



**Machines
Italia**

Turning Innovation into Productivity

NEWSLETTER

#8: Winter 2021

Dear Readers,

Welcome to the Winter 2021 issue of our Machines Italia newsletter for which I am confident, will familiarize you, if not aware already, with the diverse and exciting world of Italian industrial technology.

In the “new normality” generated by the worsening of the COVID-19 pandemic, I wish you our reader, as well as to all USMCA manufacturing companies and elsewhere that you will be able to overcome the hurdles, while minimizing the impact on your operations during this trying time allowing you to swiftly return to growth and continued prosperity.

The challenges imposed by the global health crisis have been faced thus far with fierce determination and resilience by USMCA manufacturers and Italian technology solution providers alike. This edition of our newsletter #8 recounts how manufacturers, in the midst of the turmoil, have played an important role in the fight against COVID-19; from supplying medical equipment and PPE to expanding the amount of capital investing in new machinery and workforce development to fundamentally allowing them to change or adapt their operations to the new “normal”.



In this issue as well we also highlight a number of recently held events, trade shows, conferences, both in physical as well as digital formats, currently being organized by the Italian Trade Agency through its Machines Italia project. These initiatives had as their focus to create trade and investment opportunities within the USMCA marketplace. Any country's economic strategy in the global marketplace must rely - now more than ever - on trade and commerce as a tool for respective growth and development.

The new North American free trade agreement which entered into effect on July 1 2020, known as T-MEC in Mexico, USMCA in the USA and CUSMA in Canada, embodies this important principle.

T-MEC will impact positively the manufacturing industry of all three countries and in particular the automotive, plastic and metalworking industries which are slated to benefit the most from the inflow of projects, capital and investments stemming from the agreement.

The Italian Trade Agency via its project *Machines Italia*, recognizes the numerous contributions a solid and robust manufacturing ecosystem provides to a country's economy while allowing for it to remain competitive in the global marketplace. A country's manufacturing sector consists of individual companies, engineering services, technology providers and various intermediaries - distributors and importers - which have made advanced machinery and equipment - from Italy - accessible and readily available in respective local markets.

The Machines Italia team via the Italian Trade Agency's network of offices in North America (Chicago, Houston, Toronto and Mexico city) strives to provide



support to local manufacturing companies, Italian technology providers, importers, distributors alike.

Happy Holidays from your Machines Italia team!

Giovanni Luca Atena

Italian Trade Commissioner – Mexico

FOCUS

Times They Are Changing....Mexico

Covid-19 has affected the whole world and it did not spare the manufacturing industry. However, surprisingly, many companies have adapted to these changing circumstances by understanding that evolution is and always has been the only constant in their line of business.

Mexico, with a land mass of over 1.9 million km², is the fourteenth largest country in size, and is strategically positioned as a gateway to the North America and Central and South America markets. Its Federal Republic consists of 32 states, with high concentrations of economic activities within its three major metropolitan areas.

According to [CONCAMIN](#) (Confederacion de Camaras Industriales de los Estados Unidos Mexicanos), the Bajío-Centro Occidente region is at the forefront of Mexico's industrial development and its transition to the new era of



digitalization and industry 4.0 or as we would say here in Mexico, a transition from manufacturing to *mentefattura* or “mind-manufacturing”.

The federal government and local jurisdictions are striving to restart the country’s economic growth to generate jobs that its population requires and the well-being they aspire to achieve. It is important to remember however, there can be no growth without investments and that there will be no investments without good faith.

Last June, manufacturing companies were allowed to fully resume their operations. This happened without major shocks to the system. Global supply chains, however, suffered the impact of non-homogeneous restrictive measures and policies which were in place by different countries in order to contain the spread of COVID-19. The sensitivity of the global supply chains to disruptive events of such a sizable magnitude is one of the important lessons that the manufacturing industry in Mexico, North America, Italy, Europe has learned. Sectors such as automotive, aerospace, pharmaceutical, electronics, textiles, footwear, mining and other related ones have been characterized as having a high degree of global integration while their supply chains have been exposed to high level disruptive risk.

The T-MEC trade agreement known as USMCA in the USA and CUSMA in Canada, will be good for Mexico if the country learns how to take advantage of new opportunities. In order for Mexico’s industry to benefit from the agreement, the government has to enact policies that will encourage innovation, SME digitization, inclusion in the North American supply chains, the development of skilled workforce and fiscal investments within these infrastructures.



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T-MEC updates and modernizes what was previously known as NAFTA, allowing for the joint market to capitalize on the experiences held within the last quarter of a century. Mexico will surely succeed in taking advantage of this evolution of the North American economic partnership which will allow this new tool in helping it to foster greater industrialization of all member countries and further integration amongst them.

There will be challenges. Ones of note are those posed by the rapid evolution of industry within the developed world economies that are progressing fully towards digitalisation (IIOT, robotization and automation, AI), changing their energy models which require sustainability and environmental conservation, to mention only a few.

According to Lorenzo D. Berho, President of the [Mexican Association of Private Industrial Parks](#) (AMPIP), "...At the beginning of this period there was a lot of confusion in the sector, with the expectation of understanding What it (COVID-19) was. However, after three or four months of the health crisis, we realized how resilient the manufacturing sector is ”.

From his point of view, Lorenzo D. Berho believes that the manufacturing sector will continue to be the most important engine in Mexico's economy, and therefore industrial real estate will also continue to grow. Especially now that the economy relies on various sectors - which constitutes an opportunity - such as mining, energy, tourism, manufacturing and agro-industrial components. Not to mention those service sectors such as logistics and e-commerce.



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Turning Innovation into Productivity

Finally, Mr Berho stresses out that "in the field of production of goods our country has done an excellent job in recent years, but it is perhaps at this moment that the best opportunity presents itself for this sector to be the most relevant in Mexico's future. Not only in the short term, but also in the medium and long term. It is up to us to know how to take advantage of this opportunity".

To summarize, using the famous song, *The Times They Are Changing*, Mexico and its economy are definitely well positioned for a better and more robust future.

SUCCESS STORIES AND TESTIMONIALS

T-MEC Boosts Industrial Partnerships And Projects In Mexico

Following (and mostly thanks to) the entry into force of the T-MEC trade agreement between the USA, Canada and Mexico, seven large industrial projects, including Tier 1 and Tier 2 automotive ones, will be completed at the World Trade Center Industrial Park in San Luis Potosí.

"Despite the economic crisis due to the COVID-19 pandemic, T-MEC gave a boost to the Mexican economy and in particular to its industrial ecosystem in San Luis Potosí" said José Luis Contreras, Executive Director of Grupo Valoran (commercial real estate), while commenting on the new string of investments within the State's World Trade Center industrial park.

José Luis Contreras went on to say that due to privacy and negotiation policies, he was not able to provide details on the value of the investments nor the number of jobs at the time of the announcement, but these figures - relatively large - will be disclosed at a later time.

He did confirm however, most of the companies will operate in the automotive, metalworking and logistics sectors. "They are suppliers to the manufacturing industry, they are Tier 1 and Tier 2,"

T-MEC will attract investments from Asia and Europe: Automotive Cluster

Manuel Montoya, President of the National Network of the Automotive Industry Cluster, reminded that the new rules of the T-MEC have induced assembly companies to look for suppliers who respect the percentages indicated within the regulatory framework. The Nuevo León Automotive Cluster predicts both Asian and European companies will establish themselves in Mexico, specifically in Nuevo León, which has been particularly attractive for automotive suppliers.

