWWUR PHUFDWL VWUDWHJLFL SHU O ,WDOLD LQG XV ULVXOWDWL PLJOLRUL ULVSHWWR DOOD PHGLD ,VWDW GHO FRPSDUWR LQFRJQLWH FKH FDUDWWHUL]]DQR OR VFHQDULR PDFURHFRQRPLFR LWDOLD

,QIDWWL OH LPSUHVH \$QLH JUD]LH DOOD IRUWH SURSHQVLRQH DOO LQQR GHOOH D]LHQGH DVVRFLDWH q SDUL D FLUFD LO GHO IDWWXUDWR FF FUHVFLWD GHOO HFRQRPLD LWDOLDQD H UDSSUHVHQWDQR LO GHO 3I RULJLQD QHO FRPSOHVVR LO GHO IDWWXUDWR DJJUHJDWR GHO PDQL RFFXSDQGR LO GL DGGHWL WRWDOL GHOO LQG XVWULD PDQLIDWWXULHL

7XWWDYLD LO UDOOHQWDPHQWR HYLGHQ]LDWR GDL VHWWRUL \$QLH QHOOI VHPHVUH GHO GRYH VL UHJLVWUD XQ FDOR GHO IDWWXUDWR WRWDO DQFKH O DQGDPHQWR VHWWRULDOH LQ FKLXVUD DQQR GRYH VL VWLPD DQQR LQJOREDQR XQ FRQWHVWR GL HOHYDWD LQFHUWH]]D

8Q DQGDPHQWR SL• GHEROH FDUDWWHUL]]D VLD OD FRPSRQHQH LQWHI SRWHQ]LDH ,O UDOOHQWDPHQWR GHOO GRPDQGD HVWHUD VR]IU LQWHUQD]LRQDOH PHQWUH VXO IURQWH LQWHUQR XQ HOHPHQWR FUL LQYHVWLPHQWL FKH VYROJRQR XQ UXROR LPSRUWDQWH FRPH GULYHU GHOC

,O ULGLPHQVLRQDPHQWR GHO SRUWDIRJOLR RUGLQL FKH GRSR XQD ID QHOOD VHFRQGD PHWj GHO H FRQIHUPD DQFKH QHO SULPR VHPHVUH ODVFLD SUHVDJLUH XQ DQGDPHQWR SL• GHEROH DQFKH QHO

4XHVWL DQGDPHQWL VRQR FRQIHUPDWL GDL ULVXOWDWL GHOO 2VVHI HYLGHQ]LDQR GDOOD VHFRQGD SDUWH GHO XQ LQGHROLPHQWR GHOO LQL]LR ULVXOWD LQIHULRUH DOOD VRJOLD GHO FKH LQGLFD HV VHJQDODQR XQD FUHVFLWD GHO IDWWXUDWR WRWDOH

/ DWWXDOH HGL]LRQH GHOO 2VVHUYDWRULR VXO PHUFDWR GHOI PDFURHFRQRPLFR D PLQRUH SRWHQ]LDH /H LPSUHVH VL WURYDQR DG IURQWH LQWHUQR VLD VX TXHOOR HVWHUR ,O UDOOHQWDPHQWR GHOC FRPPHUFLR PRQGLDOH H DOOD VWDJQD]LRQH GHOO GRPDQGD GRPHV' FUHVFLWD KD FRPPHQDWR LO SUHVLGHQWH GL)HGHUJ]LRQH \$QL LQWHUHFHWWDWH GDL ULVXOWDWL GHOO DQDOLVL FKH YHG SHU OH LPSI FRQWUDVWDQWH TXDVL LO GHOOH LPSUHVH GHO FDPSLRQH GLFKLDUD X \$QFKH LO VHQLPHQW GHOOH D]LHQGH VXOO DQGDPHQWR QHOOD VHFRQGI LQFRJQLWH ,Q TXHVWR TXDGUR SL• FULWLFH SHU ULGDUH VODQFLR DOO DPFLWL VWUDWHJLFL FRPH LQG XVWULD H LQIUDVWUXWWXUH FKH UDSSUH'

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VLDQR RULHQWDWH D VRVWHQHUH OD FUHVFLWD GHOO LQGxVWULD LWDOLI
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