

# english summary

## COLUMNS

<b>Fairs</b> .....	page <b>67</b>
<b>Study &amp; Research</b> .....	page <b>117</b>
<b>Library</b> .....	page <b>119</b>
<b>IT Solutions</b> .....	page <b>129</b>
<b>Real Estate proposals</b> .....	page <b>131</b>
<b>Job Opportunities</b> .....	page <b>137</b>
<b>Profiles &amp; Careers</b> .....	page <b>139</b>
<b>Courses &amp; Seminars</b> .....	page <b>141</b>

## DAYBOOK

<b>Production</b> .....	page <b>11</b>
<b>Finance</b> .....	page <b>14</b>

## TRENDS & SCENARIOS

<b>Enterprises &amp; Consumers</b> .....	page <b>18</b>
<b>Enterprises &amp; Employment</b> .....	page <b>20</b>

## POINTS OF VIEW

<b>Plasticseurope</b> .....	page <b>9</b>
-----------------------------	---------------

## PRODUCTION

### PORK MEAT

**Ham under press** ..... page **23**  
Another sector of our zootechnical industry is in a period of crisis, affected by consumptions decrease and rise of raw materials prices. However, the UE legislation makes us less competitive.

### MINERAL WATER

**The alternative to the bottle** ..... page **26**  
Drinking water fountains at home and in the office, once a typical consumption of the Anglo-Saxon Countries. There are many bowls distributors in Italy in a growing market.

### PRESERVES

**The buyers of the puréed tomatoes** ..... page **31**  
The tomato processors in the light of purchasing policies. Sometimes uneasy supplies affect the role of managers. Here is the case of a leader, a consortium and a sector.

### FISHING INDUSTRY

**Tuna fish with a side dish** ..... page **37**  
A product with a consolidated history, perennially looking for innovation, ensures very good performances to the main competitors. After all, the business has a good wind behind it.

### STATIONERY

**Selling paper isn't enough** ..... page **39**  
Specialization is the consequence of the trends taking place in this channel: IT technology and seasonal sales. The traditional shop must seek the help of new strategies if it wants to survive.

### COSMETICS

**Heads looking all right** ..... page **45**  
The hair care products confirm a positive and regular growth trend. The export is also recovering: the made in Italy directs its efforts on more and more specific product ranges which conjugate quality and innovation.

### SMALL ELECTRICAL HOUSEHOLD APPLIANCES

**The brands light up** ..... page **49**  
Innovation is the key to success in a growing and dynamic market, as confirmed by the recovery of the big companies to detriment of no-brand ones.

### CONDITIONING

**Fresh air without lifting a finger** ..... page **52**  
The house conditioning market is increasing. Nowadays, the advantages coming from technologies well known by the consumer are spurring the purchases, not of laptops only.

### UNDERWEAR

**Each beach enjoys its made in Italy** ..... page **56**  
After a year of growth, the beach wear is presently

slowing down, not as far as the export is concerned. Meanwhile, companies are preparing strategies for more specific future collections.

### INSECTICIDES

**Big game hunting to the slightest buzzing** ..... page **58**  
Mosquitoes, ants and other domestic parasites are multiplying due to a changed climate. Italians are more and more resorting to specific, safe and effective products.

**Production i brief** ..... page **61**  
other news on [www.largoconsumo.info/abbonati](http://www.largoconsumo.info/abbonati)

## DISTRIBUTION

### DISCOUNTS

**A more super hard discount** ..... page **71**  
Assortment, private labels, quality without denying convenience. The evolution of a sale format that becomes more and more Italian, snatching points to the competitive channels.

### DOCUMENTS: BAR CHANNEL

**Customised consumption styles** ..... page **77**  
From next door premises to a diversified and multiple offer to meet different requirements. However, it is a channel completed by more and more alternatives for a fast meal.

### NORMS & RULES

**Freer openings** ..... page **79**  
The new Lombardy regional law entrusts Commons with greater power on the stores' open time. Also the shopkeepers shall be able to decide how to distribute the time available during the week.

### TERRITORY

**Veneto, big organizer** ..... page **81**  
A distribution structure at regional level more articulated than the rest of the Country as emerged from the analysis of one of the leading areas of our economy.

**Distribution in brief** ..... page **83**  
other news on [www.largoconsumo.info/abbonati](http://www.largoconsumo.info/abbonati)

## COMPANY COMMUNICATION

### PROFILES

**CARREFOUR** (pages 16-17). "Insegna" is the new training project for the franchisee partners of Carrefour Group Italy, hosted at Trofarello (Turin) by the Academy Market, a very modern structure implemented by Cean, with interiors branded Pininfarina Extra. Through this important project, the retailer aims at fostering affiliates' loyalty, optimizing their performances.

