

## **Bologna, the “Packaging Valley”**

### **World leadership**

Bolognese companies specialise in the design and manufacture of automated packaging machinery for the **food, pharmaceutical, cosmetic, chemical** and **tobacco** industries.

They account for **9.5%** of international trade in packaging machinery.

Leadership **factors**:

- machines with extremely high levels of technological sophistication
- product customisation
- capillary after-sales service
- the drive to innovate and invest in R&D
- many years of accumulated know-how

### **Sector characteristics**

- companies that are market leaders in their respective fields with strong international profiles and branches in every continent
- executive offices located in Bologna
- a dense network of qualified subsuppliers
- dynamic intercommunication between sector businesses, territory and institutions. The geographical location provides businesses with an important competitive edge
- highly qualified personnel
- a number of foreign multinationals which have chosen to invest in Bologna

### **Research, innovation and training**

- businesses invest on average between 3% and 7% of their turnover in R&D
- Bologna is home to two High Mechanical Technology laboratories belonging to the regional network for industrial research and technological transfer
- **ten** private MIUR-accredited labs
- degree and specialisation courses established by Bologna University's Engineering Faculty
- nationally and internationally renowned schools and technical institutes such as the Istituto Tecnico Industriale Aldini Valeriani.

### **Key data**

#### **→ 216 businesses**

- 50% of total businesses in Emilia Romagna
- 22% of total national businesses
- +19% in the 1991-2001 period
- high concentration of medium- to large-sized businesses, often referred to as “pocket-sized multinationals”

#### **→ 6,300 employees**

- 70% of whom are white collar workers
- 65% of the total for Emilia-Romagna

- 36% of the national total

→ **Turnover: €2.5 billion**

→ **Export: approaching €2 billion**

- 80% of production destined for export
- continuous growth over the past 5 years (+30%)
- Bologna has made considerable progress in this sector in terms of trade
- principle markets: USA, Germany, Russia, France, Turkey, UK, Indonesia, Spain, China

**Main companies**

G.D, IMA, SACMI, Marchesini Group, ACMA, Gima, SASIB, Corazza, ICA, MG 2, PRB, G.B. Gnudi Bruno, Cevolani, Amotek, KPL Packaging, Elau System, Datasensor

**Trade fairs**

- Cosmopack