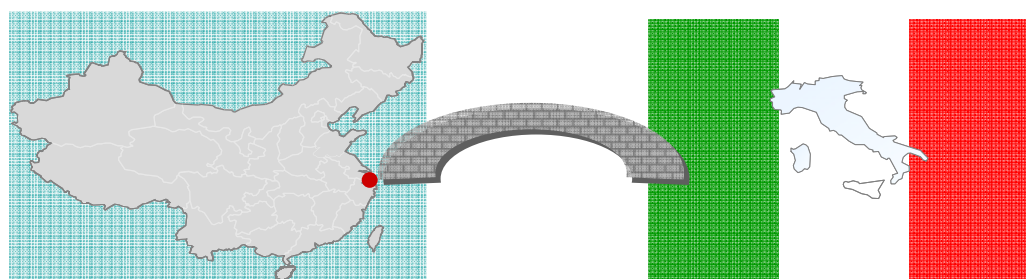


Shanghai – Italy

- Economic Relations
 - ICE Promotion Plan 2011
-

Maurizio Forte

Italian Trade Commissioner in Shanghai



February 24th, 2011



Trade Exchange China-World

- Chinese trade exchange reached **2,972.35 billion USD in 2010, +34.7%** year-on-year
- The **European Union** is the 1st trade partner of China with a **16.1%** market share
- The **main trade partners** as single countries are the United States (12.9%), Japan (10%) and Hong Kong (7.7%)



Trade Exchange EU-China

- The **European Union** is the 2nd supplier (**12.1%** market share) and the 1st client (**19.7%** market share)
- Germany is 1st supplier (5.3% of share), followed by France (1.2%) and **Italy** (**1%**)
- Germany is 1st client (4.3% of share), followed by Netherlands (3.1%), United Kingdom (2.5%) and **Italy** (**2%**)





-

IMPORT TO CHINA FROM ITALY	Mln USD	Change % 10-09
Machinery	5.743,81	30,3
Electrical Machinery	1.285,42	0,7
Hides and Skins	638,19	25,6
Pharmaceutical Products	604,22	45,5
Optical and Medical Instruments	551,18	21,6
Plastic	544,21	41,3
Leather Products	355,06	79,5
Iron and Steel Products	326,90	-29,8
Vehicles	298,15	56,5
Woven Apparel	272,54	39,9
Copper and Copper Products	235,60	143,8
Footware	216,16	43,3
Wool and Animal Hair	214,29	8,9
Misc. Chemical Products	192,30	38,6
Rubber	183,46	65,7
Organic Chemistry	177,11	36,6
Iron and Steel	165,52	69,9
Furniture and Bedding	151,40	38,5
Salt and Sulfur	133,34	39,2
Woodpulp	119,34	-15,2

EXPORT FROM CHINA TO ITALY	Mln USD	Change % 10-09
Electrical Machinery	8.506,53	120,0
Machinery	4.727,83	44,2
Woven Apparel	1.850,28	14,4
Knit Apparel	1.615,15	20,1
Ships and Boats	1.273,25	73,7
Iron and Steel	998,55	279,9
Furniture and Bedding	910,07	33,7
Organic Chemistry	838,93	34,6
Leather Products	772,13	29,9
Vehicles	753,01	19,4
Iron and Steel Products	704,22	28,7
Optical and Medical Instruments	599,69	42,5
Plastic	557,01	50,8
Toys and Games	494,17	19,9
Footware	450,96	19,3
Coton	364,67	41,9
Wool and Animal Hair	350,32	70,3
Fabric	326,67	20,6
Alluminium	289,91	90,0
Ceramic Products	277,05	18,8

Trade Exchange Italy-Shanghai

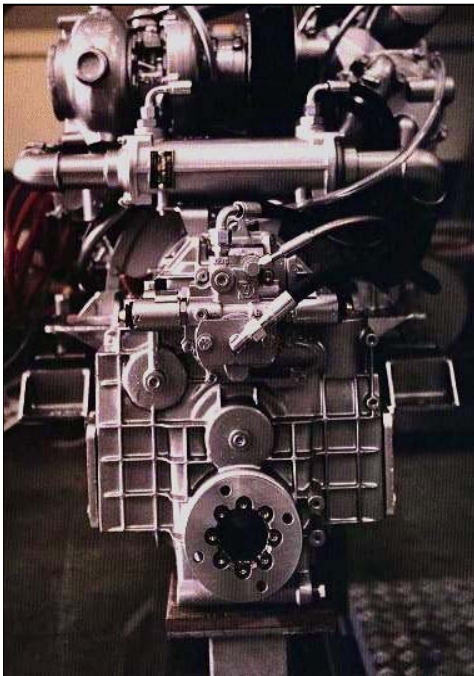
- **Shanghai** is the **main** port of China accounting for **23%** of the **total** trade exchange with the rest of the World