**CMA** (pages 6-7). CMA is operating again in Italy, with the aim of favoring the contacts between German exporters and Italian retail, catering and production enterprises, letting Italians know the quality and the diversification that make "the true German taste" unique.

**FILA** (pages 42-43). FILA confirms also this year the important support activity carried out by the ONLUS (no profit company) "Save the Children", engaged in the defense and promotion of children's rights. At this aim, in the "back-to-school" period, Giotto will be protagonist of many activities that will involve schools, consumer goods market and media.

**MADEL** (pages 164-165). Madel, thanks to its orientation in innovation, versatility in the production on its own brand and for the biggest Italian and European retailers, confirms itself as the main actor in the field of detergency, house cleaning and personal care.

**SVILUPPO DISCOUNT** (pages 68-69). The company was able to successfully develop a discount formula - under DICO brand - characterized by a strong identity, with a

guaranteed assortment of quality and cheapness, where a high profile private label stands out together with a branded offer.

### INTERVIEWS

**ALTIS** (page 135). Conjugating competitiveness and social responsibility is a more and more perceived need. ALTIS, the High School of Enterprise and Society by Catholic University of Milan, was born just to deepen these topics. We speak about it with Professor Mario Molteni, founder and director of the School.

**GEFCO** (page 128). Christophe Poirineau, general manager, speaks about the company strategies in the field of social responsibility, illustrating the services already successfully used by GEFCO to reduce the environmental impact, thus obtaining important savings.

**MERCURIO MISURA** (page 136). Barbara Viscito, training manager of the consulting company located in Milan, illustrates the approach of Mercurio Misura to the topics tied to the company training plans.

### COMPANY CASES

**CARLSBERG (SCHNEIDER ELECTRIC)** (page 156). Carlsberg uses a server by Schneider Electric, that participated to the development of the cooling system (Cooling Plant) controlled by a Scada Monitor Pro system, for the management of all the utilities of Induno Olona Plant.

**CONSORZIO TUTELA IGP AGNELLO SARDEGNA** (page 63). The PGI (Protected Geographical Indication) Lamb of Sardinia protects and values one of the jewels of the

**CONSUMERS**

**SAFETY**

**Clothes like time bombs** ..... page **88**  
*Imported clothes which contain unhealthy and dangerous substances. The consumer too often neglects reading the labels. This is why new norms and rules are being proposed.*

**BIKES**

**The best bikes resist for sports or walks** ..... page **89**  
*The competitive challenge to the import at a low cost is on materials and performances. A variegated market, from which only a few known brands emerge.*

**SAFETY**

**A lighter code** ..... page **93**  
*Food crimes are being decriminalized by the new law decree of the Ministry of the Health, still being processed. Administrative fines for producers and distributors remain still valid.*

**Consumers in brief** ..... page **94**  
*other news on [www.largoconsumo.info/abbonati](http://www.largoconsumo.info/abbonati)*

**COMMUNICATION**

**NORMS**

**Neither persuaders nor abusers** ..... page **103**  
*Two decrees on advertising among professionals and commercial policies towards the consumer identify deceptive and unfair behaviours and modalities to compare goods or services.*

**DOCUMENTS:**

**A SURVEY BY ASSOCOMUNICAZIONE**  
**The uncertain accounts of promotion** ..... page **107**  
*The economic result is a key factor of a campaign for the launch of a product. Nevertheless, according to a sample survey, in Italy only a few small*

*sized enterprises take it into consideration in the investment analysis.*

**Communication in brief** ..... page **109**  
*other news on [www.largoconsumo.info/abbonati](http://www.largoconsumo.info/abbonati)*

**LOGISTICS**

**SUPPLY CHAIN**

**Pills in distribution** ..... page **121**  
*There are 133 companies operating in the drug supply chain in Italy. The automatic picking systems and the wideband telematic purchase orders have upset the sector in the recent years.*

**Logistics in brief** ..... page **125**

**HUMAN RESOURCES**

**PROFESSIONS**

**The specialist of the location** ..... page **132**  
*This is the activity of people looking for locations suitable for the opening of new point of sales. A key figure in the big distribution market and many other sectors as well, including the hotel industry.*