According to Mr Montoya "Our assembly companies are looking for suppliers and there are two avenues; either you get a supplier who is already in one of the three T-MEC countries or you bring your supplier from Asia or Europe to settle here. This will create more business for local and national companies and there will be more companies that will establish a presence in the country" adding that "Today we have more than 200 prospects interested in Mexico and Nuevo León. Some at an exploratory level, but basically they come from the United States, Germany and China and are planning to come here".



source: www.milenio.com - source: www.clusterindustrial.com

EVENTS & INITIATIVES

CANADA

Responding To COVID-19: Industry Leadership Honours

Last September 17, 2020 Canadian Manufacturing, PLANT and EP&T magazines hosted Responding To COVID-19: Industry Leadership Honours, a virtual gala to honour manufacturers from across Canada who went above and beyond to help out during the country's pandemic response.

Canadian manufacturers and their workforces drastically altered their operations, bought new equipment and established new production shifts to accommodate the making of much needed products, such as PPEs and medical supplies. Others invented entirely new solutions, novel innovations to help detect the virus, stop its spread or kill it entirely. Healthcare product manufacturers meanwhile moved up production schedules and product launches and found ways for their existing products to help combat COVID-19.

During the gala, 10 awards were handed out to distinguished manufacturers, based on a selection of 175 submissions by a jury of industry peers within the



media and public sectors. A detailed rundown of the finalists and winners can be found online at the following link

The event featured a special welcome message from Navdeep Bains, Federal Minister of Innovation, Science and Industry, who has been at the forefront of the government's COVID-19 response and who has worked hand-in-hand with manufacturers to ensure Canada was prepared to take on the virus.

The keynote speaker was Jayson Myers, the Chief Executive Officer of Next Generation Manufacturing Canada (NGen), a not-for-profit corporation leading Canada's Advanced Manufacturing Supercluster. Myers talked about how Canadian manufacturers confronted the COVID crisis, and the challenges that still lie ahead for the manufacturing community as it faces post-pandemic recovery.

Machines Italia and the Italian Trade Commission were among the proud supporters of "Responding To COVID-19: Industry Leadership Honours" and presented the Machines Italia COVID Hero special award – for the Canadian company that made the most significant impact on the pandemic using Italian made machinery - to Bill Ashburn, Vice President Supply Chain, Master Blender at [Forty Creek Distillery](#).

This Canadian manufacturer, based in Grimsby, Ontario and part of the Campari Group, quickly turned around their brand new, state of the art facility – fully equipped with Italian machinery - to produce a high alcohol content hand sanitizer which was in short supply and desperately needed. They immediately donated the sanitizer to St. Catherine's Hospital Niagara, Red Cross Niagara and other community and health organizations. They also donated high-strength alcohol to other local distillers to support their own creation of high-alcohol content hand sanitizer and made cash donations to



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the Bartenders Benevolent Fund to help support hospitality workers impacted by the pandemic.

The video footage of the award ceremony is available online at the following [links](#):

- [Welcome Message: Navdeep Bains, Federal Minister of Innovation, Science and Industry](#)
- [Keynote Speaker: Jayson Myers, CEO, Next Generation Manufacturing Canada](#)
- [Industry Leadership Honours Awards part 1](#)
- [Industry Leadership Honours Awards part 2](#)

For further information on this initiative, please contact toronto@ice.it

Machines Italia & Lamborghini @ AME TORONTO 2020 Conference

Machines Italia and the Italian Trade Commission brought Lamborghini - Italy's iconic sports car maker to the [AME TORONTO 2020](#) virtual conference. [P. Eng. Ranieri Niccoli, Chief Manufacturing Officer](#) at Automobili Lamborghini S.p.a. provided his insights on the *Manifattura Lamborghini*, the revolutionary INDUSTRY 4.0 centred manufacturing process developed for the assembly of the company's Urus Super SUV platform.

Lamborghini was able to double its production by implementing the *Manifattura Lamborghini* process along with a substantial investment in new technologies at its factory headquarters in Sant' Agata Bolognese, Italy. Niccoli was one of the masterminds of the smart manufacturing overhaul at the 56-year-old Italian car maker facility.

The live web cast presentation took place on October 29, as part of the conference's Machines Italia technology showcase, with over 150 delegates in attendance. The presentation will be available to all registered conference



attendees on the event's website for 6 months. The unedited footage of Eng. Niccoli presentation can be viewed, courtesy of AME - Association of Manufacturing Excellence, on the Machines Italia website at the following [link](#). AME TORONTO 2020 took place from October 27 - 29, 2020. The Association of Manufacturing Excellence - AME annual conference is the world's largest lean event and this year was held online featuring 40+ hours of live conference programming, keynotes, factory tours, virtual exhibits, sessions & workshops, along with networking & engagement opportunities.

Thanks to the status offered as official partners, Machines Italia & the Italian Trade Commission were able to offer representatives of Italian companies full conference passes at a discounted rate and to provide all delegates and attendees information and assistance through a [virtual booth](#) in the Exhibition Hall.

For further information on this initiative, please contact toronto@ice.it

Advanced Manufacturing Outlook 2021

The Advanced Manufacturing Outlook is a survey that measures Industry 4.0 engagement amongst manufacturing business owners and senior executives in Canada.

For the second consecutive year, research firm R.K. Insights in Toronto conducted the survey through June and July for Canadian Manufacturing and PLANT magazines, in partnership with Machines Italia (The Italian Trade Commission), Lapp Group North America and Alps Welding Ltd.

185 manufacturers participated in [Advanced Manufacturing Outlook 2021](#) with the survey findings strongly representing the industry with a margin of error at +/- 6% - 19 times out of 20.

The focus of this year's research was Industry 4.0 in all its aspects and dimensions such as automation, interconnectivity, machine learning and the analysis of real time data which involved the Industrial Internet of Things

(IIoT), the Internet of Things (IoT), cloud services and platforms, advanced computing, along with artificial intelligence.

The survey examined how manufacturers regard these technologies and how they are adopting them. The survey provided valuable insights into how companies are (or are not) engaging with Industry 4.0, asking pertinent questions about their uses of IoT, analytics, automation or other elements of digitization, delving into topics ranging from Industry 4.0 deployment to firm leadership.

The survey and its results were discussed during a virtual roundtable hosted by Canadianmanufacturing.com and Plant on the 19th of August, 2020.

Industry experts, media, associations were invited to attend the event and provide their opinions which were then used to compile the Advanced Manufacturing Outlook 2021 report. Along with Machines Italia – Italian Trade Commission Canada, other roundtable participants included: [Electronic Product & Technology](#) (media), [Plant](#) (media), Canadianmanufacturing.com (media), [Alps Welding](#) (industry), [NGEN](#) (industry), [EMC Canada](#) (Industry), RK Insight (consulting), [Clestica](#) (industry) [Myant](#) (consulting) [Lapp Group North America](#) (Industry), [MTech Hub](#) (industry), [Innovative Automation](#) (industry), [Illuminate](#) (consulting), [CCRM](#), (industry).

The four-hour long roundtable delved into key survey topics and in particular: Engagement with Industry 4.0, Investment, Data, Processes, Security, Outlook.

The Advanced Manufacturing Outlook 2021 report (hardcopy and digital version) was distributed through the outlets of Annex Business Media, Canada's largest publisher of industrial publications – and is currently available on the Machines Italia web site at the following [link](#).

For further information on this initiative, please contact toronto@ice.it

Innovation And High Tech At BIAT 2020 – The Digital Edition

BIAT - Innovation and High Technology Lab, funded under the Cohesion Action Plan of Italy's Economic Development Ministry, is an initiative designed to enable enterprises and research systems of southern Italy in particular, the regions of Abruzzo, Molise, Sardinia, Basilicata, Campania, Calabria, Apulia and Sicily - to express their full potential for innovation and excellence. The event is organised by the Italian Trade Agency in collaboration with the partnering Regional Governments.

