

english summary

PUBLISHING CONTENTS

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COLUMNS

Fairs & Exhibitions	page 31
Top retail	page 37
Library	page 71
Courses & Seminars	page 85

POINTS OF VIEW

FOOD

Quarrelling at the second course	page 9
<i>The controversy ignited by Paolo Barilla on the risk coming from the over consumption of meat presents again the topic of the important link between food and health..</i>	

DAYBOOK

Production	page 10
Distribution	page 11

TRENDS & SCENARIOS

DEVELOPMENT AND SUSTAINABILITY	
Parasites without frontiers ...	page 13
<i>The market globalization produced the contamination</i>	

of cultivations with pathogenic germs coming from foreign Countries.

ENTERPRISES AND INNOVATION

Developing the brand in an integrated way	page 14
<i>In the consumer goods market the medium sized brand company is the weak ring for the turnover stagnation and the lower profit.</i>	

ENVIRONMENT

The environmental challenge ...	page 16
<i>Consumers motivate several purchases basing on the ecological contents transmitted by the products and so they concretely reflect their own values.</i>	

STATUS OF ENTERPRISES

AGRICULTURAL AND FOOD

Spotlights on La Doria	page 18
<i>La Doria is a group leader in the production and commercialization of tomato products, legumes and canned pasta, fruit juices and other products.</i>	

THE MARKET FIGURES

FRUIT & VEGETABLE

Coming out more mature from the crisis	page 20
<i>2009, a terrible defined year: due to the crisis the agricultural prices did not reach the production ones and the companies worked at loss.</i>	

PRODUCTION

IV RANGE PRODUCTS

The wacky race of the packed salads	page 22
<i>The spread of already washed and portioned vegetables in our Country, keeps growing at a quick pace against a general decrease of fruit and vegetable consumption.</i>	

DOCUMENTS:

FOOD AND AGRICULTURAL INDUSTRY	
Food is our highlight	page 25
<i>Italians are aware of the made in Italy value as to food genuineness and safety. The territory is one of the purchasing choice keys.</i>	

SLEEP PRODUCTS

Bed remains the heart of the house!	page 27
<i>Data show that Italian consumers do not intend to save many for the purchasing of mattresses and duvets: qualities and made in Italy keep making the difference.</i>	

Production in brief	page 29
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DISTRIBUTION

COMMERCE

The supremacy of Centergross	page 32
<i>One of the most important international and commercial centres is found to Bologna districts trades them international. The field of the fashion, above all feminine, are represented.</i>	

Distribution in brief	page 35
-----------------------------	---------

REFRESHMENT

FRUIT AND VEGETABLE

From after lunch to a relax moment	page 38
<i>The quantity of outdoor consumption of fruit assessed by Cso and Gfk Eurisko. A scenario that will be compared with the subsequent survey.</i>	

Refreshment in brief	page 41
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COMUNICAZIONI D'IMPRESA

PROFILES

MASTER ADM – UNIVERSITÀ DI PARMA (pages 6-7). The sixth edition of the Retail Management Master, fruit of the partnership between the University of Parma and the Modern Distribution Association, started on last October. The project aims at training a generation of high level managers with remarkable professionalism.

NORDA (pages 96-97). The new year appears to be rich in innovation for Norda, that launches a new aseptic plant for the production of flat drinks, confirming its own core business in the mineral water sector. The company confirms also for 2010 a strong engagement in the social and environmental field, in addition to remarkable investments in the communication.

INTERVIEWS

ARMANDO TESTA (page 68). In a year in some ways critical, Armando Testa grew, achieving prestigious acknowledgments and returning to the top of the communication agencies in Italy. Marco Testa, president, explains how it is possible to excel without renouncing to quality.

EUROGROUP CONSULTING (page 90). The credit and financial crisis and its dangerous evolution in 2008 and 2009, led to a macro economic scenario that poses important question marks. We analyze them with Francesca Benini, partner of Eurogroup Consulting and responsible for the Consumer Goods Industry.

F.LLI GANCIA & C. (page 30). Gancia has always been synonymous of great tradition in the production of sparkling wines. The company is presently engaged in the renewal of image and consolidation of business, both in Italy and in the international markets. We speak about it with Paolo Fontana, managing director.

COMPANY CASES

CARREFOUR (page 36). At Carrefour hypermarket in Belpasso (Catania), in the commercial center Etnapolis, are sold the agricultural and food products typical of the Park of Etna, thanks to an agreement between the Gruppo Carrefour Italia and Valli di Sicilia srl, a company that gathers a selected group of agricultural companies of the Park of Etna.

GRUPPO LA-VIS (page 66). The presentation of the Prize "Territories: expressions of Art, Culture and Economy in the La-Vis Group" was held in last November 2009. It was a precious occasion to highlight the values – mainly quality and territory – and the strategic choices the Group wants to develop in the next few years.

CONSUMERS

DOOR TO DOOR
The success of door to door page **42**
The field of the sales at domicile is in increase: Italy is to the quarter place in Europe after Germany, United Kingdom and France. A comfortable service and from the human face.

