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TECH4FOOD

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swine market

China is getting closer



Signed a protocol for the export of Italian pork meat to the Asian country. Where the African swine fever virus is wiping out entire herds. Determining a strong increase in demands. Risks and opportunities for business operators.

on pages 10 and 11

Cfia 2019

What a pleasant surprise



The French trade show devoted to food technologies turned out to be a strategic business hub for business operators. Big satisfaction was reported by the Italian companies exhibiting in Rennes, 12-14 March.

on pages 40 and 41

markets & data

Keep an eye on Pakistan

Younger generations are setting the country's new food trends, increasingly focused on ready-to-eat and online ordering. The fastest-growing sectors, in terms of output, are poultry, edible oils and dairy. The findings of a survey commissioned by ITA and Cibus Tec.

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product preview



It's time for Iffa

Leading Italian food-tech companies present their latest product innovations at the no. 1 global event for the meat industry. From 4 to 9 May 2019 in Frankfurt am Main, Germany.

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the interview

"We need to ride, and not undergo, the change"



Strategies and growth targets. Constraints and obstacles to the internationalization of Italian food technology producers. Interview with Andrea Salati Chiodini, newly elected president of Assofoodtec.

on pages 12 and 13

export

France, a see-sawing market

Imports of food processing machines are increasing, yet those of packaging equipment are slowing down. Nonetheless, with a value of 174 million euro, Italy remains the country's n.1 supplier.

on pages 38 and 39

the company

on page 14

Risco: partner in your success

Continuous technological improvement, a 50 year-long experience, and a strong international network are the reasons behind the company's intensive growth.



“We need to ride, and not undergo, the change”

Strategies and growth targets. Constraints and obstacles to the internationalization of Italian food technology producers. Interview with Andrea Salati Chiodini, newly elected president of Assofoodtec.



Andrea Salati Chiodini

“Dobbiamo cavalcare, e non subire, il cambiamento”

Le strategie e gli obiettivi di crescita. Le criticità e gli ostacoli all'internazionalizzazione per i produttori di food technologies. Intervista ad Andrea Salati Chiodini, neopresidente di Assofoodtec. Titolare, con i fratelli, della Minerva Omega Group, specializzata nella produzione di macchine e soluzioni per il processo e il confezionamento alimentare.

by Federica Bartesaghi

Born in Bologna in 1962, Andrea Salati Chiodini was elected, on the past March 12th, new president of Assofoodtec, the Italian Association of manufacturers of machinery and equipment for food production, processing and preservation. Owner, together with his siblings, of the Bologna-based Minerva Omega Group: specialized producer of a wide range of machinery and solutions for food processing and packaging. In addition, since 2012 Andrea Salati Chiodini has been at the head of Assofoodtec's slicers and grinders division. Simple, yet strategic the goals set by the new president, starting from playing a more prominent role in the national and international sector's framework, and improve the association's communications skills, in order to better explain the real value and competitiveness of Italian technologies worldwide.

Which was the trend experienced by the macro-sector 'Technologies and equipment for food production' in 2018?

Last year, the sector experience a value increase in production with respect to 2017, despite the slowdown registered in the last quarter of 2018. In 2019 production is expected to remain in a positive territory, yet the business has started experiencing a slight decrease, mainly due to the global economic situation.

Are our exports also going to experience a decline?

In the near future, exports will be almost certainly slowed down by the negative economic trend that is affecting the Eurozone. The greatest concern, in my opinion, will be once again Brexit: many forecasts have been made, but we will understand its real effects only in the end.

Let's talk more in detail about the global scenario: which are, according to you, the most dynamic markets and which are, instead, the more troublesome?

The United States, thanks to the great performance achieved in the last few years, have been definitely one of the most attractive markets in 2018 for almost all product categories. This is the case also for some European countries, starting from Poland, that posted tremen-

dous growth in the import from Italy of production plants for the processing of fruit and vegetable, as well as confectionery goods. For producers of espresso coffee machines, instead, besides the US and Germany it is worth mentioning also the South Korean market.

Which sectors achieved the best growth rates, overall?

That of espresso coffee machines, I would say, together with the machines and plants for the confectionery industry, and machines and plants for pasta making and extruders.

You talked about the need to build a stronger "credibility of Italy" to support our exports. Why is this synergy so important in the field of food technologies?

A stronger synergy between companies and institutions, joining forces to face the challenges posed by global markets, could be extremely useful to develop new and more efficient regulation for the proper use of our machines. Rules that would not penalize Italian companies compared to foreign companies, often more likely to adapt their technologies to other country's safety rules, in order to preserve and enhance the quality of Italian food specialties. Not by chance, our motto is: "Great technologies for great food."

What could Assofoodtec do, to this end?

Assofoodtec actively participates in institutional committees and boards of Maeci (Ministry of Foreign Affairs) and Mise (Ministry of Economic Development). The goal, for the next two years, is to further strengthen our presence at national and international regulatory committees, in order to put the accent on the most urgent issues within the sector. Last year, Italian producers of food technologies and machines belonging to Assofoodtec generated 5 billion euro in revenue. 66% from exports.