BIAT aims to promote the placing on the market and/or the transfer of innovative products and services or high technology and intangible assets (patents in particular) by matching commercial and technology supply and demand between startups, innovative SMEs, business networks, universities, technology parks and foreign counterparts.

The event is divided into 3 distinct phases:

- collection of project proposals that can be applied to commercial, industrial, and technological enterprises of the South Italy Regions.
- identification of foreign counterparts through an online matchmaking system that will allow foreign companies to consult the summaries of proposed projects and select those of interest.
- carrying out of meetings between Italian and foreign counterparts.

The sectors involved include biotechnology, green economy (circular economy, renewable energy, environment), ICT, innovative materials, nanotechnologies, technologies for smart cities.

The 2020 edition of BIAT was held from 9 to 11 December 2020 on Fiera 365, the Italian Trade Agency's online exhibition platform.



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Almost 100 Italian startups signed to meet with the international delegates from 26 countries: Austria, Belgium, China, Croatia, Denmark, Estonia, Finland, France, India, Israel, Japan, Latvia, Netherlands, Norway, Poland, Russian Federation, Singapore, Slovenia, South Korea, Sweden, Switzerland, Turkey, United Arab Emirates, United Kingdom and United States.

Machines Italia Canada recruited a delegation of venture capitals and angel investors to attend the event, including: [Kanata VC](#), [Panache VC](#), [NACO](#) – National Angels Capital Organization, [Intergen Connect](#), [Vitaliz](#), [Canadian International Capital](#), [Eliquimedia](#), [CVCA](#) – Canadian Venture Capital Association, [Scale UP Ventures](#), [DealPoint](#).

For further information on BIAT 2020 please visit: www.biat-ita.it or contact toronto@ice.it

MACFRUT DIGITAL 2020 – The World Of Fruit And Vegetable Just A Click Away

[MACFRUT](#), which normally takes place annually in Rimini, Italy, is one of the world's largest events for the fruit and vegetable industry: eight halls of products, materials and technology, covering over 55,000 square meters of exhibit space hosts over 1,000 exhibitors and 43,500 visitors, 25% of which come from over 100 countries.

This year, however, as a result of the global health emergency, the 37th edition of MACFRUT was held online via an innovative platform branded as MACFRUT DIGITAL 2020 where industry professionals, buyers and exhibitors were able to interact, schedule meetings, hosted product and technology demos, seminars and presentations virtually allowing registrants to participate via a PC, tablet or smartphone.



MACFRUT DIGITAL 2020 took place September 8 - 10, 2020. Over 30 international buyers, from 8 countries, attended the event as part of the Italian Trade Commission's foreign delegation program. Machines Italia Canada and Mexico invited 7 machinery and equipment distributors, importers, end-users: Bodega Pinesque (ME), Agricola Automotriz Del Centro Sa (ME), Vino De Eva (ME), "Greenhouse Depot Inc (CA), The St. George Company (CA), Tram Sales Ltd (CA).

Machines Italia Canada organized an e-marketing and communication campaign with [Fruit & Vegetable](#) magazine, the main trade publication, which included e-ads on the publication's web site and in its newsletter, along with custom e-blasts.

For further information on this initiative, please contact toronto@ice.it

MEXICO

MARMOMAC RESTART 2020

The rebound of the natural stone sector worldwide starts with [MARMOMAC](#). The main international trade event for the lapidary industry was held in Verona, Italy September 30th - October 3rd, 2020 and its positive outcome was a statement of the resiliency of the sector in the face of the global pandemic.

MARMOMAC RESTART 2020 was a three-day virtual event packed with meetings, networking sessions, seminars and showcased the latest in technology and products.



VeronaFiere trade show venue, [Associazione Italiana MARMOMACCHINE](#) (CONFINDUSTRIA MARMOMACCHINE), the association representing the Italian marble and stone machinery industries and the Italian Trade Agency invited foreign delegations to MARMOMAC RESTART 2020. Machines Italia invited six companies from Mexico.

For further information on the initiative, please contact messico@ice.it

[Italian Technology For Mexico's Foundries](#)

Machines Italia - Italian Trade Agency Mexico and [AMAFOND](#), the Italian Association of Producers of Machinery, Products and Services for Foundries, organized a series of webinars on [Italian Technology for Foundries](#).

130 Mexican companies attended the online seminars focused on technology and processes for ferrous and non ferrous materials between November 25th and 26th, 2020. Morning and afternoon business meetings with the 11 Italian companies involved in the project were conducted. A number of webinars were hosted via the Italian Trade Agency's dynamic "Fiera Smart 365" platform.

For further information on the initiative, please contact messico@ice.it

[USA](#)

[Machines Italia Magazine Vol. XIII: Next Generation Manufacturing Now Online!](#)



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The latest edition of the Machines Italia Magazine (Vol. XIII) illustrates how Italy supports smart technology for the next generation of manufacturers and in particular for manufacturers which - as essential businesses - do not have the luxury of stopping their business, even in the midst of a once-in-a-generation pandemic like the current one caused by COVID-19.

Many of the trends that were prevalent before the outbreak are now accelerating in unprecedented ways, especially automation, IIOT and big data. Training workers also remains keenly important.

Machines Italia Magazine Vol. XIII: Next Generation Manufacturing shows how solutions provided by Italian companies are helping suppliers worldwide, including in North America, to cope with the crisis brought around by the pandemic and with old challenges alike. Italian automation expertise already enables companies to make very advanced products, such as for instance high-quality ceramics or high technology rocket parts cut from lasers, by supplying entire production lines or single key pieces of automated equipment.

We invite you to thoroughly read this issue of the Machines Italia magazine. You will gain the sort of detailed information and insights that may serve to improve and expand your manufacturing business.

Go to www.machinesitalia.org/magazine to read Machines Italia Magazine Vol. XIII: Next Generation Manufacturing

Innovate Textile & Apparel 2020

The Italian Trade Agency and ACIMIT, the [Association of Italian Textile Machinery Manufacturers](#) attended [Innovate Textile & Apparel](#) virtual trade show which took place last October 15 to 30, as promoter and organizer of the Italian Digital Pavilion for “made in Italy” textile machinery.



The Italian Digital Pavilion at Innovate Textile & Apparel 2020 hosted a selection of 21 Italian companies - leaders in textile machinery - featuring a wide range of advanced technologies, products and services from printing and dyeing equipment to woven and non woven solutions systems, including advanced technologies such as radio frequency dryers, twisting and covering machines and much more!

Overcoming, in part, the physical restriction imposed by the COVID pandemic, the first ever virtual edition of Innovate Textile & Apparel trade show provided the textile industry professionals with the opportunity to stay in touch with their peers, suppliers and customers from the US, North America, Asia and elsewhere.

The pandemic has severely affected the world economy and the Italian textile machinery industry is no different. Indeed, during the first semester of 2020 purchase orders dropped by 40% compared to the same period in 2019. But during the government-mandated shutdown, Italy has not stayed still: ACIMIT, has for instance organized a series of online activities, aimed at offering information and training on specific issues related to the health emergency, or to the fulfilment of contractual obligations. The Italian Trade Agency, on the other hand, has assisted countless Italian companies with customized services focusing on export management and counselling thanks to our specialized international network of contacts.

