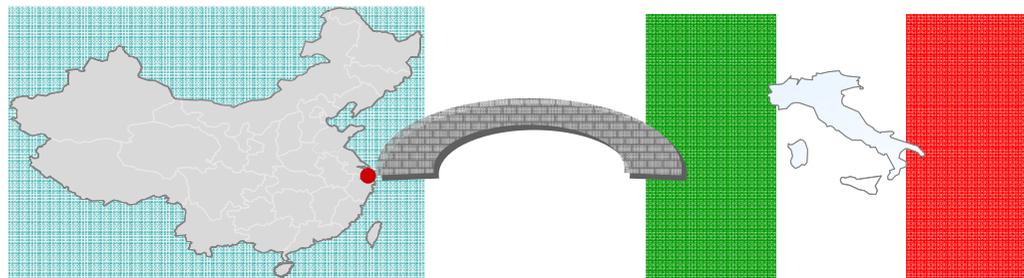


# Shanghai – Italy

- Economic Relations
  - ICE Promotion Plan 2011
- 

Maurizio Forte

Italian Trade Commissioner in Shanghai



February 24<sup>th</sup>, 2011



# Trade Exchange China-World

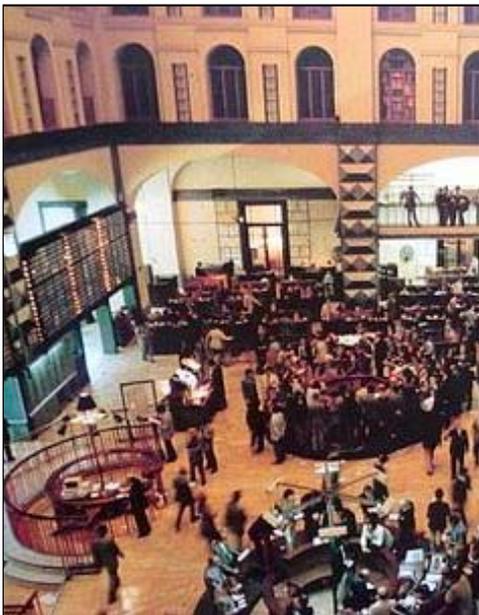
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- Chinese trade exchange reached **2,972.35 billion USD in 2010, +34.7%** year-on-year
- The **European Union** is the 1<sup>st</sup> trade partner of China with a **16.1%** market share
- The **main trade partners** as single countries are the United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



# Trade Exchange EU-China

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



# Economic Exchange Italy-China

- Trade exchange Italy-China reached **45.13 billion USD** in 2010, **+44.3%** y-on-y, **almost doubled in 5 years**
- **Imports** from Italy to China reached **13.99 billion USD** in 2010, **+26.9%** y-o-y
- **Exports** from China to Italy reached **31.14 billion USD** in 2010, **+ 53.8%** y-o-y
- Out of the first **20 products** exchanged between Italy and China, **13 are the same**, representing **71.6%** of the total trade
- **Italian FDI** in China in 2009 reached **351,68 million USD**, the stock reached **4.69 billion USD**



<b>IMPORT TO CHINA FROM ITALY</b>	<b>MIn USD</b>	<b>Change % 10-09</b>
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

<b>EXPORT FROM CHINA TO ITALY</b>	<b>MIn USD</b>	<b>Change % 10-09</b>
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

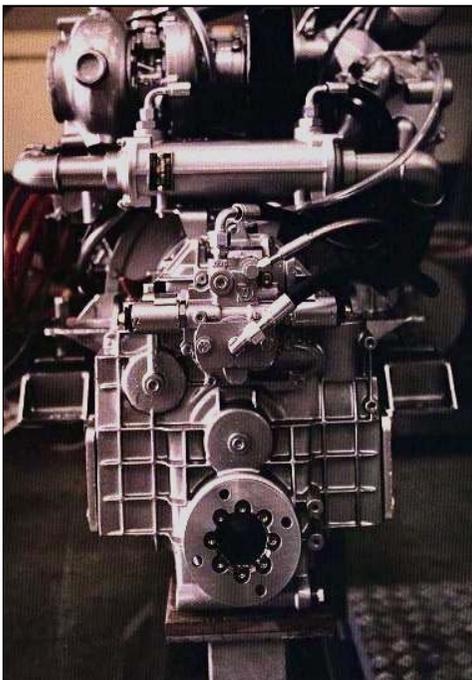
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- **Shanghai** is the **main** port of China accounting for **23%** of the **total** trade exchange with the rest of the World
- **37.5%** of **Italy-China** trade exchange goes through Shanghai port



# 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 **10<sup>th</sup> supplier**, the 2<sup>nd</sup> among European countries, after Germany



