

Strategie&Innovazione

Italian best sources of market & business information

Carla Vavassori - Milena Motta

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Agenda

- The Italian market structure
- Italian online sources
- Some European information sources
- The privacy law
- CI in practice

Italian market: Key points

- Strong presence of small and midsized companies
 - 94.9% of companies with less than 10 employees
 - about 44% of the value of the industry is created by companies with less than 20 employees
- Presence of a variety of subsidiaries of multinational companies
(mostly for production, few have decisional power)
- Main sector: “Services”
 - 76.7% of the companies
 - 53.7% of the value of market
 - 59.5% of employees

Italian market: Key points (2)

- About 65% are individual companies
- In general, North-Italy is the most developed region (52% of companies and 65% of employees) with the presence of many industrial districts

Exports

Main products: Food, leather, shoes, textile and clothing, mechanical machines and instruments, metal products

Other: electrical machines, wood and furniture

Export mainly to: Germany (13.1%), France (11.7%), Spain (7.2%), USA (7.5%) and UK (6%)

Growing export markets: China, Russia and Polony

Source: Ministry of International Commerce

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Imports

Main products: energetic minerals, petroleum products, artificial and synthetic fibers, automotive

Import mainly from: Germany (16.7%), France (9.2%), Holland (5.5%), China (5.2%), Belgium (4.2%), Spain (4.1%) and Russia (3.9%)

Imports growing from: Russia, OPEC and China

Source: Ministry of International Commerce

Italian online sources: Company info

<i>Sources</i>	<i>Link</i>	<i>Content</i>	<i>Notes</i>
CERVED (Italian Chamber of Commerce)	www.cerved.com	<ul style="list-style-type: none"> • Balance sheets for all Italian companies • Information on private persons • Company history 	<ul style="list-style-type: none"> • Short English version • Only some services are free of charge
BORSA ITALIANA (Italian stock exchange market)	www.borsaitaliana.it	<ul style="list-style-type: none"> • Financial information for listed companies 	<ul style="list-style-type: none"> • Only Italian • Free of charge or under subscriptions
INFOIMPRESE (portal of the Chambers of Commerce)	www.infoimprese.it	<ul style="list-style-type: none"> • Company list and general information 	<ul style="list-style-type: none"> • Only in Italian • Free of charge

Italian online sources: Statistics

<i>Source</i>	<i>Link</i>	<i>Content</i>	<i>Notes</i>
ISTAT (Italian statistical institute)	www.istat.it	<ul style="list-style-type: none"> • Territorial data on populations and industries • Economic and financial data 	<ul style="list-style-type: none"> • Short English version • Free of charge
SISTAN (network of 10.000 statistical operators, coordinated by ISTAT)	www.sistan.it	Industry statistics	<ul style="list-style-type: none"> • Available in English only a short description of SISTAN • Free of charge
STARNET (Portal of the Italian Union of Chambers of Commerce)	www.starnet.unioncamere.it	Industry statistics	<ul style="list-style-type: none"> • Only in Italian • Free of charge

Italian online sources: Industry info

<i>Source</i>	<i>Link</i>	<i>Content</i>	<i>Notes</i>
UNIONCAMERE (Italian Union of Chambers of Commerce)	www.unioncamere.it	Analysis of the local industries	<ul style="list-style-type: none"> • Only in Italian • Free of charge
ISTITUTO TAGLIACARNE (Unioncamere Foundation)	www.tagliacarne.it/cidel/daticide/index_pub.htm	Industry information	<ul style="list-style-type: none"> • Only in Italian • Free of charge
CONFINDUSTRIA (Confederation of Italian industries)	www.confindustria.it	Industry report and update	<ul style="list-style-type: none"> • Short English version • Free of charge

Italian online sources: Business info

In Italian

Il Sole 24 Ore www.ilsole24ore.com

Milano Finanza www.milanofinanza.it/

Il Mondo www.ilmondo.rcs.it

...and major newspapers

Il Sole 24 Ore is used as source for Financial Times, NewsResearch (Thomson) and other online international databases, often abstracted in English.

Italian online sources: Italian Ministries

www.senato.it

www.camera.it

www.interno.it

Italian online sources: Associations

www.farindustria.it	Pharmaceutical
www.ance.it	Construction contractors
www.ucimu.it	Automation tools & systems
www.abi.it	Bank
www.aaipa.it	Food products

...and more

Some of them have an English version.

Some European information sources

<i>Information need</i>	<i>Source</i>	<i>Link</i>	<i>Description</i>
STATISTICS	EUROSTAT	http://epp.eurostat.cec.eu.int	Website by EC which contains statistical data on European countries (free of charge)
	ISI (International Statistical Institute)	http://isi.cbs.nl	Website of one of the more important statistical association in Europe
	CLICKZ STATS	http://clickz.com/stats	Database with statistical information on countries and industries

Some European information sources (2)

<i>Information need</i>	<i>Source</i>	<i>Link</i>	<i>Description</i>
COMPANY	AMADEUS	https://amadeus.bvdep.com	Pan-European database by Bureau Van Dijk which contains standardised annual accounts, financial ratios, activities and ownership on about 9 million companies in Europe (on payment)
	ONESOURCE	www.onesource.com	Contains information on about 400,000 European companies (on payment)
	AXESOR	www.axesor.es	Contains information about Spanish companies (free)
	COMPANIES HOUSE	www.companieshouse.gov.uk	Contains accounts and information on UK companies (mainly on payment)

Some European information sources (3)

<i>Information need</i>	<i>Country</i>	<i>Main newspaper</i>	<i>Link</i>
BUSINESS	SPAIN	El Pais	www.elpais.com
	FRANCE	Le Monde	www.lemonde.fr
	UK	The Times The Guardian Financial Times The Economist	www.timesonline.co.uk www.guardian.co.uk www.ft.com www.economist.com

There are a lot of directories of newspapers and magazines.

Ex. <http://www.newsdir.com>

The privacy law

The law

- The most restrictive privacy law in Europe
- Citations of people only legal with their written authorization
- Everybody can ask at any time to be cancelled from databases

The privacy law (con't)

Implications

- The law is very much present in the people
- When interviewing, they want to know from where you had their name
- Personal contacts are VERY important

So what does this mean in practice

Cases solved by

- A solid desk research
- Send fax/e-mail to the person to be interviewed, explaining who you are, where you got his name and what you want
- Send them a resume of your findings for comments or to build interview on

So what does this mean in practice (con't)

	A	B	C	D
Total turnover 2005	Desk research			
2006 compared to 2005	Interview			
2007 compared to 2006				
% of prod. X on total turn.				
2005 turnover on X	Calculated			
Estimated 2006 turn. on X				
Estimated 2007 turn. on X				
Significant events				

So what does this mean in practice (con't)

	A	B	C	D
% of sales directly distributors		Interview		
Subsidiaries		Desk research		
No. distributors/resellers				
Turnover towards own distributors				
No. of employees				
No. of salespeople				
No. of salesp. in-/decreasing				

For more information

Carla Vavassori e Milena Motta

carla.vavassori@mstnet.it

milena.motta@mstnet.it

Strategie&Innovazione

Via G. B. Pergolesi 24, 20124 Milano, Italy

Tel. +39-02-670.9699

Fax +39-02-669.1921

www.stratinnov.it