For further information on the initiative, please contact houston@ice.it

The ...MAGIC Of Italian Footwear And Leather Machinery

The Italian Trade Agency and [ASSOMAC](#), the Italian National Association that represents the Italian Manufacturers of Machinery for Footwear, Leather



Goods, Tannery, and Related Accessories, organized an Italian Pavilion at [Sourcing at Magic](#) which took place, online, from September 15 to December 15, 2020. The Italian presence at Sourcing at Magic boasted 11 among the most representative Italian machinery manufacturers for footwear and leather processing including:

S.P.S.Tecnologia Meccanica,

Gus-bi officina Meccanica,

Revomec,

Ciucani Mocassino Machinery,

Feltre, DV Leather,

Mec Man,

Lamebo,

Newlast Italia,

Mosconi,

Elettrotecnica B.C.

For the Italian footwear machinery industry *Sourcing at Magic* represented a unique opportunity to reach international clients and markets through an entirely digital B2B platform. The Pavilion was promoted by Collectively, the hosted companies exhibited a wide range of advanced technologies, products and services, showcasing their innovative solutions from tannery and sewing machines to more complex leather processing systems.

Historically, Italy is the first and most important US supplier of machinery for processing leather and footwear. The “made in Italy” industrial machinery market share in this sector is 45.8% of the total imports. Not even the current situation with the consequent disruptions in global supply chains have undermined this record. In the first seven month of 2020, US imports of Italian leather and footwear processing machinery have already exceeded \$ 6.8 million: an increase of 13.3% compared to the same period of 2019.



For further information on the initiative, please contact houston@ice.it

COMING SOON

CANADA

MCE Live + Digital: HVAC, Plumbing, Energy Technology Conference & Show

The Italian Trade Commission - ITA Canada and US network is organizing a delegation to MCE Live + Digital which will take place online April 8th and 9th, 2021.

MCE is one of the world's largest conferences and trade shows for industrial and commercial HVAC, plumbing, refrigeration, renewable energy, cogeneration technology and much more. More than 160 thousand visitors, from 54 countries and 2,500 exhibitors usually attend the biennial trade event in Milano, Italy.

While the 2020 edition of the show was cancelled due to health and safety concerns related to the COVID-19 pandemic, its organizers decided to host the event virtually.



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Right now, the ITA is looking for importers/distributors of technology, large industrial, civil engineering firms, large architectural firms, large specialized contractors (tier 1), big end users, utilities, energy management bodies.

Canadian and US delegates are offered full access to the MCE program of webinars, web-presentations, access to the virtual exhibition halls and opportunities to interact with exhibitors and visitors via the event's online platform.

For further information on this initiative and to inquire on how to be part of the ITA delegation, interested Canadian companies can contact toronto@ice.it while US ones can inquire at chicago@ice.it.

Collision 2021 - Italy's High Tech Back At Collision 2021

Leveraging on the positive feedback from the first Canadian edition of the world renowned high tech conference in 2019, Machines Italia and the Italian Trade Commission will be attending [Collision 2021](#) that will take place June 21-24, 2021 at the Enercare Centre in Toronto.

Billed as the "Olympics of tech", Collision is one of the fastest growing and largest tech-conferences in the world with a whopping 25,000 attendees participating from over 120 countries engaging for four days with some of the greatest minds in technology and featuring A-list speakers including Prime Minister Justin Trudeau, producer and artist TIMBALAND and founder and CEO of Medium, Ev Williams.

Collision is the North American edition of a global series of tech conferences that include Web Summit (Europe) and RISE (Hong Kong).



ITA and Machines Italia were present at Collision 2019 with an information desk and 16 brilliant Italian companies, some of which were selected for the Collision Alpha/Beta program: Mindesk, Radoff, Ectabyte, RIC3D, Playcar and Deliverart. These six Italian startups had the exciting opportunity to showcase their innovations in front of leading investors, media and partners.

Giovanni Battistini, Vice President, Open Innovation Science at Ferrero, the Italian manufacturer of household brands such as Nutella and Kinder delivered a speech on May 21st on the Collision's 2019 Corporate Innovation Summit's stage and gave the audience a peek inside the chocolate factory.

To watch Collision 2019 promo video click on the following [link](#)

To watch the Mindesk Machine Demo challenge click on the following [link](#)

For further information on Italy's high tech at Collision 2021, please contact toronto@ice.it

Industrial Export To North America

The Italian Trade Agencies Toronto and Chicago offices in partnership with the [Torino Chamber of Commerce](#) will be assisting a group of 14 Italian technology SMEs allowing them to learn and take advantage of business opportunities in both Canadian and US markets. Torino and the Piedmont Region in Italy have been a world class hub for advanced industrial technology and the automotive industry for well over a century. Car makers and suppliers such as Fiat (FCA), Comau, Iveco, NHC, Ferrero, Lavazza are located within this region.

Export to North America was launched at the end of November 2020 with a series of country presentations and technical webinars hosted by the Italian



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Trade Agency and saw the participation of industry experts and testimonials such as [Util Canada](#), an Italian automotive company with manufacturing facilities in Canada, [Elliott Matssura](#), Canada's largest and oldest machine tool distributor, [Bryan Cave Leighton Paisner](#), a US based international consulting firm. Stage 2 and 3 of the project will consist of company-specific, in-depth market research and market surveys to identify importers, distributors and potential partners. The Italian industrial technology companies which are part of this initiative are:

[DIE LUBRICATION SOLUTIONS SRL](#) - mould lubrication systems including metal stamping, nozzles and for spraying and nebulizing moulds

[ENDURANCE ENGINEERING SRL](#) - aluminum parts manufacturing and manufacturing of forged steel components and injection moulding components

[ERRECINQUE SRL](#) - flexible thermoplastic tubes

[FRAP Spa](#) - automotive components (suspensions, steering etc.)

[GINALCO srl](#) - stainless and aluminum tanks and syloses

[I.M.A.TE.G 93 Srl](#) - rubber components for appliances and the automotive industry

[MORELLO Spa](#) - Tool and die, small mould production (5-120kg), metal stamping and power transmission component manufacturing

[PROSYSTEM ENGINEERING Srl](#) - design, manufacturing and installation of elevators, conveyors, production lines and robotic cells

[SAMEC Srl](#) - design, assembly and installation of fully automated lines

[SIXTAU Spa](#) - industrial automation (automotive), software programming and testing

[T.S.T. Srl](#) - tool and die, moulds design and manufacturing

[A.PNE.S. srl](#) - automatic spray guns, feed pumps and compressors, thickness gauges and colour change blocks

[CST Srl](#) - automotive moulds making



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[Cultraro Automazione Engineering Srl](#) - dampers for the automotive, sportswear and appliances industries.

For further information on the initiative, and how to connect with participating Italian companies from the Torino area in Italy, please contact toronto@ice.it (Canada) or chicago@ice.it (USA)

Confindustria VELP Take Industrial Technology To Canada

The Veneto, Emilia Romagna, Lombardy and Piedmont (VELP) regional branches of [Confindustria](#), the General Confederation of Italian Industrialists and the Italian Trade Agency's Toronto and Montreal offices are embarking on a year long project to assist Italian SMEs to learn about business opportunities and find commercial partners in Canada. The VELP Regions are the four most dynamic economies within Italy and have strong trade ties with Canada. Almost 70% of Italy exports to Canada in 2019 originated from the Veneto, Emilia Romagna, Lombardy and Piedmont regions. In the past 10 years, VELP exports to Canada more than doubled: +124% in 2019 compared to those in 2009 with machinery and industrial equipment representing more than ¼ of the Regions exports to Canada. Despite these encouraging figures, there are plenty of Italian companies that are unaware of Canada's potential as an export market and an investment destination.

