Perception of Made In Italy

presented by

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INTRODUCTION (1/3)

What Issues Are More Related To The Made In Italy:
Which areas are the strongest to represent the Made In Italy:
INTRODUCTION (3/3)

Added Value related to the Made In Italy:

V.A. Abbigliamento Moda Italia > V.A. Aerospazio di F + G + UK

V.A. Arredo casa Italia > V.A. Radio TV telefonia di Finlandia + Svezia + UK

V.A. Alimentari Bevande Italia > V.A. Autoveicoli di Francia + Spagna
PERCEPTION OF FASHION’S MADE IN ITALY

- The success around the world of items “Made in Italy” is mostly due to the Italian brand’s ability to transfer a certain sense of product quality in concert with values and experiences of beauty, elegance, tradition, luxury, and life quality.

- Brand’s association with country of origin tends to have a strong impact on brand’s reputation, especially in a specific industry such as fashion.

- When we consider FASHION as industry, it is clear that some countries (e.g. Italy and France) tend to be perceived as countries that have an innate fashion capability.

- Such perceptions provide companies from those countries a certain competitive advantage and privileges for building luxury brands in the fashion industry.

- Numerous aspects provide grounds for emphasizing country-brand associations, and one of the most prominent is surely brand name which reflects country’s cues.
FASHION CRAFTSMANSHIP

http://www.youtube.com/watch?v=LF38Lb-vgmI&feature=youtu.be
FOCUS ON SHOES

Perception from other countries (RESEARCH FROM BRAINJUICER):

- **SHOES & LUXURY (FRANCE)**

- **GREAT QUALITY SHOES** – Very elegant and comfortable **(GERMANY)**

- **CRAFTSMANSHIP & STYLISH SHOES**: always intended in the quality of design and work shown in something made by hand, real artistry **(USA)**

- **HIGH QUALITY SHOES**: Very good design, wonderful, exclusive and expensive **(CHINA)**
ITALIAN FOOD
CONSUMER PERCEPTION OF MADE IN ITALY

Pasta (74%)
Pizza (54%)
Ferrari (43%)
Shoes (26%)

Wine (46%)
Pasta (46%)
Shoes (31%)
Pizza (29%)

Filippo Mutani, Qnakedideas- Milano, 2014
ITALIAN MARKET VISITS WITH ARTISANS & VINEYARDS

http://www.youtube.com/watch?v=vXnDi5NGbps
THE MADE IN ITALY FOODS ARE LINKED TO THE ITALIAN LIFESTYLE

- **Food is the selection of the most wholesome ingredients and the craft made manufacturing;**

- **Food is basic ingredients and easiness of preparation;**

- **Food: palatal pleasure and relaxed conviviality and sociability.**
FURNITURE & DESIGN

http://www.youtube.com/watch?v=um2gKqyz7Io
“Italy is an innovative country who influences the global trend.”

“According to a Spanish interviewed the Italian design is superior compared to other countries.”

“Italian furnitures are uniques because of their originality and recognizability at first glance.”

98% OF THE INTERVIEWED PERCEIVE ITALY AS THE CRADLE OF DESIGN AND CREATIVITY AND THE MOST CONVINCED ABOUT THAT ARE JAPANESE AND EUROPEANS.
THIS PREFERENCE INDICATES HOW MANY PEOPLE WOULD CHOOSE ITALY TO COLLOCATE A DESIGN CENTER

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Factors of the choice:
- Human
- Experiencial
- Know-How
SECTORS IN WHICH ITALY HAS A PERCEIVED COMPETITIVE ADVANTAGE
THE TREND OVER THE NEXT 10 YEARS: ITALIAN PRODUCTS WILL BE...

- There is a clearly visible and strong tendency to productive and competitive growth in countries that require know-how (notably Malaysia and Brazil)

- There is an equally strong need for partners/funders who can support development in financial terms but above all in terms of industrial know-how

- Ample high-end niches and large new midrange targets are becoming consolidated, with a good tendency towards consumption of quality products
LOOKING AHEAD: A MORE MATURE APPROACH...

- New developments in the business sector
- Increase the number of industrial partnerships

Integrate with local manufacturing and economic systems via Joint Venture, either between individual firms or at the level of corporate conglomerates

Create systems of “meta-entrepreneurship” - groupings of SMEs (consortia/light industrial manufacturing clusters organized by territorial districts/sectors of activity)
REFERENCES

✧ Filippo Mutani, Qnakedideas- Milano, 2014 (Boston Consulting Group).

✧ Le strade del Made in Italy: mercati, direzioni e proposte (Comitato Leonardo, settembre 2010).

✧ Stile italiano e italian way of life: Carte vincenti per il made in Italy.

✧ Indagine a cura di Assocamerestero in collaborazione con le Camere di Commercio Italiane all’Estero.


✧ [https://www.youtube.com/watch?v=vXnDi5NGbps](https://www.youtube.com/watch?v=vXnDi5NGbps)


✧ [www.assocamerestero.it](http://www.assocamerestero.it)
Thanks for the attention

The Keys