



Exporting *La Dolce Vita*

Italian BBF products in new markets
Tapping into China's passion for Italy

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Milan, May 11th 2015
h 10.30 - 13.30
Expo Milano 2015
Conference Center - Room A

Confindustria, the Confederation of Italian Industries, in partnership with *Prometeia*, a major consulting firm, and with the collaboration of the main Italian consumer goods Associations and the *Italian Trade Agency* (ITA), presents the Report "Exporting *La Dolce Vita* 2015" on May 11th 2015 in Milan within the Expo.

The publication is in its sixth edition and is meant to provide an analytical tool for Associations and entrepreneurs who aim at exporting in the most dynamic emerging markets that we define as "new markets".

This study analyzes the potential of Italian exports of apparel, eyewear, footwear, furniture, food and beverage, jewelry into the new markets, with a special focus on China. This group of sectors is called BBF (the acronym of *Bello e Ben Fatto* that means "beautiful and well-done") because all the goods exported in those sectors are characterized by Italian design, high quality materials and workmanship, and have a strong evocative content of history, art, tradition, culture that reminds of Italy.

The first part of the report presents the forecasts up to 2020 of BBF imports of 30 new markets from Italy and from across the World, focusing on global themes and trends in order to contextualize the forecasts.

The second part of the report focuses on tourism and cinema production as factors that help to spread the knowledge and the consumption of Italian BBF abroad.

The last part is dedicated to China. It explores the key drivers of consumption in the next years, the main Italian competitors in the BBF sectors, opportunities and challenges for BBF enterprises dealing with the Chinese distributors and the opportunities in the on-line market. A special section has been prepared with the support of *ICE Shanghai* and *ICE Hong Kong* who conducted Focus Groups with Chinese buyers in the BBF sectors, while the analysis of the on-line market is carried-out in collaboration with *Netcomm*, the consortium of the Italian e-commerce enterprises.

For the first time, this edition will include a short English version.

"Exporting *La Dolce Vita* 2015" event is addressed to the associative system of Confindustria, to enterprises and banks, as well as to economists and journalists, from Italy and abroad.

The working languages of the conference are Italian and English, with a translation service provided.

PROGRAM

10.30 REGISTRATION OF THE PARTICIPANTS

11.00 OPENING OF THE CONFERENCE

PRESENTATION OF THE REPORT EXPORTING LA DOLCE VITA

Alessandra Lanza

Partner *Prometeia*

Luca Paolazzi

Director Economic Research Department *Confindustria*

11.30 THE DISTRIBUTION OF ITALIAN PRODUCTS IN CHINA: EVIDENCES FROM FOCUS GROUPS WITH CHINESE BUYERS

Claudio Pasqualucci

Italian Trade Commissioner *ICE Shanghai*

11.45 UNDERSTANDING THE WORLD'S FASTEST GROWING E-RETAIL MARKET

Janet Wang

Head of International Business Development *Tmall*

12.00 Q&A

12.15 BUSINESS CASES

Moderator:

Luca Orlando

Il Sole 24 Ore

Participants:

Eleonore Cavalli

IPE Visionnaire (FederlegnoArredo, Furniture)

Francesca Cima

Indigo Film (ANICA, Cinema)

Callisto Fedon

Giorgio Fedon SpA (ANFAO, Eyewear)

Claudio Marenzi

Herno Spa (SMI, Apparel)

Giorgio Palmucci

TH Resort (Confindustria Alberghi, Hotels)

Claudia Piaserico

Misis Srl (Federorafai, Jewellery)

Cesare Ponti

Ponti (Federalimentare, Food&Beverage)

Cleto Sagripanti

Italian Holding Moda (Assocalzaturifici, Footwear)

13.00 Q&A

13.15 CONCLUSIONS

CONFINDUSTRIA'S POLICIES FOR INTERNATIONALIZATION

Licia Mattioli

President Technical Committee for Internationalization
and Foreign Investors *Confindustria*