The Confindustria - Italian Trade Agency program will kick off in January 2021 with the recruitment, selection and training for the participating Italian companies and will continue throughout the year with business scouting, b2b meetings with Canadian counterparts and trade missions to Veneto, Emilia Romagna, Lombardy and Piedmont.

For further information on the initiative, to connect with the Italian companies from the VELP Regions in Italy, please contact toronto@ice.it

Strong Italian Presence @ AEROMART Montréal 2021

The Italian Trade Agency in Canada and [AIAD](#) – the federation that represents Italian companies in the aerospace, defence and security sectors will be, once again, attending the next edition of [AEROMART](#) that will take place in Montreal March 30th to April 4th, 2021.

AEROMART Montréal is one of the largest aerospace industry conventions in North America with over 800 companies represented - OEM's, Tiers 1, the entire supply chain - representing 25 countries and will have 1,400 participants. 11,000 business meetings are planned during the course of the Global Supply Chain Summit which is an integral part of the convention activities.

Montreal is the third most prominent hub for the aerospace industry, after Seattle and Toulouse, with 700 companies, 76,000 direct employees, \$28 billion in revenues, making up 1.6% of Canada's GDP.

The Italian Trade Agency in Canada & AIAD involvement is meant to promote the Italian aerospace industry while supporting and providing visibility for those Italian companies at the conference. For further information on this initiative, please contact toronto@ice.it

MEXICO

Simac Tanning Tech 2021: Back To The Fair

[Simac Tanning Tech](#) 2020, the international annual trade show for the tanning and leather industry, wrapped up last February with a positive outcome: 324 exhibitors from 25 countries, thousands of visitors and plenty

of new machinery and technology on display. The fair was also an opportunity to open a window on the future of manufacturing thanks to the *Innovation Corner*, a project dedicated to industry 4.0 solutions, developed by the Italian Trade Agency and [ASSOMAC](#), the Italian National Association Of Manufacturers Of Footwear, Leathergoods And Tanning Technologies.

ASSOMAC and the Italian Trade Agency network of global offices brought 25 foreign delegations to Simac Tanning Tech, totaling more than 150 foreign delegates, from Algeria, Argentina, Bosnia and Herzegovina, China, Colombia, Cuba, Egypt, Ethiopia, India, Indonesia, Iran, Mali, Mongolia, Morocco, Palestine, Pakistan, Poland, Romania, Russia, Serbia, South Africa, Tunisia, Vietnam and Zimbabwe. There was also an Iraqi delegation organised by UNIDO. Machines Italia desks invited eight companies from Mexico and the USA.

Simac Tanning Tech 2021 will take place in the second half of 2021.

ASSOMAC opted for postponing the exhibition dates as a proactive action to respond to the COVID-19 global pandemic looking to avert its impact on show visitors and exhibitors, in particular per those originating outside of the EU.

For further information on the initiative, please contact messico@ice.it

Webinar Machines Italia-AMAPLAST On Plastic And Rubber Processing Technology

Machines Italia - Italian Trade Agency Mexico and [AMAPLAST](#), the Italian Plastics And Rubber Processing Machinery And Moulds Manufacturers' Association, will be hosting a webinar in February 2021 focused on plastic and rubber processing technologies, industry trends and the latest in innovations.



Selected Italian technology providers will be participating in the b2b sessions of the webinar so they may meet with Mexican counterparts, end users, distributors, importers and potential partners.

The webinar will be hosted on the Italian Trade Agency's "Fiera Smart 365" virtual platform.

For further information on this initiative, please contact messico@ice.it

Italian Pavilion At Expo Pack Guadalajara 2021

[Expo Pack Mexico](#), the largest Latin American trade fair for packaging materials and technologies, will take place June 8 - 11, 2021 at the Expo Santa Fe exhibition center in Mexico City. The event is organized by [PMMI](#), the Packaging Machinery Manufacturers' Institute, representing more than 900 North American manufacturers and suppliers of equipment, components and materials as well as providers of related equipment and services for the packaging and processing industry. The growing international relevance of the show was attested by the numerous country-specific pavilions among which, the most prominent ones, were Argentina's, the United States, Brazil and France.

The Italian Trade Commission (ITA), in partnership with [UCIMA](#) - the Italian Packaging Machinery Manufacturers Association will be participating in Expo Pack Mexico 2021 with a significant number of Italian technology solution providers. Over 30 Italian companies had their technology and equipment on display at the 2019 edition of Expo Pack Mexico, including those part of the ITA – UCIMA contingent.

For further information on this initiative, please contact messico@ice.it

USA

EMO Milano - The Magic World Of Metalworking

From October 4 to 9 2021, Milan will host [EMO](#), the world's largest machine tool exhibition with 1,600 exhibitors, 120,000 sq. m. floor space, 155,000 visitors from 120 countries. The Milano event is organized by Italy's [UCIMU-SISTEMI PER PRODURRE](#) on behalf of CECIMO, the European Association of Machine Tool Industries.

Last September 23, 2020, EMO Milano 2021 was officially announced to North America through a virtual press conference [EMO MILANO 2021 UPDATE @ IMTS SPARK](#) during the course of which Doug Woods - President of the Association for Manufacturing Technology - AMT, . Marco Saladini - Trade Commissioner at the Italian Trade Agency Chicago USA office and Luigi Galdabini - General Commissioner of EMO Milano 2021, explained to media and industry attendees why EMO is the “2021 event not to miss” for global manufacturers to discover the technological innovations that will determine the future of manufacturing illustrating its ongoing digital transformation worldwide. Mr. Galdabini also presented the machine tool sector data from both Italy and the EU.

The video footage of the virtual press conference hosted on IMTS Spark is available at the following [link](#) (a complimentary registration is required).

For further information on the initiative, please contact chicago@ice.it

Machines Italia Post Covid-19 Manufacturing Study



Machines Italia in partnership with SME, conducted its “Post Covid-19 Study” amongst 350+ USMCA companies in diverse industries asking them how they plan to do things differently in the Post Covid-19 manufacturing ecosystem.

The following is one take away from the survey’s findings: “Respondents indicated that Sales is the most important during the recovery, post-COVID-19. Respondents from the Aerospace industry indicated that Adjustment of Operational Processes is 45% more “Extremely/Very Important” than the study average (61% vs. 42%). Those from the Medical/Surgical/Dental industry were significantly less likely to indicate that Investigating New Client Industries was “Extremely Important” (19% vs. the study average of 46%).”

The full report will be provided in the upcoming digital edition of the Machines Italia magazine Volume XIII which will be featured online at www.machinesitalia.org/magazine.

The report will be presented to Italian companies and to Federmacchine’s member associations during the course of a webinar during the first quarter of 2021.

For further information on this initiative, please contact chicago@ice.it

Countdown To EIMA INTERNATIONAL 2021

[EIMA INTERNATIONAL](#) is one of the world’s leading agricultural machinery and technology trade shows. Its 44th annual edition will take place from October 19th to 23rd, 2021, and it will be the first international physical event scheduled to take place in Bologna, Italy after the COVID pandemic lockdown. [FEDERUNACOMA](#), the Italian Federation Of Agricultural Machinery Manufacturers, has been organizing the event in Bologna since its first edition in 1969.



On October 23rd, 2020, the ITA-Italian Trade Agency in collaboration with [FEDERUNACOMA](#) held a video conference to launch the EIMA INTERNATIONAL project which consists of two initiatives:

EIMA Digital Preview: the online preview of EIMA INTERNATIONAL, from November 11 to 15, 2020 which included the display of the exhibiting companies' virtual stands and the registrations of visitors and business people onto the B2B digital platform to arrange meetings and network with peers and exhibitors.

