

Machines Italia Awareness Study

Time Series Analysis and Import Trends: 2004 – 2018

Executive Summary

Department of Economics - Ryerson University

What is the Machines Italia Awareness Survey?

A research analysis conducted every second year by the three Machines Italia desks in Chicago, Mexico City and Toronto to collect data on **North American Manufacturing companies trends, motivations** and **future plans** on purchasing machinery

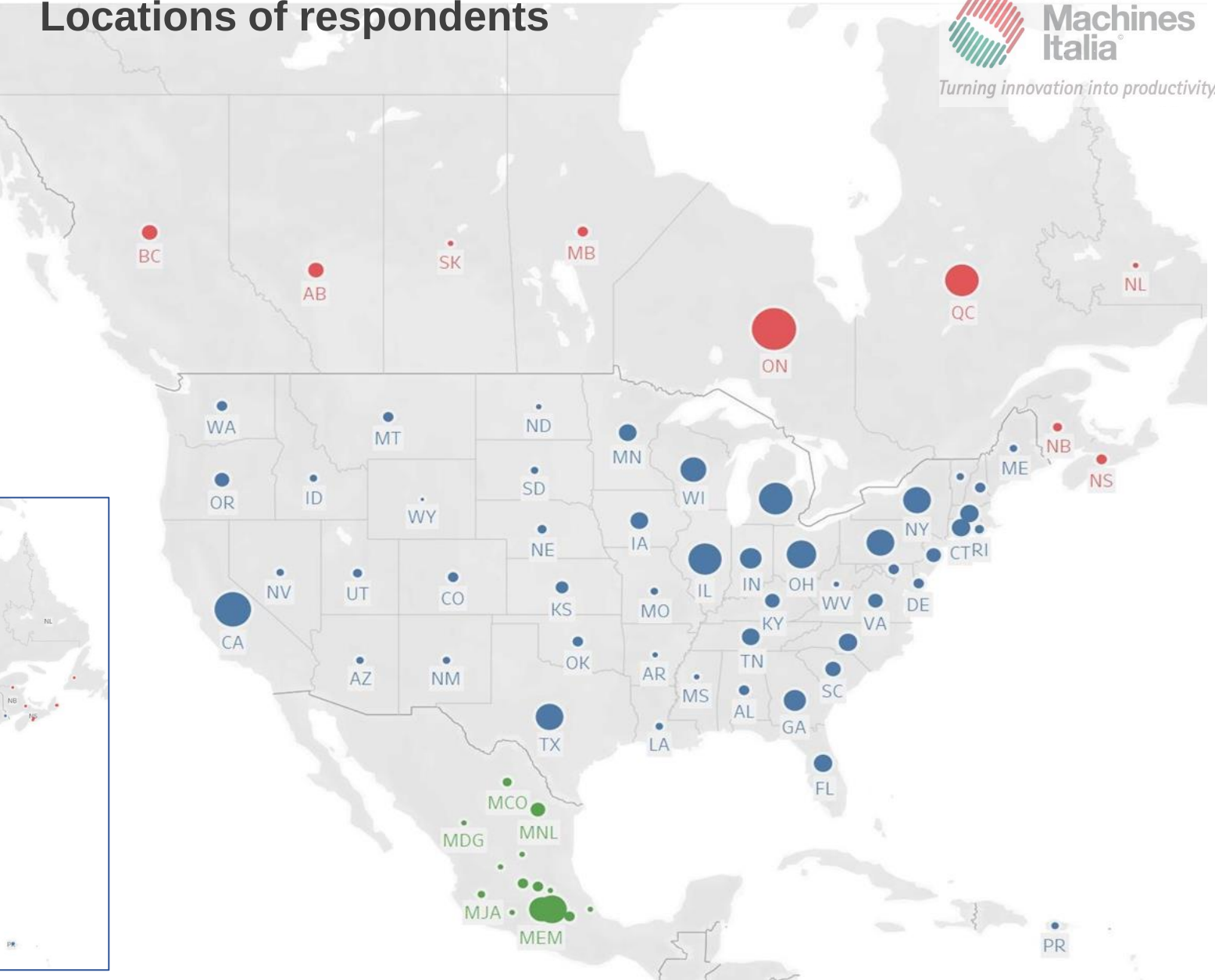
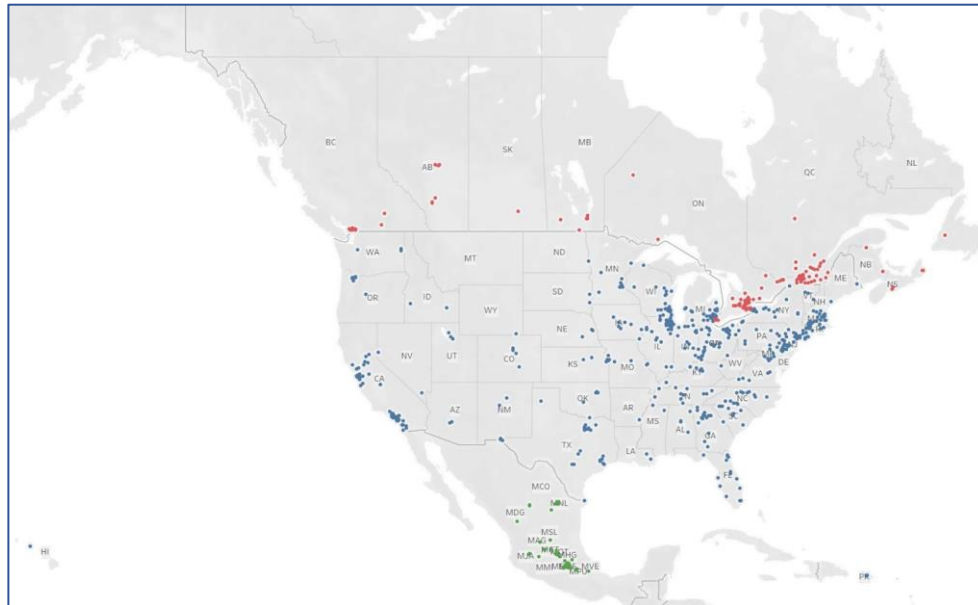
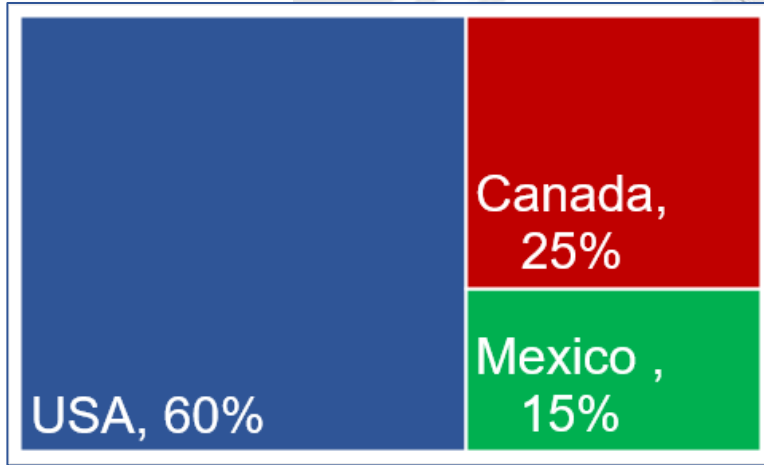
Respondents: Owners/CEOs, Directors Vice-Presidents, Upper Management, Engineers

