Italy ranks as 3rd world producer after: (million US $)

USA	2,455
W. Germany	2,130

followed by:

UK	900
France	426

MAJOR BUYERS:

Major Local Buyers

Major end users are the food and beverage industries but pharmaceutical, cosmetic and tobacco industries are also large users. The food industry in Italy is highly fragmented and characterized by very large number of small firms. There are some fairly large groups too, however, and many have recently been the target of takeovers by non-Italian companies seeking to enlarge and rationalize their presence within EC prior to 1992. Of note is the acquisition of Moretti/Prinz Brau Breweries by Labatts Group in 1989.

This large foreign ownership of the Italian food industry has had some effect on the buying policies leading to the rationalization of production lines and the subsequent use of similar equipment for easier maintenance.

Major Types of Equipment

This information is currently unavailable.

Key Factors in Purchasing Decisions

This information is currently unavailable.

SOURCES OF SUPPLY:

Profiles of Local Manufacturers

Most of the local manufacturers are small to medium sized and family owned; their level of technology (both in their products and production processes) can be compared favourably to other European producers and it is constantly upgraded to meet competition from within and outside Italy and the rising cost of labour.

Their ability to compete is also the result of their flexibility and capacity to meet customer requirements by offering custom-made product and a high level of after sales service.

Recent Imports/Exports

1989 imports were distributed as follows: (million lire)

W. Germany	120,043	44.7	+ 10.4
USA	22,120	8.2	+ 54.5
Sweden	21,521	8.0	+ 27.3
Switzerland	20,952	7.8	+ 1.8
France	19,371	7.2	+ 10.1
Netherlands	10,076	3.7	+ 10.6
UK	9,302	3.5	- 6.1
Spain	4,627	1.7	+ 30.2
Other Countries	40,547	15.2	+ 15.1