

SECTIONS

| | | |
|---------------------------|------|-----|
| Fairs & Exhibitions | page | 31 |
| Library | page | 83 |
| Study&Research | page | 85 |
| IT Solutions | page | 97 |
| Job Opportunities | page | 105 |
| Profiles & Careers | page | 106 |
| Courses & Seminars | page | 107 |

POINTS OF VIEW

| | | |
|----------------|------|----|
| Eurispes | page | 11 |
|----------------|------|----|

DAYBOOK

| | | |
|--------------------|------|----|
| Production | page | 12 |
| Distribution | page | 13 |
| Finance | page | 15 |

TRENDS & SCENARIOS

| | | |
|---------------------------------|------|----|
| Cambiamenti e opportunità | page | 18 |
| Prezzi e consumi | page | 19 |

PRODUCTION

WINE

Marketing in the goblet page 20
Oenology is suitable for several formulas for the promotion of consumptions: oenotourism, taken off in these years, advertising, label.

FUNCTIONAL FOODS

Putting pasta to the test page 22
It is necessary to fully understand what consumers think before launching a product on the market. Here is an example of implementation of functional foods through consumer science techniques.

TEXTILE-CLOTHING

Trendy competitiveness web 1
In a very near future the companies' success will depend more and more upon the ability of considering the market, meant as the expression of new needs from consumers, the business centre.

CLOTHING

Europe towards one size web 2
Goodbye jungle of labels: a norm will settle at European level a new standard of clothing measurement: simpler and clinging to the real size of the body.

INDUSTRIAL DISTRICTS

The cannery industry of Agronocerino Sarnese (Sarno River valley, between Naples and Salerno) web 3

The product quality is its force, also acknowledged by foreign countries. The lack of coordination and international development strategies is restraining the development.

INDUSTRIAL DISTRICTS

Production is not a bed of roses web 4

Although typical products of excellence, from olive oil to wines, to plants, the agricultural and food district of Imperia cannot take off. The companies should "make system" and address their efforts to technology.

INDUSTRIAL DISTRICTS

The seafaring and agricultural past of Tronto web 5

Tronto district is one of the four areas of economic investment being implemented in Marche. An area (with San Benedetto at its heart), that developed from its fishing tradition an industry including a biological sector among its industrial poles.

TEXTILE

The point on the labels web 6

The law establishes the obligatory indication of the textile products composition, with a particular attention to silk and wool.

AGRICULTURE

Integrated or biological method? .. web 7

Resemblances and differences between these two methods both born to avoid the damages due to a huge employment of chemistry.

INDUSTRIAL DISTRICTS

In the native land of "pecorino" cheese web 8

A tradition that can partially become a business policy. This is why the area that concentrates the production of DOP (Denomination of Protected Origin) Sardinian cheeses did not create a true district yet.

SALAMI

The main course for the end of the year web 9

Industry and handicraft are rivals for the tradition of cotechino and zampone (type of Italian pork sausages). However, it is also necessary to meet the new consumption trends and renew the offer.

PRODUCTION PROCESSES

Taken out of the oven for holidays ... web 10

From the secrets of leavening, to the systems used to speed up the working cycles and sort the product. This way, a traditional recipe became an industry of million season cakes ready to be waited at table.

LEATHER INDUSTRY

Export in the handbag web 11

In the first half of 2007 the increase of export stands out compared to the lull of the domestic market. The segment relevant to ladies' handbags is a market driver, but it is the most damaged by counterfeiting.

FOOTWEAR

Taking short strides towards economic recovery web 12

The first half of 2007 confirms the first timid positive signs preannounced in 2006. The international demand and the domestic consumption are growing, but the foreign competition is very well trained.

WINE

A toast to the economic revival web 13

Here is Mediobanca's analysis on the first 85 Italian wine brands. Export is the increase factor, with positive effects on the financial indices.

DRIED FRUIT

Chestnuts set out to the conquest of the world web 14

From roasted chestnuts to the tradition of marrons glacés: the revival of a production given up in Italy for some time, now supported by technology, denomination of protected origin (DOP) and marketing.

Production in brief page 25

DISTRIBUTION

FRANCHISING

Food is served page 33

The food sector goes towards multi-channelling and space differentiation, with the offer of extra and qualifying services. In the specialized hypermarkets, there is more innovation than in large spaces.

PERFUMERIES

The cathedrals of beauty page 37

The sector is growing together with competitors' quality. The specialist channel is then aiming at a strong and distinctive identity. Here are Douglas, Sephora and As Watson's strategies.

REVIEW

Below cost as a standard page 42

The Wal-Mart Effect, an expression already become popular. It is a model that obliges workers and suppliers to pay low prices at any cost. A book explains how.

PRIVATE LABELS

The packaging that makes the difference web 15

The packaging is a key element in the consumer's choice, mainly when dealer's branded products are concerned.