Industries: The companies interviewed operate in **15 manufacturing sectors** - the Machines Italia reference group

A total of **2270 companies** interviewed during the course of **9 edition** of the survey spanning **14 years** from **2004 to 2018**

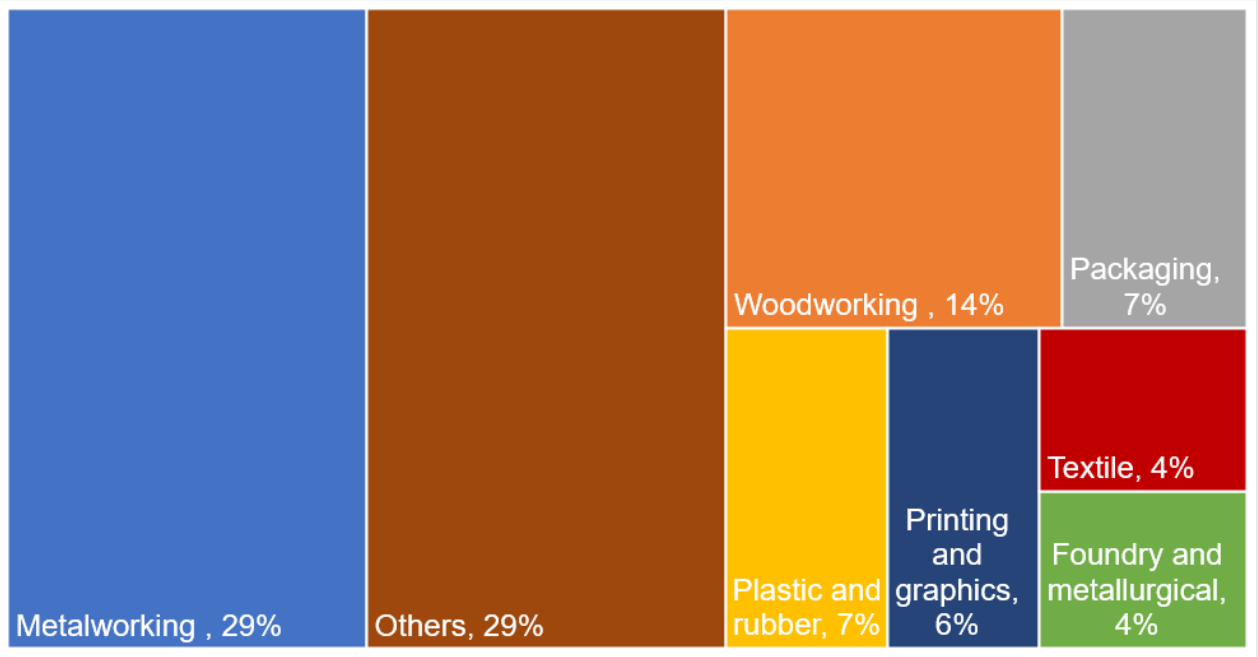
Key Findings

Locations of respondents



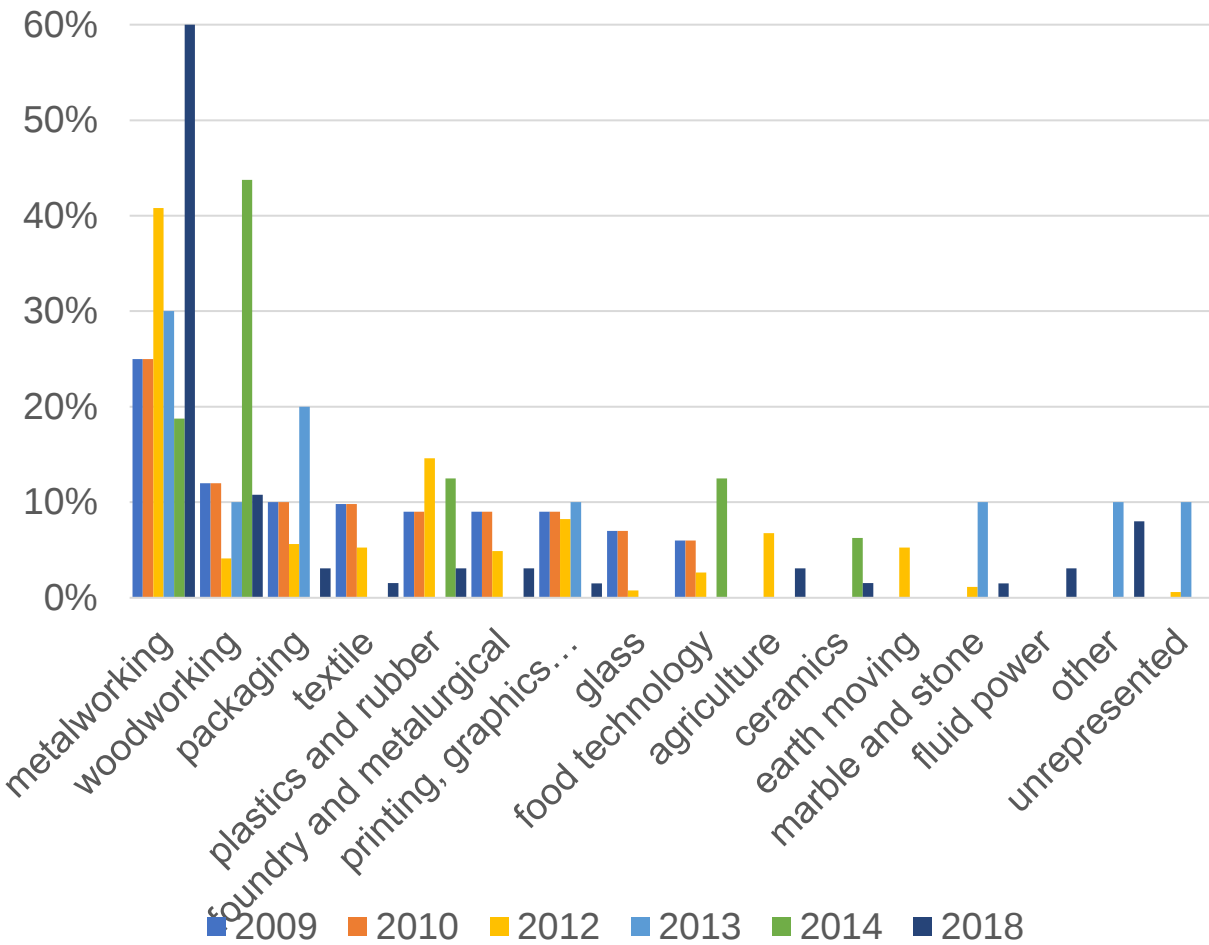
Key Findings Respondents' profile

Most respondents concentrated in **seven sectors**;
Metalworking average almost 1 / 3 of
respondents from 2009 to 2018