And *Agorà* a specific section of the platform, dedicated to streaming events and conferences, as well as webinars on the main topics of technological innovation, research in the agro-mechanical field, applied electronics, and green space design.

The Italian Trade Agency organized a virtual trade delegation of North American and international buyers and end users of agricultural technology to EIMA Digital Preview and arranged B2B meetings through its "Fiera Smart 365" platform.

EIMA INTERNATIONAL: The brick and mortar trade show in Bologna, Italy begins in October 2021 where approximately 1,600 exhibitors have already formalized their attendance.

The combination of the digital preview and the physical trade show, according to FEDERUNACOMA, comes at a time when the global demand for machinery is potentially very high and businesses require an event that brings together the latest innovations and technologies to serve the various needs of farms and agricultural operations around the world.

In the United States, despite the Covid-19 emergency, in the first nine months of 2020 the tractor market showed signs of a positive trend with about 219,000



new registered vehicles, 15% more than in the same period of 2019. The USA is also one of the main destination countries for the Italian export of agricultural technologies. In 2019, Italian exports of tractors to the United States amounted to 87 million euros (fourth market for Italian industries after France, Germany and Spain), while agricultural machinery - following a growth trend that started in 2017 - amounted to 400 million euros (second market after France). Meanwhile, the first six months of 2020 recorded a decline in exports of both tractors and agricultural machinery, but this is a contraction resulting from the lockdown of March and April. The great importance that Italian agricultural machinery has for US agriculture is also evidenced by the growing appeal of EIMA INTERNATIONAL for the American market's businesspeople. In fact, the exhibition has seen the number of American visitors grow considerably - more than tripled over time - reaching an all-time high (976) at the 2018 edition, thanks to the organizational and financial intervention of the Italian Trade Agency. To ensure that the show will take place safely, FederUnacoma will implement the most rigorous standards and protocol never seen before at an international trade exhibition.

For further information on this initiative, please contact houston@ice.it

INDUSTRY NEWS

CANADA

Italy's Exports Of Technology From The 15 Machines Italia Sectors Continue To Grow Despite Pandemic

October 2020 data released by *Statistics Canada* and *Trade Data Monitor* showed a solid positive growth for Italy's exports to Canada of technology from the various 15 Machines Italia capital goods related sectors. With a +5,47% Italy marks the best performance among the top 20 partner countries. Italy's market share also grew +26%. In stark contrast, Canada's total imports of industrial machinery and equipment fell 16% in the first 10 months of 2021. Packaging machinery and agricultural machinery are Italy's top performing sectors with a +33,3% and +21,8%. Equipment for the graphic and printing industry grew a stunning +180%. This positive data demonstrates the strong confidence that Canadian manufacturers have in using Italian technology.

Source: Statistics Canada, Trade Data Monitor, Italian Trade Commission Canada

Team Of Canadian & Italian Researchers Breaking New Ground In Materials Science For Electronics

A study by a team of researchers from Canada and Italy recently published in *Nature Materials* could usher in a revolutionary breakthrough in materials science, leading to big changes in the way companies create modern electronics.

The goal was to develop two-dimensional materials, which are a single atomic layer thick, with added functionality to extend the revolutionary developments in materials science that started with the discovery of graphene in 2004.

In total, 19 authors worked on this paper from INRS, McGill, Lakehead, and [Consiglio Nazionale delle Ricerche](#), the national research council in Italy.

This work opens exciting new directions, both theoretical and experimental. The integration of this system into a device (e.g. transistors) may lead to outstanding performances. In addition, these results will foster more studies

on a wide range of two-dimensional conjugated polymers with different lattice symmetries, thereby gaining further insights into the structure vs. properties of these systems.

The Italian/Canadian team demonstrated the synthesis of large-scale two-dimensional conjugated polymers, also thoroughly characterizing their electronic properties. They achieved success by combining the complementary expertise of organic chemists and surface scientists.

"This work represents an exciting development in the realization of functional two-dimensional materials beyond graphene," said Mark Gallagher, a Physics professor at Lakehead University.

"I found it particularly rewarding to participate in this collaboration, which allowed us to combine our expertise in organic chemistry, condensed matter physics, and materials science to achieve our goals."

Dmytro Perepichka, a professor and chair of Chemistry at McGill University, said they have been working on this research for a long time.

"Structurally reconfigurable two-dimensional conjugated polymers can give a new breadth to applications of two-dimensional materials in electronics," Perepichka said.

"We started dreaming of them more than 15 years ago. It's only through this four-way collaboration, across the country and between the continents, that this dream has become the reality."

Federico Rosei, a professor at the Énergie Matériaux Télécommunications Research Centre of the Institut National de la Recherche Scientifique (INRS) in Varennes who holds the Canada Research Chair in Nanostructured Materials since 2016, said they are excited about the results of this collaboration.

"These results provide new insights into mechanisms of surface reactions at a fundamental level and simultaneously yield a novel material with outstanding



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properties, whose existence had only been predicted theoretically until now," he said.

This research was partially supported by a project Grande Rilevanza Italy-Quebec of the Italian Ministero degli Affari Esteri e della Cooperazione Internazionale, Direzione Generale per la Promozione del Sistema Paese, the Natural Sciences and Engineering Research Council for Canada, the Fonds Québécois de la recherche sur la nature et les technologies and a US Army. Federico Rosei is also grateful to the Canada Research Chairs program for funding and partial salary support.

Source: [McGill Media Relations Office, McGill University](#)

[eliquidMEDIA International Inc. Partners With Italian Startup, Radoff To Promote New Radon Gas Devices In North America](#)

eliquidMEDIA International Inc. a Canadian company, and the innovative Italian startup [Radoff](#), recently signed a collaboration agreement that will take advantage of Radoff's technology and devices which deal with the monitoring and mitigation of radon gas. Radon is an odourless and colourless gas that in Italy alone causes about 3,000 deaths per year and that in 7% of Canadian homes a safe level of radon gas is exceeded.

The Canadian company will be responsible for opening up North American commercial channels and the Canadian and U.S. certification of the Radoff devices. eliquidMEDIA will also contribute technical advances to the devices that includes connectivity for both Amazon Alexa and Google Home, the two virtual assistants owned respectively by Amazon and Google that allow you to control different devices.

"The partnership with eliquidMEDIA International is very important to us. It will give our startup a coveted far reaching international dimension. We will also



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have the opportunity to enrich our devices from a technological and scientific point of view and enter the Canadian and U.S. markets sooner than later.” said the CEO of Radoff, Domenico Cassitta.

The project was presented by eliquidMEDIA to the National Research Council of Canada (NRC IRAP), as explained by the CEO of the Canadian company, Lou Tortola, who is equally enthusiastic about the collaboration, he added: “NRC-IRAP, finances Canadian small and medium-sized enterprises capable of developing projects that are both innovative and include high-tech content. The NRC-IRAP vote of confidence and economic assistance with this project is certainly a catalyst for us to further investing our resources in this emerging radon services sector.”

Source: Canadianmanufacturing.com

Italy's Robopac Part Of The Pfizer Covid-19 Vaccine Rollout

The COVID-19 vaccine produced by pharmaceutical giant Pfizer was recently approved by both the FDA (the US's Food and Drug Administration) and Health Canada and is being rolled out throughout the USA and Canada to fight the pandemic.

Pfizer and the US and Canadian governments have agreed on the shipment of several million frozen doses to reach all areas of each country.