- **37.5%** of **Italy-China** trade exchange goes through Shanghai port

Machinery and Mechanical Components

- Italy has exported **7.03 billion USD** of machinery and components in 2010, **+23.7%** y-o-y
- This sector represents **50.2%** of the imports from Italy and **1.4%** market share of Chinese import
- Italy is the **10th supplier**, the 2nd among European countries, after Germany





Machinery and Mechanical Components

	MIn USD	Change % 10-09	Italy's Rank	Share % 2010
Electrical Machinery	1,285.42	0.7	17	0.4
Machine Tools	796.86	24.0	5	5.7
Textile Machinery	569.50	67.9	3	12.3
Packing Machinery	552.56	130.8	1	33.26

Industrial Semifinished Goods

- Italy has exported **3.19 billion USD** worth of industrial semifinished goods in 2010, **+29.9%** y-o-y
- This sector represents **22.8%** of the imports from Italy and **1.3%** market share of Chinese import
- Italy is the **18th supplier**, the 5th among European countries, after Germany, Spain, France and Belgium

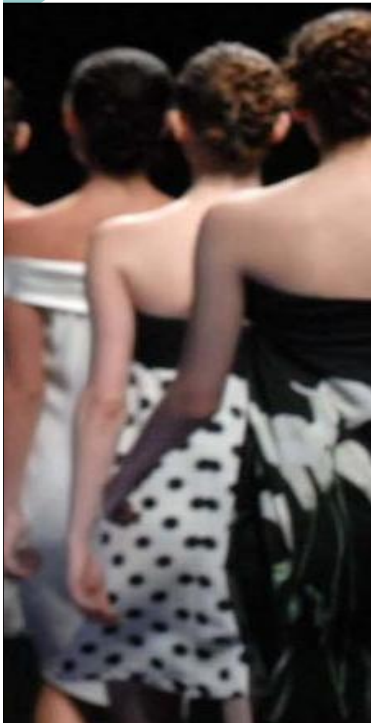


Industrial Semifinished Goods

	MIn USD	Change % 10-09	Italy's Rank	Share % 2010
Chemical and Pharmaceutical Products	1,048.66	38.6	16	1.4
Metals	777.06	11.4	22	0.9
Plastic and Rubber	727.67	46.8	17	0.9
Hides and Skins	638.19	25.6	2	10.8

Textile and fashion

- Italy has exported **1.65 billion USD** worth of textile and fashion in 2010, **+41.6%** y-o-y
- This sector represents **11.8%** of the imports from Italy and **4.9%** market share of Chinese import
- Italy is the **9th supplier**, the 2nd among European countries, after Belgium (which mainly exports diamonds)



Textile and fashion

	MIn USD	Change % 10-09	Italy's Rank	Share % 2010
Textile products	514,65	19,9	11	1,9
Apparel	386,69	36,0	1	17,3
Leather apparel	355,06	79,5	1	31,6
Footware	216,16	43,3	2	19,3
Fashion accessories	79,42	54,8	5	6,1
Jewels and imitations	76,86	167,3	16	0,7
Cosmetics	23,36	-6,4	13	1,6

Vehicles

- Italy has exported **470.94 million USD** worth of vehicles in 2010, **+16.5%** y-o-y
- This sector represents **3.4%** of the imports from Italy and **0.7%** market share of Chinese import
- Italy is the **11th supplier**, the 7th among European countries



Vehicles

	MIn USD	Change % 10-09	Italy's Rank	Share % 2010
Passenger Vehicles	155.75	76.1	13	0.5
Parts of Passenger Vehicles	131.52	49.2	8	0.8
Parts of Railways	84.58	-17.0	4	6.0
Ships and Boats	28.12	52.4	8	1.7
Road Mantenance Vehicles	26.79	-18.5	4	9.3

Agro, Food & Beverage

- Italy has exported **204.33 million USD** worth of food and beverage in 2010, **+64.2%** y-o-y
- This sector represents **1.5%** of the imports from Italy and **0.4%** market share of Chinese import
- Italy is the **28th supplier**, the 7th among European countries



Food & Beverage

	Mln USD	Change % 10-09	Italy's Rank	Share % 2010
Chocolate	70.09	55.5	1	44.4
Wine	48.76	94.0	4	6.1
Olive Oil	29.31	87.2	2	35.0
Coffee	5.84	40.3	3	8.3
Bakery Products	5.30	60.9	9	3.1
Pasta	5.04	19.1	1	15.4
Cheese	3.15	39.0	5	3.0
Mineral Water	2.21	48.8	2	13.3
Ice cream	0.15	-11.4	12	0.7

