

# english summary

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Mentioned: persons, enterprises, brands, organisms  
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## PRODUZIONE

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Many people turned to the new institutional figure. In spite of his limited powers, the guarantor started a hard comparison with the various sectors to make expenses more transparent.

**STREET TRADERS**  
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It keeps growing on the total traditional trade: mainly for the possibility of purchasing at more convenient prices. But also for many other advantages.

## COMMUNICATION

### PROFILES

**FIGLI DI PININ PERO & C.** (pages 22-23). The company is one of the leaders in Italy and Europe as to import, manufacture and packaging of various types of sugar, particularly the crude cane one: a segment strongly developing.

**THE WALT DISNEY COMPANY ITALIA** (pages 6-7). DCP and its associated companies form the segment of Walt Disney Company that extends the Disney brand to merchandising, in sectors like clothing, toys, housekeeping articles, books and magazines, but also food, stationary and electronics.

### COMPANY CASES

**CONAD** (page 72). Nordiconad cooperative, one of the top realities of Conad Group, will implement in Turin the big trade center that will be built within the new stadium of Juventus football club.

**GRUPPO SOLE E BONTÀ** (page 56). The Group located in Marche, specialized in the production of bakery, pastry and fresh products, entrusted to Garbini Consulting and obtained significant savings on the purchases of packaging materials.

### INTERVIEWS

**AGROINNOVA** (page 58). Is it possible to make advanced research in two sectors greatly important for our economy and our future, such as the agro-environmental and agro-alimentary ones? We speak about it with Maria Lodovica Gullino, director of Agroinnova.

**ARIETTI & PARTNERS** (page 140). The crisis of the international markets does not seem to have slowed down too much the trend of mergers and acquisitions among enterprises. The "mid market" keeps providing a lot of work to the M&A specialists, such as Arietti & Partners. Davide Milano, project manager of the company confirms it.

**GEFI** (page 126). Interview to Antonio Intiglietta, president of the company that organizes the fifth edition of EIREXpo Italy Real Estate, planned from next 9th to 12th June in the new pavilions of Fieramilano, on the event and the perspectives of the retail real estate market.

**SISA** (page 71). The difficult conjunctural moment for the modern trade keeps continuing. Also for the retailers it is important a good calibration of strategies and the best evaluation of their own pluses. Just like Sisa is doing: we speak of it with Sergio Cassingena, president.

### FOCUS

**CASA VINICOLA CALDIROLA** (page 109). Casa Vinicola Caldirola, Italian leader in the big distribution for the glass segment with 85 million bottles sold, inaugurates a risky and innovative branding project, proposing - for the first time in Italy - a line of three in-

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*The management of the cold chain becomes critical for the city delivery service. New tools and solutions are trying to meet these requirements.*

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*Italy is in the vanguard in machinery and systems for the ortofrutta, field that sees world-wide protagonists to us. On the investments they weigh but the unknown quantities of the crisis.*

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*There are tools designed to get the maximum advantages from the geographic analysis. It is a key to organize the sale force along with the local market potentiality.*

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*The next coming into force of a European directive changes the rules of consumption financing. The banks shall be forced to revise their own relationships with the consumer goods market.*

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*milies and the turning to loans and financing also for the purchase of consumer goods gave a new impulse to the sector.*

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*The producers of house detergents embraced the cause of environment protection. Sensibility rewarded by the consumer who considers it an added value.*

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*The supply chain has approached the energy saving practice for few years, with favorable result also increasing the cooling power.*

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*It is confirmed also in March 2009 the rise of the quotations of raw materials that continue the recovery emerged in the previous two month period.*

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*The decrease of consumption level continued also in February 2009 - 4% as to quantity: it is the result emerged from the Indicatore dei Consumi Confcommercio.*

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*The confidence of Italians seems to be increasing as reported by data relevant to March 2008 published in April by the Monthly Findomestic Observatory that investigates the purchasing propensity.*

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ternational vines packed in 0,75 liters aluminum bottles.

**EUROGLASS** (page 111). Recipio is a bottle that represents innovation and style but, above all, environment respect.

The bottle was designed for flat and sparkling wines, but it is not all. The container has such a shape that it will be able to receive a never ending of daily re-uses.

**PARMACOTTO** (page 59). The product range of Perfecto includes two new products: in addition to Prosciutto Cotto with a low content of salt (only 0,5%), here is the Fesa di Tacchino and the Petto di Pollo, characterized by a reduced percentage of fats: 1% for the turkey and 1.5% for the chicken.

**POLTI** (page 149). Vaporetto has been for over 30 years the new concept of more ecological, more powerful, but also faster and easier cleaning. An exclusive technology that is precursor of an extremely topical cleaning concept.

**VARVELLO G. & C.** (page 99). "L'Aceto Reale" by Varvello was born in 1921 in Turin, Piemonte: a land of famous wines and Italian wine vinegars. The combination between "taste" and "knowledge" is the base of Varvello's quality: an experience that improves in the cellars in vinegar wood barrels that are the biggest in the world.

**SPOT**

**GRUPPO BIRRA CASTELLO** (page 87). The Gruppo Birra Castello adds to the traditional brands Birra Castello and Pedavena, a new product line - Birra Dolomiti - foun-

ded on a project born with the re-startup of the Factory located in Pedavena.

**HUHTAMAKI** (page 45). The most beautiful parties require the most glamour plates, small bowls and glasses. This is why Huhtamaki, leader company in the food packaging sector, renewed its Superparty collection.

**IN.AL.PI.** (page 33). The press conference for the presentation of the new structure to store dry powdered milk, was held on last 15th April 2009, at IN.AL.PI plant of Morretta (Cuneo).

**RADEBERGER GRUPPE ITALIA** (page 83). Clausthaler, a brand by Radeberger Gruppe KG, is a nonalcoholic beer characterized by the unmistakable taste of a true beer: a unique combination obtained by Clausthaler only.

**SOCO** (page 102). New Topexan, a brand by SOCO - Società Cosmetici - leader in the sector of skin cleaning, launches the competition "Win the Stadium with New Topexan". The protagonist is the "historical" Dermolavaggio Antibatterico for Normal and Fat Skins in a 150 milliliter packing.

**SVAT** (page 121). Using its own platforms, Svat is presently proposing to the customers of the big distribution and large retailers to join for the establishment of a network of multi-producer/multi-distributor Centers.

**WARSTEINER ITALIA** (page 89). Warsteiner, within the Mille Miglia, organized a significant sampling activity with Warsteiner Premium, Fresh 0,0% alcohol, the "true" nonalcoholic beer with 0,0% alcohol/vol. present in the Italian market.