COMPANY COMMUNICATION

PROFILES

CIS COMPAGNIA ITALIANA SALI (pages 68-69). Compagnia Italiana Sali still stands as a protagonist of the market, thanks to a product range not only of high quality profile, but also wider and wider, to satisfy the diversified requirements of a modern consumer: a trend valued by the assortment choices of the modern trade.

NESTLÉ BUITONI (pages 60-61). On last September, Buitoni celebrated its first 180-year activity with a "ten days event" of art, music, cinema and high gastronomy held at Triennale di Milano. This way, the company confirmed its vocation for innovation and creativity that allowed its success both in Italy and worldwide.

EVENTS

GRUPPO TESI (pages 16-17). On 12th October 2007, TESI, a company that has supplied for over ten years IT applications and solutions not only to the retail market, celebrated its first convention named "Retail & IT" in Taormina (Sicily).

INTERVIEWS

BOSCHI FOOD & BEVERAGE (page 26). Interview to Cristiano Villani, commercial and business development manager of the newborn Boschi Food & Beverage Spa, fruit of the acquisition of Boschi Luigi & Figli from Consorzi Casalasco del Pomodoro.

DIENNEA (page 84). Maurizio Fionda, founder of the company specialized in e-marketing services, speaks about the market policy and the approach of a company that has been accumulating in recent years a sound experience not only in Italy.

FIAT (page 92). Flavio Castelli, manager of Fiat Professional Italian Market, speaks about the pluses of the new Fiorino and the increasing role of the company within the domestic and European market of commercial vehicles.

PARMAREGGIO (page 82). Paolo Micheli, president, in the occasion of the launch of the new TV spot, outlines the "brandization" strategy of Reggiano Parmareggio Parmesan and the development programmes for the coming year.

SISA (page 46). Interview to Sergio Cassingena, president of Sisa, on the difficult year lived by the modern trade, the market perspectives for 2008 and the expectations of his company, leader in the big distribution sector.

STUDIO LEGALE FORTE (page 24). Gaetano Forte, titular lawyer in Ferrara of the legal study having the same name, explains its activity within the agricultural and food sector: the problems to face range from companies requirements to legal questions..

VALUE LAB (page 102). Interview to Marco Di Dio Roccazzella, partner of Value Lab, a management and IT solutions consulting company; he tells how it is possible to support the strategic choices of companies. Lab can support them through modern and customized tools.

COMPANY CASES

HEINEKEN ITALIA (page 94). Partesa, dealer of Heineken, needed a strong distribution platform for IT logistics. The solution was SAS Enterprise Business Intelligence Server, an integrating part of SAS9 platform.

Safety and functionality are the most important requirements in their production.

Distribution in brief page 43

CONSUMERS

PASTA

Fresh and stuffed on Mondays too . page 48
This typical holiday dish, today is eaten more often than not. The increasing number of brands and references in the consumer goods market stimulates the impulse purchase. Moreover, advertising can make the difference.

FRUIT & VEGETABLE MARKET

A costly counterattack page 52
The past year the consumptions of Italian families grew both in quantity and value, mainly in the big distribution, but the supply chains' inefficiency still make the final prices leavening in an anomalous way.

DOCUMENTS: TRENDS

The new priorities of Europeans .. page 56
They spend less for food and clothing and more for transportation and communication. The greater growth concerns Ireland while the Italian performance is lower than the average.

NUTRITION AND HEALTH

A healthy spaghetti meal page 57
In spite of the success gained by hyperproteic diets, pasta is fundamental in the prevention of many diseases. Nearly 11,4 million tons are produced worldwide every year.

SAFETY

Why is there so much alarmism? page 63
If there is a crisis in the food sector, the perceived risk, of emotional nature, is different than the real one. Moreover, the empathic communication is more effective than the mere illustration of scientific data.

LIFE STYLES

A small daily help page 65
The alimentary integrators are considered useful to find certain equilibrium. Italians take them to fill vitamins and minerals deficiency. But also to prevent diseases.

ATTITUDES

How to stimulate financing web 16
Here are the main rules to satisfy and attract customers in a sector that is more and more often requiring customised solutions aimed at achieving planned objectives.

BEHAVIOURS

The low cost premium price paradigm web 17
Nowadays the market is divided in two great blocks: the high profitable assets on one side, and the ones with a content that goes over the use value on the other. Here is which way to turn.

NUTRITION & HEALTH

An apple a day is not enough web 18
Fruit & vegetables, basis of the Mediterranean alimentary pyramid, are necessary for the well-being of body organism and the prevention of diseases. But Italians do not eat sufficient fruit and vegetables.

Consumers in brief page 71

COMMUNICATION

PUBLISHING

Daily worries page 76
In spite of the economic recovery in 2006, sales and advertising are not sufficient to stop the high production costs. Readers ageing more than fifty are increasing, but often to free press' advantage.