**Human Resources in brief** ..... page **134**

**FINANCE**

**COMPETITIVE SCENARIO**

**Aligned for espresso coffee** ..... page **142**  
*Against stable consumptions the domestic sector is only thriving for type bar solutions. This is the scenario where first level realities, comparable for turnover, are operating, with some problems linked to costs.*

**CREDIT**

**Companies between growth and gearing** ..... page **148**  
*Italian enterprises are often small-sized and family-ow-*

*ned: the specialized brokers, who offer them assets and know-how, can favour their innovation and development.*

**Finance in brief** ..... page **149**  
*other news on [www.largoconsumo.info/abbonati](http://www.largoconsumo.info/abbonati)*

**ENVIRONMENT**

**PAINTS**

**Putting on a coat of ecological colour** ..... page **150**  
*Here is the development scenario in the research of solutions equal to the traditional paints, but safer and eco-compatible. Their development is not only due to market imprinting, but also and above all to norms and regulations.*

**Environment in brief** ..... page **153**  
*other news on [www.largoconsumo.info/abbonati](http://www.largoconsumo.info/abbonati)*

**ENERGY**

**RENEWABLE SOURCES**

**Low but costly consumptions** ..... page **154**  
*Italians favourably consider biomasses, aeolic and solar as alternative resources. Their diffusion, according to a survey by the Electric Power Company, is restrained by too much hard investments.*

**Energy in brief** ..... page **157**  
*other news on [www.largoconsumo.info/abbonati](http://www.largoconsumo.info/abbonati)*

**INDEX & MONITORING**

**Raw Materials** ..... page **158**  
**Prices & Consumptions** ..... page **160**  
**Economic Trend** ..... page **162**  
**Reading paths** ..... page **167**  
**Information for readers and advertisers** ..... page **168**

Sardinian agricultural and food tradition, ensuring to a larger and larger public an excellent quality product, mainly guaranteed by the application of rigid specifications regulating the supply chain's activity.

**MONDOVICINO** (page 85). It opened on last November 2007, running towards becoming the only structure in Italy as to size, design and contents: we are speaking about Mondovicino, "commercial and free time park" that extends on a surface of 390.000 sm. next to Mondovi tollgate.

**FOCUS**

**AD CHINI** (page 101). The company achieved a significant development in a very few years. Melinda line mousse is the pride of an assortment of thirteen references including a new product: apple and pome granate mousse.

**ARGOCLIMA** (page 53). Reflexo is a new FULL DC Inverter - SVPWM 180° Argon conditioner, designed with revolutionary materials and finishes. The internal unit is made of ABS (Acrilonite Butadiene Styrene), prestigious and distinctive material.

**GARMIN** (page 90). Thanks to Edge family by Garmin, the biker can know any information in real time: all the possible speeds and distances, altitude, slope, gradient and calories, cardiac heartbeat, all on a 2,2" color display.

**GOGLIO** (page 35). Under the Fresh Aseptic System® brand, Goglio implements a complete flexible packaging line with formats ranging from 3 to 1.500 liters, specific to satisfy the different aseptic packaging requirements.

**LINPAC** (page 127). LINPAC Plastics, the main Division of the Group, was recently re-

named LINPAC Packaging. The objective is to guarantee a more and more active and strong platform within the packaging market.

**SPOT**

**BOSCHI FOOD&BEVERAGE** (page 33). Pomì, the brand of the first puréed tomato, returns to Cibus with an important presence, a modern and welcoming stand and an event of actual interest for the press and the sector operators.

**GALFRÈ** (page 99). Today, the diversified range of delicatessen by Galfrè Antipasti d'Italia (Appetizers) enriches with a new specialty: "Italian artichokes in oil and tuna fish".

**PANASONIC** (page 55). Panasonic was one of the protagonist companies at Exocomfort 2008 thanks to the introduction of a new line of high quality and remarkable performance conditioners.

**PARAH** (page 57). The "Prints of Parah" line is a sea collection produced "ad hoc" and addressed to a public of comfortable sizes with different wearability needs.

**UNI** (page 91). The "European bicycles by law" are spreading, designed and produced in accordance with the new UNI European norms that define a series of requirements on safety and the parameters to which producers shall conform.

**VERONI** (page 116). Soresina and Veroni, two leader brands in the dairy and salami sector, show up "together" to develop an interesting idea of "actual" co-marketing.

**ZICAFFÈ** (page 145). A constant quality over time: with this objective Zicaffè started an important collaboration with the Department of Food Sciences of University of Messina.