# Machinery and Mechanical Components

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

# Industrial Semifinished Goods

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- 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 **18<sup>th</sup> supplier**, the 5<sup>th</sup> among European countries, after Germany, Spain, France and Belgium



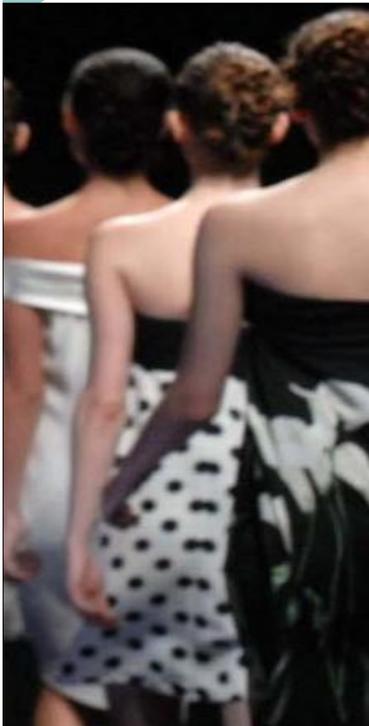
# Industrial Semifinished Goods

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

# Textile and fashion

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- 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 **9<sup>th</sup> supplier**, the 2<sup>nd</sup> among European countries, after Belgium (which mainly exports diamonds)



# Textile and fashion

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

# Vehicles

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- 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 **11<sup>th</sup> supplier**, the 7<sup>th</sup> among European countries



# Vehicles

	<b>MIn USD</b>	<b>Change % 10-09</b>	<b>Italy's Rank</b>	<b>Share % 2010</b>
<b>Passenger Vehicles</b>	155.75	76.1	13	0.5
<b>Parts of Passenger Vehicles</b>	131.52	49.2	8	0.8
<b>Parts of Railways</b>	84.58	-17.0	<b>4</b>	6.0
<b>Ships and Boats</b>	28.12	52.4	8	1.7
<b>Road Mantenance Vehicles</b>	26.79	-18.5	<b>4</b>	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 **28<sup>th</sup> supplier**, the 7<sup>th</sup> among European countries



# Food & Beverage

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

# Furniture

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- 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 **6<sup>th</sup> supplier**, the 2<sup>nd</sup> among European countries, after Germany

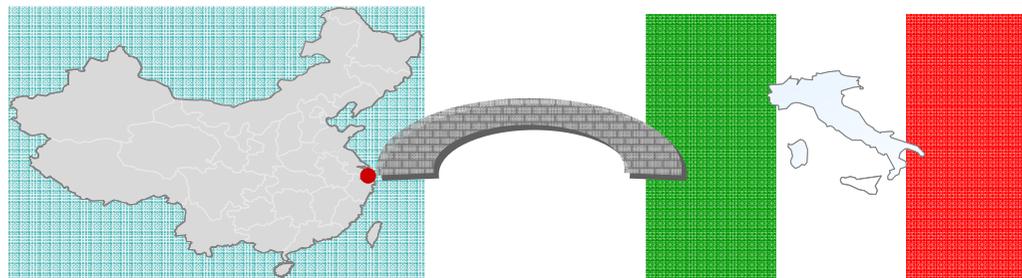


# Furniture

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

# Promotional Activity Plan 2011 Shanghai(\*)

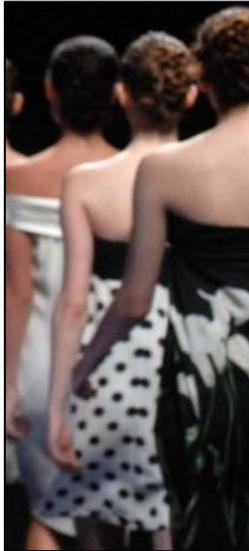
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*\* Waiting for the final official approval*