Market leader in the end-of-line packaging sector and technology partner to Pfizer, Italy's [Robopac](#) will be guaranteeing the vaccine's packaging and transport safety following its contribution to the development of ad hoc solutions for the packaging of pharmaceutical products made by the American giant.

Robopac's *Ecoplat Plus* is the solution adopted by Pfizer for packaging the vaccine doses being distributed in the USA and Canada.



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A significant achievement for everyone, in which Robopac - once again - has played a leading role in an industrial venture with great humanitarian importance.

Source: Robopac

MEXICO

Campane Marinelli: Italy's Foundry's Expertise Since 1339

It's difficult to imagine an Italian town or city without a skyline of turreted church towers or an hourly clamour of bells ringing and chiming in the air.

With the Vatican nestled in the heart of the country, the large bronze instruments have made Christianity literally resonate throughout Italy for centuries

But just as the multitudes called to daily mass by the belfry tolling have all but dried up, the ancient knowledge used to produce the giant bronzes is at risk of vanishing.

And that makes the survival of Italy's oldest bell foundry — [Campane Marinelli](#) - located in the small town of Agnone in the country's hilly, southern region of Molise — a near miracle.



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"This is a complex trade that involves precise understanding of mathematics, physics, geometry and music," said master bell maker Antonio Delli Quadri, 83, whose customers include the United Nations in New York and the Vatican.

"From the rigour of numbers to the harmony of sound." Delli Quadri began helping cast bells when he was just 15, starting with "the most humble tasks" inside the light-dappled bustling workshop run by the Marinelli family since at least 1339. Up until the 1950s, some two dozen bell foundries, all family-run, were operating throughout Italy.

Today, the Marinelli foundry is among only five survivors and is the official provider of bells for the Vatican.

"You could say by sticking to these centuries-old ways, we're now avant-garde," said Pasquale, 50, the younger of the two Marinelli brothers now running the foundry.

"We haven't introduced machines. We've stayed in the same traditional workshop instead of moving into a bigger factory. We refuse to work with soulless, mass-produced moulds."

Artisan Ettore Marinelli, 28, is a member of the latest generation of Marinellis to keep his family's ancient bell foundry. Marinelli Pontifical Foundry is the oldest bell foundry in Italy and one of only a handful remaining in the country.

Indeed, the materials scattered throughout the workshop — clay, wood, wax, bricks and bronze — are the very same as those the medieval artisans used. The Marinellis also employ the same techniques to design and cast the bells, including a geometric formula involving the height, diameter of the base and distance from the base to the top of the bell, with the thickest part of the bell always a 14th of the diameter.



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While bells are an integral part of Catholic churches in Italy and elsewhere, the bronze instruments have played an essential role in community life that pre-dates the time of the Middle Ages when they gradually stopped being hung above town gates and started ringing on church towers.

World's 'first mass media'

Paola Patriarca, a foundry artisan who curates the small bell museum above the Marinelli workshop, where more than 1,000 bells are on display, calls bells the world's "first mass media."

"The sound of bells are now seen as nostalgic, but remember, just 50 years ago, not everyone had a watch," said Patriarca. "Bells served [as] essential services, like warning when it was going to rain, or one hour to sunset, which had a particular importance for workers far afield or in the woods under heavy canopy cover.

"Even for those out fishing, when the sky was clouded over, the sound was a message to head back to shore. Bells kept people safe."

While the world's original mass medium may be fading in Italy, the advent of new, digital means of communication have kept the Marinelli foundry going.

Online orders from expanding churches in Africa, Asia and South America, not to mention from Buddhist temples and musicians, have helped offset the drop in orders from Catholic churches in Italy and Europe.

Still, the Catholic influence is as deeply embedded in the bells as the gold rings believers once tossed into the boiling bronze – both in their nomenclature and production.

The Marinellis refer to bells as "sacred bronzes" and describe them not as formed but "born," with the initial wooden and brick structure that gives shape to the inside called the "anima," or soul. To this day, a priest is called to the foundry to bless the bell, emitting a flurry of Hail Marys at the moment of fusion, when the bronze liquid is poured into the mould.

"Bells contained parts of the community they tolled above," said older Marinelli brother Armando. "As an act of faith, people would throw their gold bands or necklaces into the bronze as it began setting. So, in a very material way, many bells contain bits of our past. And when bells ring, people hear the older generations ringing in them."

Women in Italy shocked to find their names on grave markers for aborted fetuses

Producing the desired ring remains a challenge. One small mistake can result in having to go back to the beginning of a process that can take up to three months. With large bells, some weighing up to 600 kilograms and costing in the tens of thousands of dollars, precision is imperative.

Delli Quadri said any bell maker who boasts they have never erred is lying. He said his own missteps were thankfully on smaller, less important bells.

Delli Quadri, who has spent a lifetime inside the foundry and perilously perched on belfries to mount the giant bronzes, prefers recalling his triumphs — his biggest, he says, being the Jubilee Bell for the Vatican in 2000.

"I saw that bell born," he recalled with pride, "and followed it through to completion. From the first brick here in the workshop to mounting the bronze on a structure that I built myself in the Vatican gardens."



He said he's hopeful that with the next generation of Marinellis committed to keeping the foundry going, the centuries-old secrets will stay alive, at least for the near future.

"These are intergenerational businesses," said Delli Quadri. "And if you don't have a next generation willing to take on bell making, that's the end."

Source: [CBC](#)

Alfagomma Bets On The Laguna

The Italian company, [Alfagomma Group](#), has started its operations at the Torreón, Coahuila plant. With an investment of 15 million dollars, the company arrives in La Laguna expecting to generate an estimated 250 jobs, a figure that could reach 500 in the second stage of the factory's expansion.

Alfagomma Group produces hoses for different sectors such as food, construction, agriculture, mining, chemicals, among others. The factory is located in the Pymes Park and has an area of 50,000 square meters.

Maurizio Barbini, general manager, showed his pride at the inauguration of the plant in Torreón and shared that there will be an expansion in its range of products to steel tubes, a plan that was not initially planned, but that was possible thanks to the support of the state authorities.

Likewise, Rodrigo Salazar, manager of the company in Mexico, shared that they have established relationships with some distributors, so their products are already beginning to have a presence in various parts of the country.

For his part, Miguel Ángel Riquelme, governor of the state, was present at the opening of the company, and highlighted Coahuila for maintaining the level of attraction for new investments, especially with the current situation, where he called on the people of Coahuila to be proud of this moment.



“A few months ago we laid the first stone, we never imagined what would happen, it is a great moment and a great message that Alfagomma sends to Mexico and the world. In this uncertainty, where everything is in chaos, Coahuila shows its strengths, without neglecting the issue of the pandemic,” said Riquelme Solís.

At the event, the state president was accompanied by Jorge Zermeño, mayor of Torreón; Marcelo Torres, local deputy; Jaime Guerra, secretary of economy; as well as Rodrigo Salazar, manager of Alfagomma in Mexico and virtually Maurizio Barbini, general manager of the company.

Finally, the governor assured that the Italian company upon arrival in the state would find security, the best-qualified workforce and a large supply chain.

Source: www.mexicoindustrialmaps.com

Eurotranciatura Obtains Certification To Produce Respirators In Mexico

Eurotranciatura de México S.A. CV. — a subsidiary of EuroGroup Laminations — has obtained by the Federal Commission for the Protection against Health Risks (Cofepris) the mandatory certifications for its FI5 prototype respirator to be used to treat Covid-19 patients in Mexico. The respirator was designed by Ferrari technicians and the Italian Institute of Technology (IIT) of Genoa. The announcement was made by Alfredo Botello Montes, Secretary of Education of the State of Querétaro where Eurotranciatura de México S.A. CV. has its operations.