DOCUMENTS: SAVING
Ants in a time of crisis page **45**
How do Italians react to the economic recession? Cutting superfluous expenses and postponing the purchase of durables to better times.
Consumers in brief page **47**

COMMUNICATION

FAIRLY SCENARIO FOR TRADESHOW
On view to avoid crisis page **50**
Here is how fairs can become a very significant marketing moment, to avoid the grips of the world crisis.
Communication in brief page **67**

PACKAGING

WOOD
Certified pallets page **72**
The pallets sector suffers the crisis but resists, thanks also to a policy of brand valorization that fights the illegal pallet market.
Packaging in brief page **75**

LOGISTICS

CLOTHING
The fashion of short supply chains page **76**
Every year more collections that replace the previous

ones, high outsourcing and market saturation are the criticalities affecting the sector.
Logistics in brief page **79**

HUMAN RESOURCES

PROFESSIONS
Credit brokers: a delicate role page **80**
The training of the consumer credit products suppliers is crucial, considering the causes of the present economic crisis. The password is Responsibility.

PROFESSIONS
Not working only in the halls... page **82**
Working as a wine waiter is a more and more appreciated job also from young people. The Ais organizes ad hoc courses and promotes the protection of this professional figure.
Human resources in brief page **83**

FINANCE

TOOLS
The audit in the purchasing processes of the consumer market goods page **86**
Due to the economic crisis, the audit professionals are experiencing a new life in finding out the so-called company "hidden profits".

MERGERS & ACQUISITIONS
Food & Beverage: Italy, prey or hunter? page **88**
In the M&A sector, experts they outline the dynamism of operators in our Country and their capability of exploiting new potentialities.
Finance in brief page **91**

ENVIRONMENT

CLEANING
The boom of eco-compatible products page **93**
In a context of consumption stagnation the companies producing detergents and other house cleaning products aim at the "green" lines.

WATER
Emergency under tap page **98**
The water that arrives in our houses is clean or polluted and which differences are found between the various Regions? We have analyzed the Italian situation.
Environment in brief page **99**

ENERGY

ENVIRONMENT
The future is all in the renewable energies page **100**
As shown in a recent research by Icm, consumers understood that the only feasible road is respecting the environment also in the energy field.
Energy in brief page **102**

INDEX & MONITORING

Raw materials page **104**
November brought a general sense of equilibrium in the evolution of the raw materials quotations mainly in the alimentary sector.
Prices and consumptions page **106**
Data coming from "Indicatore di consumi Confcommercio (lcc)" in October 2009 highlight a situation where some positive signs can be seen.
Consumers' confidence page **108**
The confidence degree of Italians in the situation of the Country keeps decreasing, as highlighted by the monthly Findomestic Observatory in November.
Reading paths page **111**
Information for readers and advertisers ... page **112**

FOCUS

FIERA MILANO (page 57). During 2010 the fair agency, more and more careful about technology, is going to welcome in February the third edition of the Made Expo biennial, the launch of new exhibitions (cosmetics and well-being in September, In-tercharm Milan) and the repositioning of the top professional manifestations, among which Macef and Bit.

HONEGGER (page 53). In its fortieth anniversary, Honegger renews and strengthens its own image as a group of companies with competences and interdependent activities within fairs and international events. Honegger has implemented since 1970 fair marketing plans to improve and increase the business activities of companies, associations and institutional customers.

K+S AGRICOLTURA (page 70). Gesal is the brand that has offered for 40 years a wide range of products for plants care and nutrition and still today it can boast the highest notoriety in the Italian market. Also in 2010, Gesal is going to be the protagonist of several communication and "ad hoc" promotion activities, for the retailers and not only for them.

LA LINEA VERDE (page 24). Linea Verde is the Italian Group, located in Manerbio (Bs), leader in the domestic market of ready-to-eat fresh vegetable and fruit and ready meals it produces under the big distribution brand and its own brand DimmidiSi.

SIAL (page 55). Italy is one of the historical and fundamental partners of the Sial Paris and, generally, of the Sial Group, first international network of professional exhibitions dedicated to the agricultural and food market. It is no accident that, after France, Italy has been for various editions, the first Country, as far as exhibitors (approximately 800) and visitors (approximately 5.400) is regarded, of the Sial Parisian.

SPOT

EXPAND INTERNATIONAL (page 59). Expand International AB, located in Stockholm, is the European leader in the sector of portable advertising displays, such as exhibition totems, roll-up systems and modular portable stands.

ORTOROMI (page 23). Ortoromi is one of the most important Italian companies in the fruit & vegetable sector: it has proposed for many years salads and other orchard products directly cultivated, prepared, cleaned up and ready for use to Italian and European consumers.

PIZZOLOTTI (page 95). Draught self-service detergents: it is the ecological and economic solution proposed by Pizzolotto, as an alternative to the traditional shelf sales. This way, in fact, it is possible to re-use only a plastic bottle that will be filled each time with the loose liquid detergent tapped by the distributor.