Furniture

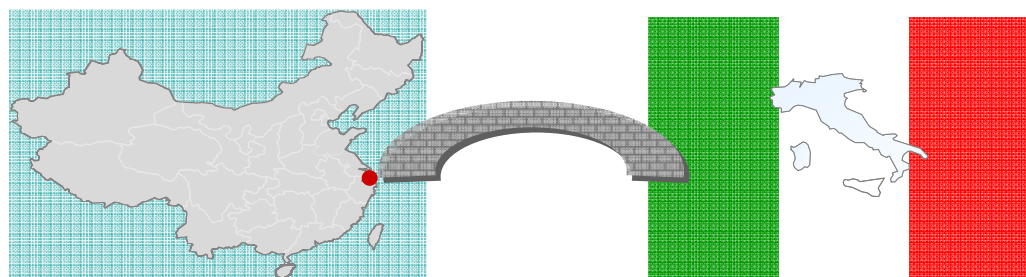
- Italy has exported **151.4 million USD** worth of furniture in 2010, **+38.5%** y-o-y
- This sector represents **1.1%** of the imports from Italy and **4.9%** market share of Chinese import
- Italy is the **6th supplier**, the 2nd among European countries, after Germany



Furniture

	MIn USD	Change % 10-09	Italy's Rank	Share % 2010
Furniture	75.17	26.8	1	17.6
Chairs and Armchairs	44.52	71.3	5	3.8
Lightning	22.22	36.6	6	1.8
Mattresses, Cushions	5.9	86.2	2	11.1

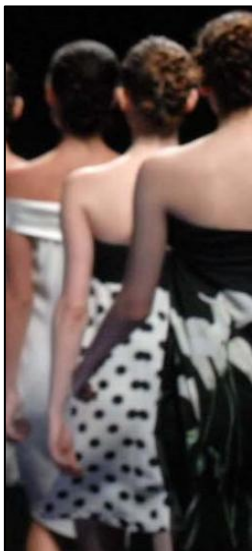
Promotional Activity Plan 2011 Shanghai(*)



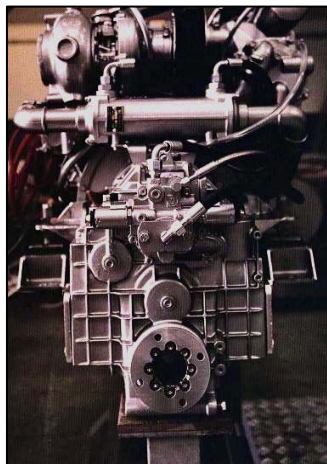
** Waiting for the final official approval*