Communication in brief page 79

LOGISTICS

TRADE CENTRES

A lively real estate page 87
The building offer is living a transformation in Italy, between requalifications and new structures. The sector grows and is an interesting investment for the real estate finance.

DOCUMENTS: RADIOFREQUENCY

The key of an integrated supply chain page 89
A technology that is not an innovation anymore. Nevertheless the distribution, which issues the demand, is presently going to adopt technology. A survey analyzes the diffusion.

PACKAGING

In defence of product identity page 91
Packaging has an attractive, communicative and distinctive function that joins it to the brand. Law protects its value, but companies must know its aspects.

Logistics in brief page 93

HUMAN RESOURCES

PROFESSIONS

How to manage a shopping centre page 99
Coordinating all the activities within multipurpose structures requires responsibility, administrative and normative competences and perception in meeting customers' requirements.

PROFESSIONS

The expert of environmental risk ... web 19
A consultant for the sustainable risks and interventions concerning supply chain projects that foresee agricultural bio-

technologies. A professional figure provided by the norms for a preventive evaluation of environmental impact.

Human resources in brief page 103

FINANCE

FURNISHINGS

Knowing how to enter Italians' houses page 108
In the presence of a stable demand, the offer developed as to range, sale areas and service level. Here are results and perspectives of some competitors.

TAXATION

On-line meters web 20
Traders who use the new telematic tools to transmit receipts will get some facilities. The obligation of issuing sale slips foresees some exceptions.

Finance in brief page 113

ENVIRONMENT

ZOOTECHNICS

The herd that pollutes page 116
The world meat consumption is regularly increasing, but breeding generate greenhouse gases, impoverish the earth and the water resources. Here are FAO's suggestions to limit damages.

Environment in brief page 119

ENERGY

ELECTRICITY

It is an easy task to make savings in Milan page 122
One company out of four uses the open market, the majority still chooses the restricted one, thus giving up the possibility of paying kW/h the 8% less. There are still some resistances in the Province.

PHOTOVOLTAIC SECTOR

Towards an uncertain but solar future page 123
This rapidly developing strategic sector is preparing to compete with the fossil sources also on the prices. In Italy, there is presently an important technological offer slowed down by too many bureaucratic obstacles.

INDEX & MONITORING

Raw Materials page 124

Electronic money page 126

Information for readers and advertisers page 128

FOCUS

ALIBERT (page 49). Alibert, a company that has successfully operated for forty years in the food industry of fresh stuffed pasta, is ready to launch the new line Chef Gourmet in the market.

BOLOGNAFIERE (page 29). BolognaFiere has developed over the years an exhibition model that privileges a "supply chain" development, creating real "fair systems" which lead the international scenario for their extraordinary specialization.

ESSEDUE ALIMENTARE (page 51). The company located in Treviso, specialized in the production of potato gnocchi, proposes Patasnella, a high quality product, without additives, artificial coloring and substitutes, only containing genuine ingredients (potatoes, wheat flour, eggs and salt).

EXQUISA (page 73). The new Exquisa reference was introduced to the trade at the end of last June, and from September on it can be found in the refrigerated displays: Fruiss, centrifuged fruit and vegetable juice ready to drink.

FILA (page 27). With Didò, the modeling paste that has accompanied children for over twenty years in the development of creativity, FILA introduces its Christmas gift-wrappings to safely model and create according to fantasy.

IPACK (page 95). The company produces containers in pure cellulose thermoformed cardboard, unique for safety (cellulose is the pre-eminently inert material), reliability and practicality.

MORGANTE (page 47). Innovation at Morgante's: in fact, in the occasion of the participation of the company to Cibus in Rome, the new packed Prosciutto di San Daniele, 16 month Reserve, Salsamentaria Olvino Morgante was introduced.

PERLETTI (page 28). The alliance between Perletti and the big brands operating in the children's world has consolidated and developed along a very successful path.

UNILEVER (page 74). The line "4 Salti in Padella" enriched with a delicious new product: "Sughetti", sauces prepared with the same care and ingredients of homemade recipes and frozen to keep quality and freshness.

VOG (page 55). Marlene® celebrates Autumn with a big communication campaign that renews the image of Upper Adige apples grown by VOG consortium under the banner of joy and amusement

ZIGNAGO HOLDING (page 115). Zignago Vetro recorded the first half of the year 2007 under the banner of growth. In the Report on the management trend relevant to the period 1st January - 30th June, revenues equal to 120,4 million euro are highlighted.

SPOT

BBS (page 45). The Casallegra line renews and re-launches itself basing on a marketing plan designed in collaboration with Giorgio Cerantola, a manager fully experienced in the sector.

BIERMAXX (page 75). WasserMaxx Italy, after WasserMaxx Aqua - the system used to carbonate water and prepare soft drinks - launched BierMaxx: the comfortable system to tap beer at home.

CIP4 (page 25). From 1977, the company has carried out a leading role in the development of products for the feminine hygiene (sanitary towels and panty liners) for the private labels.