Let's move back to the domestic market. What do you think about the new incentives provided by National Plan Industry 4.0?

Any incentive aimed at improving productivity is always welcome. Of course, the largely debated

theme of investing in people that handle the machines, as well as complex processes, and give life to projects unthinkable until just a few years ago, is becoming increasingly important, also in regard to Industry 4.0. We must necessarily ride the change, because undergo it would mean to be cut out of the market. The industrial revolution connected with the development of interconnectivity at all levels represents a unique opportunity for our companies, which can increase the competitive advantage shared by all Italian manufacturing companies. The real challenge we are facing now is the ability to manage the volume of data that companies are starting to gather, even if they still don't know what to do with it. In this case, human beings can be a key element to create added value to the new value represented by such data. I believe that any policy focused on increasing employment

must take into account the current and future needs of companies, otherwise, the risk is to create new unemployment rather than jobs.

Do you think that the measures designed to support the industry are enough or something more could be done by our government?

The greatest attention must be paid to the development of technical schools and institutes. To keep on growing, our companies need specialized technicians able to meet modern market needs. It happens too often that companies must cancel orders because they cannot guarantee the delivery time requested by the customer. In particular, in our industry we see that young people, who have graduated from technical institutes, prefer to work at the supermarket checkout rather than in the companies that produce those technologies that

make that supermarket an excellence. To me and to my colleagues it is very frustrating, because they don't realize the huge opportunity they are losing: to build a professionalism that in the years ahead will be increasingly precious and sought after. While supermarket checkouts have already started to be replaced by the automated ones...

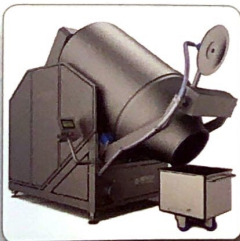
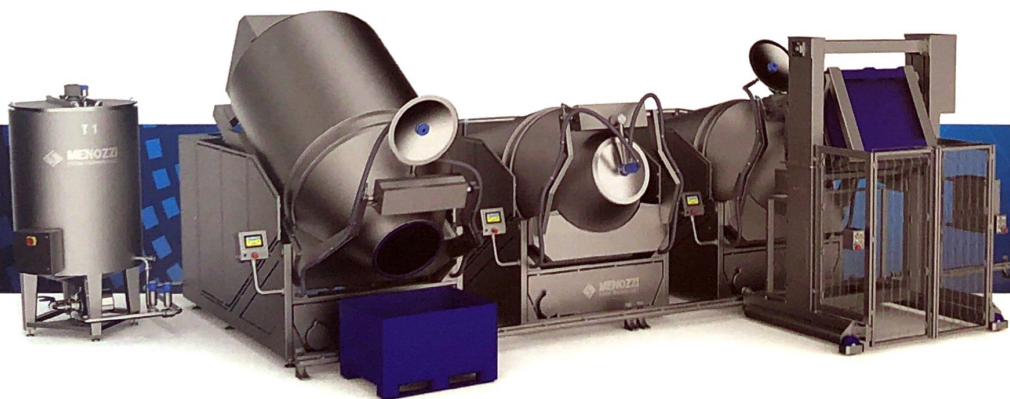
What are going to be your first interventions as new president of Assofoodtec?

Increase our participation in institutional committees on an Italian and European level, but also improve our communication in order to better promote and enhance Italian companies. Another key goal will be to support the internationalization process of our companies, through initiatives that go beyond the simple participation in trade shows, and highlight the

great quality of our technologies. Especially this year, when we celebrate the 500th anniversary of the death of Leonardo da Vinci, the very first engineer (mechanical but not only) in the modern sense of the term. For instance, Anima/Assofoodtec food technologies will be included in the 'Week of Italian cuisine in the world': a series of events promoted by Maeci in all of the Italian embassies, aimed at spreading the knowledge of our country starting from its culinary tradition. The inclusion of food technologies wants to highlight that the goodness of a food product stems from the ability to create a food industry. And this can be achieved only through the best technologies and thanks to the attention and creativity typical of Italy, and that allow us to guarantee the goodness and organoleptic qualities of food, the freshness and intensity of flavors.



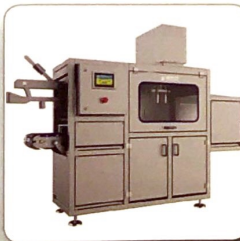
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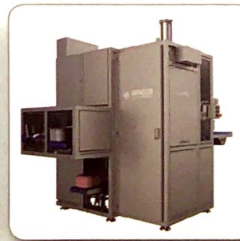
VACUUM TUMBLERS



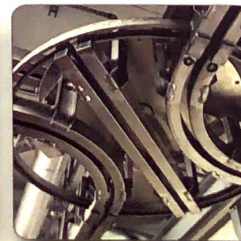
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