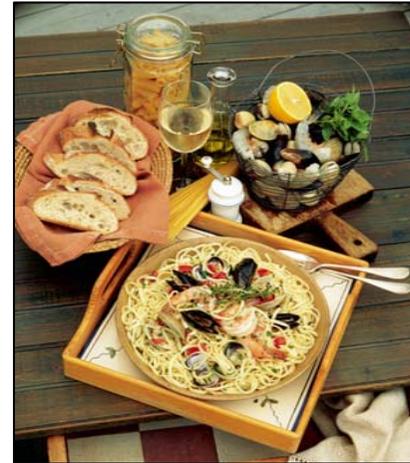
## Textile, Fashion & Accessories



## Technology



## Food & Beverage



## Investment & Education

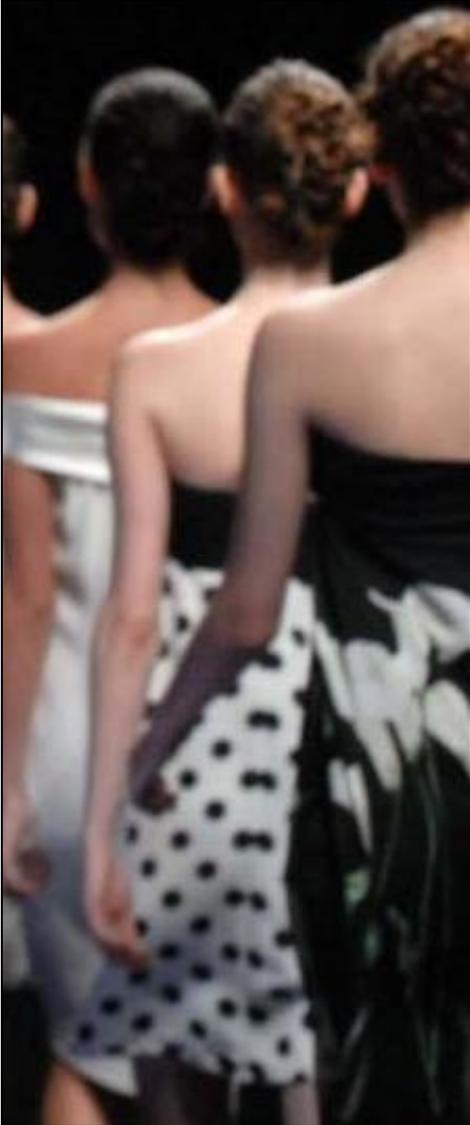


## Leisure



**5 key sectors**

**23 activities**

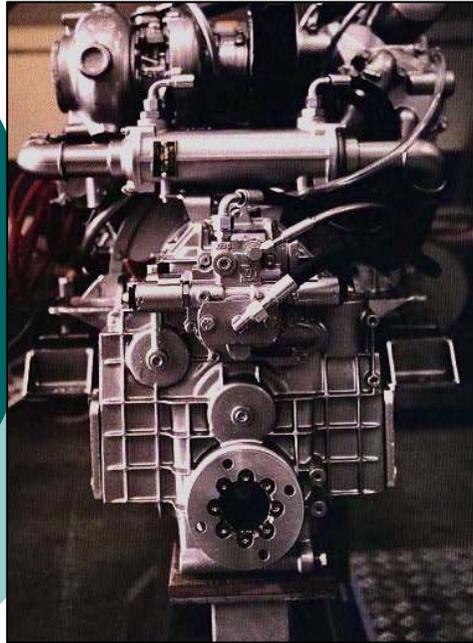


## TEXTILE, FASHION & ACCESSORIES

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- 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



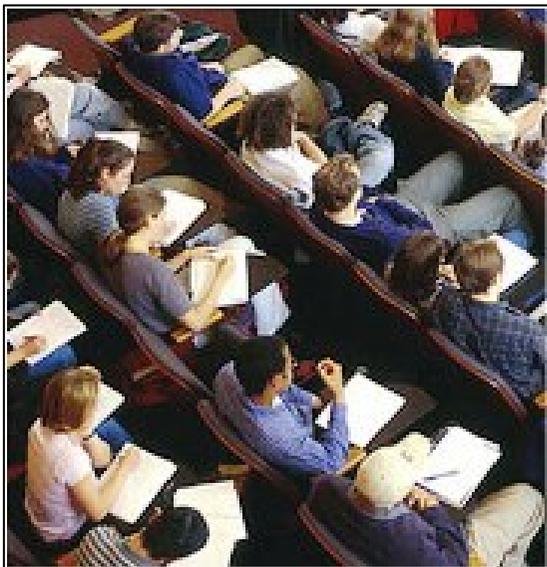
- Business delegation to Italy  
**LIGURIA FOOD 2011** (29 Mar-1 Apr)  
*Food and Wine*
- Journalist and business delegation to Italy  
**RASSEGNA SUINICOLA 2011**  
(14-16 Apr)  
*Animal breeding*
- Journalist and business delegation to Italy  
**EUROFLORA 2011** (19-22 Apr)  
*Flowers*
- Journalist 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

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- 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*

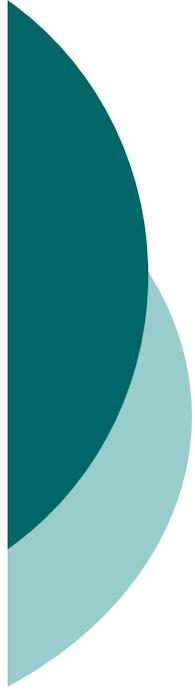




## LEISURE

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- 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!**