The FI5 respirator prototype was officially presented to the National Council for Science and Technology (Conacyt) in a videoconference which was attended by its Director María Elena Álvarez-Buylla, the Italian Ambassador to



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Mexico, Luigi De Chiara, the President of EuroGroup Laminations, Sergio Iori, the Director of Innovation F1 of Ferrari, Corrado Onorato, and Giorgio Metta, Scientific Director at IIT.

The Conacyt Center for Engineering and Industrial Development (Cidesi) will arrange for the mass production of the prototype with Eurotranciatura de México S.A. CV.

Source: www.puntodincontro.mx

USA

Gruppo Fanti To Open First U.S. Manufacturing Plant In West Virginia

[Gruppo Fanti](#), a metal packaging manufacturing company headquartered in Bologna, Italy, will open its first U.S.-based plant in Weirton. The new plant will initially create 40 new full-time jobs and Gruppo Fanti plans to invest \$30 million into the Brooke County operation.

“I love when we have firsts in West Virginia, and I’m really proud that Fanti Group has chosen to make West Virginia the home of their first manufacturing plant in America,” Gov. Justice said. “Thank you so much, from the bottom of our hearts, from all of us in West Virginia. This is so meaningful to our state. We want you to make this your home in the United States and we want to be able to grow with you and help you in every way we possibly can.”

Fanti Group is an Italian industrial group, founded in 1948, specializing in packaging, owned by the Fanti family. The group has an aggregate revenue of 120 million euro, operates several plants in Italy along with several production



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and commercial entities in Europe, Russia, and Africa that manufacture more than 100 million metal cans every year.

“My father Giorgio Fanti, founder of Fanti Group, visited this area in the United States for the first time in the 70’s to see how U.S. manufacturers worked and to see if it was possible to buy some steel,” said Stefano Fanti, Chairman of Fanti Packaging. “I was a kid at that time, but I still remember when he left home ‘per l’America’ and when he returned to Italy after a long business trip bringing lots of ‘strange’ presents and toys. Now, after 50 years, I am glad to achieve my father’s American dream by starting a production plant in the United States. Our U.S. entity will be established in Weirton, West Virginia, and it will be legally owned by our main company located in Bologna, Italy, that has the name of my father.”

West Virginia was one of three states in consideration for the company’s expansion into the United States.

“Fanti USA will be the largest expansion in the history of the Fanti Group,” said Nicola De Santis - CFO, M&A, Business Development, Board Member of Fanti Group. “In West Virginia, we found the right place to expand. We studied the market, the supply chain, and the potential locations intensively. We traveled extensively before the COVID limitations and met a lot of people across the United States. Here in West Virginia we plan to initially create 20 jobs and to grow to 40-50 jobs after 3-4 years. One of the main reasons we have chosen West Virginia is because of the great support from the Governor’s Office and the West Virginia Development Office. Their great assistance to develop our project made our decision easy.”

Gruppo Fanti’s leadership team visited West Virginia in early 2019 as part of their due diligence in finding their U.S. expansion site.

“While we competed with Pennsylvania and Ohio for this new plant, our state’s pro-business climate, made possible by the business experience and



**Machines
Italia**

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incredible leadership of Governor Justice, along with our manufacturing base and an incredible workforce helped us prevail in the end,” said West Virginia Secretary of Commerce Ed Gaunch.

“Weirton has a long history with manufacturing,” said West Virginia State Senator Ryan Weld. “The loss of Weirton Steel was obviously a huge blow to the area. But since then, Weirton has been adding bricks to the wall of Weirton’s comeback and Weirton’s future: Pietro Fiorentini, Bidell, and now Fanti Group.

“I’d like to think everybody’s leadership for coming together and putting this new brick in place.”

The company is modifying an existing site in Weirton and plans to start production in Q2 of 2022.

“West Virginia, and particularly the Northern Panhandle, is noted for its industrial background, cooperative spirit, and dedication to get things done. Gruppo Fanti’s decision to locate their new plant in Weirton is the result of those traits,” said Marvin Six, executive director of the Business Development Corporation of the Northern Panhandle. “We worked closely with the West Virginia Development Office, State Auditor’s office, and the Brooke County Commission over the last eight months to demonstrate our strengths. Gruppo Fanti’s investment in our area illustrates the confidence international companies have locating their plants here.”

“This is nothing but a giant team effort,” Gov. Justice said. “You’ll find that West Virginia is really, really on the move and West Virginia has now become the diamond in the rough that everybody missed.

“The biggest thing that I need to do is in some way convey to you our level of appreciation and our level of support,” Gov. Justice continued. “We will always be there for you, and I believe we’re going to have an incredible relationship.”

Source: <https://governor.wv.gov>

Sofidel Opens New Oklahoma Tissue Factory

Global tissue paper manufacturer Sofidel officially opened its seventh U.S. plant as part of an effort to meet increased consumer demand.

The company invested \$360 million in the 1.8 million-square-foot facility in Inola, Oklahoma, outside of Tulsa. The site includes a paper mill and converting plant to turn pulp into finished tissue paper, paper towels, toilet paper, and napkins, primarily for large commercial retailers.

Company officials said the integrated facility features advanced technology and automated machinery to produce 120,000 tons of tissue per year, including two Toscotec paper mill machines, 14 converting lines, advanced reeling technology, and laser-guided vehicles that transfer finished goods to its warehouse.

The facility employs 300 workers, and a second construction phase could double its capacity and workforce.

"The U.S. market is fundamental for the growth of the Sofidel Group and the new plant, enabling an enhanced production capacity and a further improvement of the geographical coverage, strengthens our position, and creates the conditions for further growth," Sofidel Group CEO Luigi Lazzareschi said in the announcement.

The facility is Sofidel's second new U.S. plant, joining a facility outside Columbus, Ohio, that opened in 2018. The company also operates established facilities in Florida, Mississippi, Nevada, Pennsylvania, and Wisconsin.

Source: [Thomas Industry](#)

Danieli's Equipment For Nucor Plate Mill Soon To Set Sail

Italy's [Danieli](#) expects to begin shipping the first pieces of equipment to Nucor Corp.'s planned US\$1.7 billion plate mill by the end of the month, the equipment supplier has said.



Bound for Brandenburg, Ky., USA, are the first pieces of what will make up an order consisting of 33,000 tons' worth of equipment. Danieli is supplying the plate/Steckel mill and melt shop.

"The first shipment will consist of the large-size tilting platform and lower shells — in a single-piece — of the electric arc furnace (out of gauge parts) produced at the specialized Danieli Thailand workshop," Danieli said.

According to Danieli, the melt shop will consist of a full-platform design electric arc furnace with an eccentric bottom-tapping system equipped with Danieli technology packages such as Q-Melt and Zero Man Turn Around.

The secondary metallurgy equipment includes a twin-station ladle metallurgy furnace and a twin-station vacuum tank degasser equipped with mechanical pumps.

"Both units will feature the latest automation and process models to ensure precise chemistry and temperature control, whilst minimizing transformation costs," Danieli said.

The plate/Steckel mill will consist of two stands, a roughing mill and a finishing/Steckel mill. It will roll slab and 36-inch ingots.

"The complete design of the mill will allow the production of thermomechanical rolled plates and API grades, as well as high hardness wear-resistant plates up to a final plate width of 165.4 inches and coils up to a rolled width of 125 inches. Subsequent to the plate/Steckel mill, an EVO 5 hot leveler designed for two different types of cassettes and a plate finishing and shearing line for the handling and cutting of 250-foot mother plates will be installed," the company said.

Source: www.aist.org