Textile, Fashion & Accessories



Technology



Food & Beverage



Investment & Education

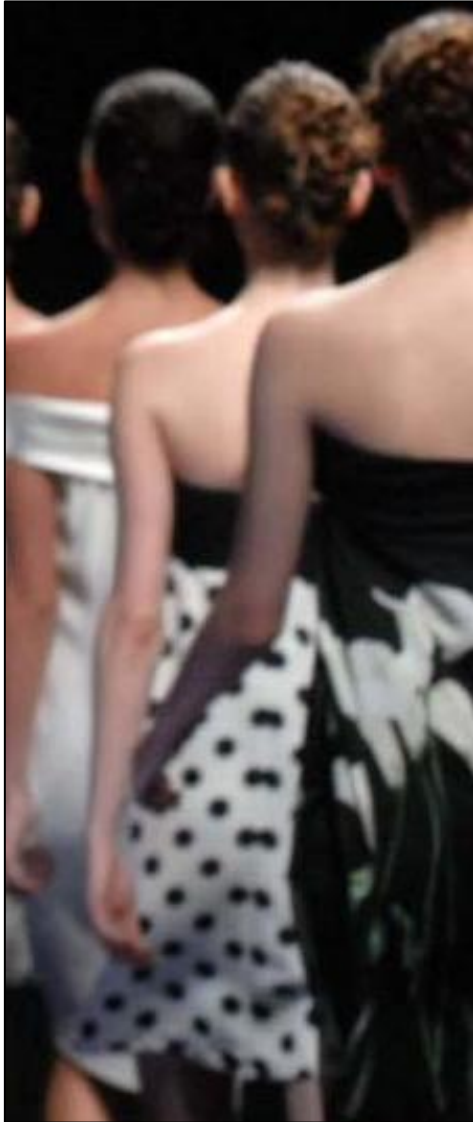


Leisure



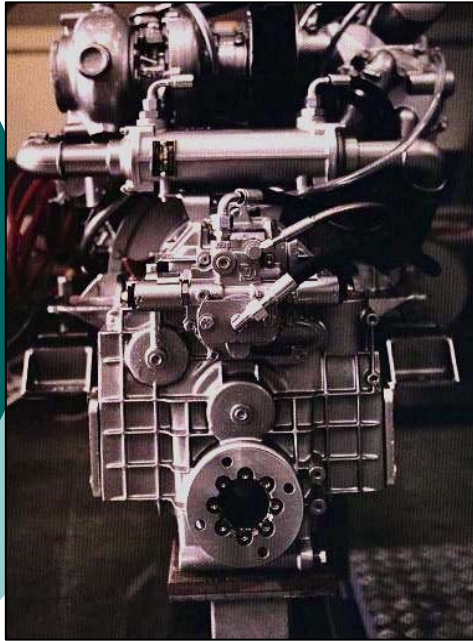
5 key sectors

23 activities



TEXTILE, FASHION & ACCESSORIES

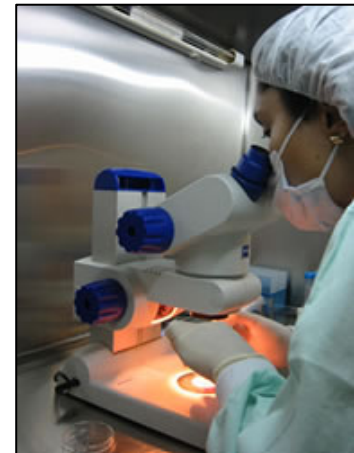
- Journalist delegation to Italy
ALTA ROMA ALTA MODA (29 Jan-1 Feb)
Fashion
- Business delegation to Italy
VICENZA ORO (15-20 Feb)
Fashion
- Journalist and business delegation to Italy
MICAM 2011 (6-9 Mar)
Leather and shoes
- Italian National Pavilion
INTERTEXTILE SHANGHAI 2011
(18-21 Oct)
Fabric



TECHNOLOGY

- Italian National Pavilion – *Wood working machinery*
WOODMAC CHINA 2011 (1- 4 Mar)
- Journalist and business delegation to Italy – *Earth moving machinery*
SAMOTER 2011 (2-6 Mar)
- Italian National Pavilion – *Environment Technology*
IFAT 2011 (5-7 May)
- Seminars and B2B – *Technical Textile*
WORKSHOP ON TECHNOLOGIES FOR TECHNICAL TEXTILE (8-10 May)

- Italian National Pavilion – *Glass working machinery*
CHINA GLASS 2011 (11-14 May)
- **ENVIRONMENTAL TECHNOLOGIES AND LIFE SCIENCE FORUM 2011** (Sep)
- Business delegation to Italy – *Agriculture*
EIMA 2011 (16-19 Sep)
- Italian National Pavilion – *Mechanical components*
PTC ASIA 2011 (25-28 Oct)
- Italian National Pavilion – *Ship building*
MARINTEC 2011 (29 Nov-2 Dec)



FOOD & BEVERAGE



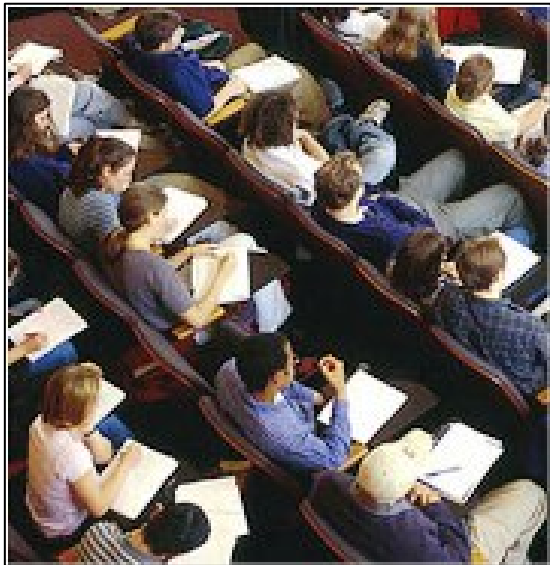
- Business delegation to Italy
LIGURIA FOOD 2011 (29 Mar-1 Apr)
Food and Wine
- Journalist and business delegation to Italy
RASSEGNA SUINICOLA 2011
(14-16 Apr)
Animal breeding
- Journalist and business delegation to Italy
EUROFLORA 2011 (19-22 Apr)
Flowers
- Journalist and business delegation to Italy
CLASSICO E' (1-2 Jun)
Wine
- Italian National Pavilion
FOOD AND HOSPITALITY CHINA 2011
(16-18 Nov)
Food and Wine



INVESTMENT & EDUCATION



- Chinese Executives Delegation from Public Administration to Italy for a **TRAINING COURSE** (26 Feb-5 Mar)
- Italian National Pavilion
CIFIT XIAMEN 2011 (8-11 Sep)
Investments





LEISURE

- Italian National Pavilion
CHINA BOAT SHOW 2011 (14-17 Apr)
Yatching and Boats
- Italian National Pavilion
SHANGHAI INTERNATIONAL FILM MARKET 2011 (13-15 Aug)
Film and TV
- Italian National Pavilion
MUSIC CHINA 2011 (11-14 Oct)
Musical Instruments



Thank you!