

October 3rd, 2011

## **POSITIVE SIGNS FOR ITALIAN MACHINERY MANUFACTURERS AT ITMA BARCELONA**

*The trend was absolutely positive for Italian textile machinery producers exhibiting at the XVI edition of ITMA at Barcelona, the global trade fair specializing in textile machinery. Preparations are already under way for the upcoming edition of ITMA, to be held in 2015 in Milan.*

ITMA 2011, held in Barcelona from 22<sup>nd</sup> to 29<sup>th</sup> September, closed its doors with some impressive figures: in excess of 100,000 visitors hailing from 138 countries paid a visit to the over 1,350 exhibitors during the eight days of the trade fair.

Italy led the way, both in terms of the number of exhibiting companies (319), and for total visitors who streamed into the Catalan city (nearly 9,000, or 9% of the total number of visitors to the event). *“These are very respectful figures, mirroring the healthy state of Italy’s entire textile manufacturing sector,”* emphasizes Sandro Salmoiraghi, President of ACIMIT, the Italian Association of Textile Machinery Manufacturers. *“Our manufacturers believed in ITMA as a must opportunity for the industry, and they were right.”*

The many qualified contacts established must now be rendered concrete, although a good deal of business was concluded right then and there at the trade fair.

Attilio Camozzi, President of Marzoli, says he is satisfied with the event’s outcome. *“At the fair we were able to finalize orders for 30 million euros. Argentina and India are the main export destinations for the machinery we’ve sold, but orders will also be coming in from Turkey, Turkmenistan and Uzbekistan.”*

*“Considering the current situation in the textile industry and the financial crisis, we’re pleasantly surprised with these results,”* confirms Tiberio Lonati, CEO of Lonati Group. *“This edition of ITMA has been especially satisfactory, both in terms of the significant level of attendance of customers from all over the world, and the interest shown for the latest innovations we presented. The positive atmosphere at the trade fair, which transpired into new orders, as well as the possibility of developing new projects and partnerships, allows us to now look to the future with renewed trust and optimism.”*

Michele Riva, Sales Director at We R Reggiani, also demonstrated his appreciation for the results at the trade fair. *“ITMA 2011 provided us with an opportunity to present our entire group to the market (Reggiani Macchine - Jaeggli Meccanotessile – Mezzera – RPR - MTS). The contacts and orders we established, above all from Western markets, largely exceeded our expectations.”*

Satisfaction for the results obtained at the fair was generally shared by all Italian exhibitors, who recorded an impressive number of contacts from South America, India and Turkey. *“The high number of Italian visitors confirms the healthy state of Italy’s textile sector,”* adds Salmoiraghi, *“and provides the groundwork for the next edition of ITMA, to be held in Milan from 12<sup>th</sup> to 19<sup>th</sup> November, 2015.”*

In fact, with the Spanish edition of ITMA now archived, organizers already looking ahead to ITMA 2015. *“We’ve already established contacts with the authorities in Milan and the event’s primary stakeholders,”* concludes Acimit’s president, *“in an effort to possibly make of ITMA an event that is even more worthy of its name. We especially appreciated the visit to Barcelona of Franco D’Alfonso, the Councillor for Trade, Productive Activities, Tourism and Territorial Marketing for the City of Milan, whose presence bore witness to the commitment and attention Milan intends to reserve to ITMA 2015.”*

**General background information on Italy’s textile machinery industry and ACIMIT**

ACIMIT represents an industrial sector comprising around 300 companies (employing close to 13,000 people) and producing machinery for an overall value of 2.4 billion euros, with exports amounting to 79% of total sales. The quality of Italian textile technology is evidenced by the high number of countries in which Italian machinery is sold: around 130 countries worldwide. 50% of total machinery exports are destined for the Asian continent, followed by Europe (31%). The primary export markets for Italian machinery manufacturers are China, Turkey and India.

*Creativity, technology, reliability and quality are the characteristics which have made Italy a global leader in the manufacturing of textile machinery. For more information:* <http://www.acimit.it>

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