Sectoral Shares Average 2009 - 2018

Sectoral Shares



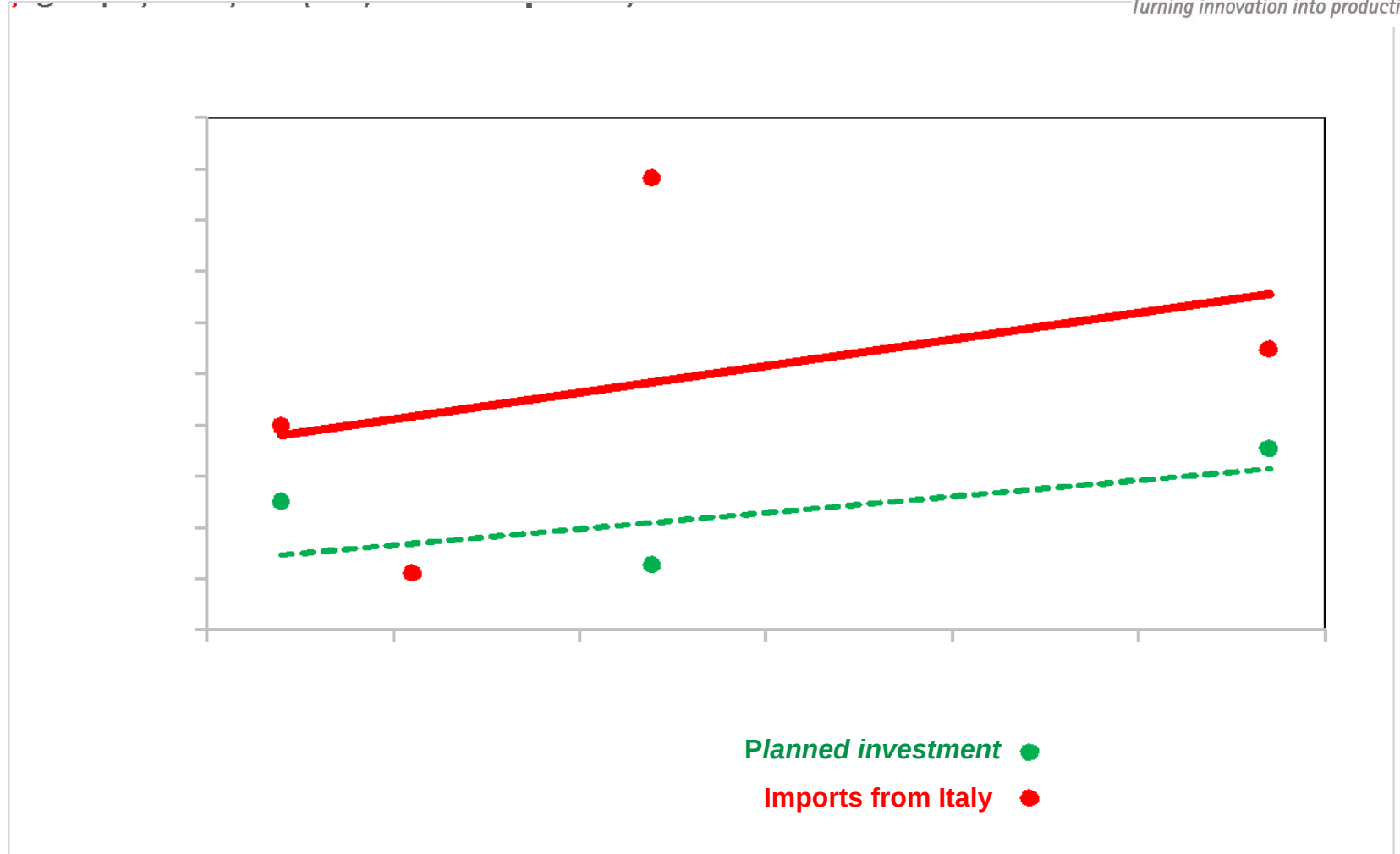
1% increase
in *planned investment*

↓

0.51% increase
in *following year's imports from Italy*

But ONLY

0.31% increase
in *following year's total imports*



For the USA, imports from Italy in the 15 Machines Italia sectors have experienced continuous growth, even in periods where total imports and planned investment show negative growth

1% increase
in *planned investment*

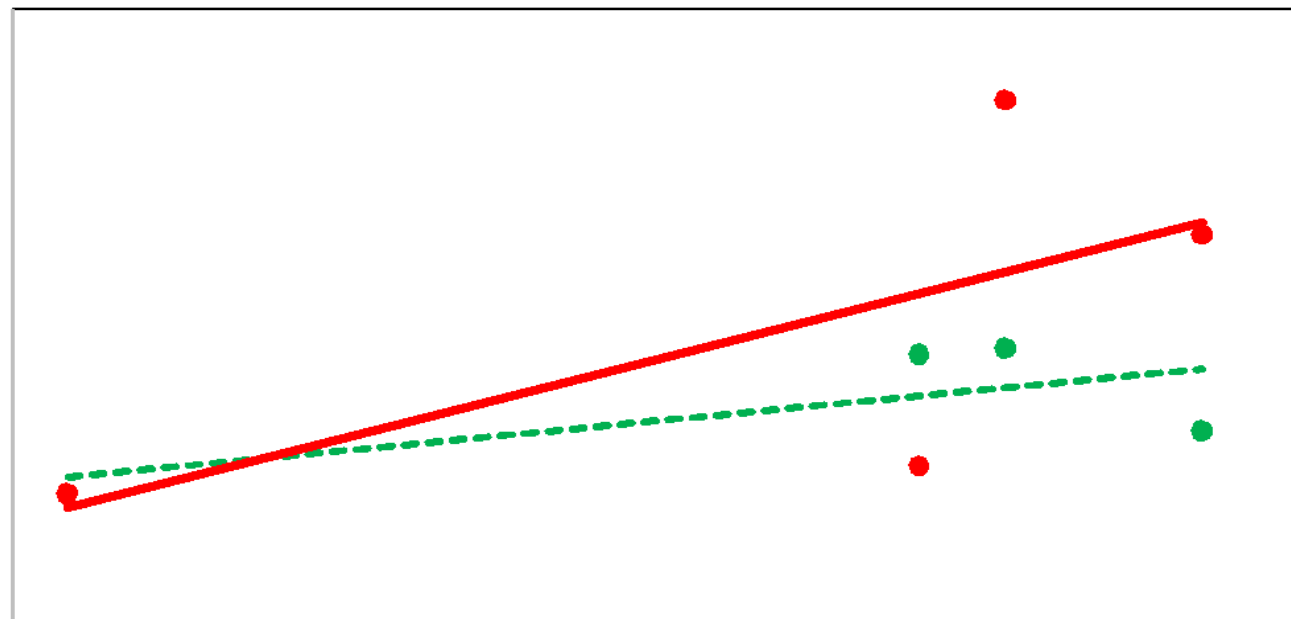


0.11% increase
in *following year's imports from Italy*

But ONLY

0.04% increase
in *following year's total imports*

For Canada, growth planned investments is a **better predictor** of growth in imports from Italy than of total imports, in the 15 Machines Italia sectors



Growth in planned investments moves in the same direction as **total imports** for the 15 Machines Italia sectors, with imports being less volatile. Imports from Italy show continuous growth

Planned investments

Imports from Italy

Key Findings

Other General Economic correlations on import trends



1% increase

in the *price of crude oil*



0.22% decrease

in *following year's imports from Italy*



1% depreciation

in the CAD \$ *exchange rate*



0.44% decrease

in *following year's imports from Italy*



1% increase

in the *industrial production*



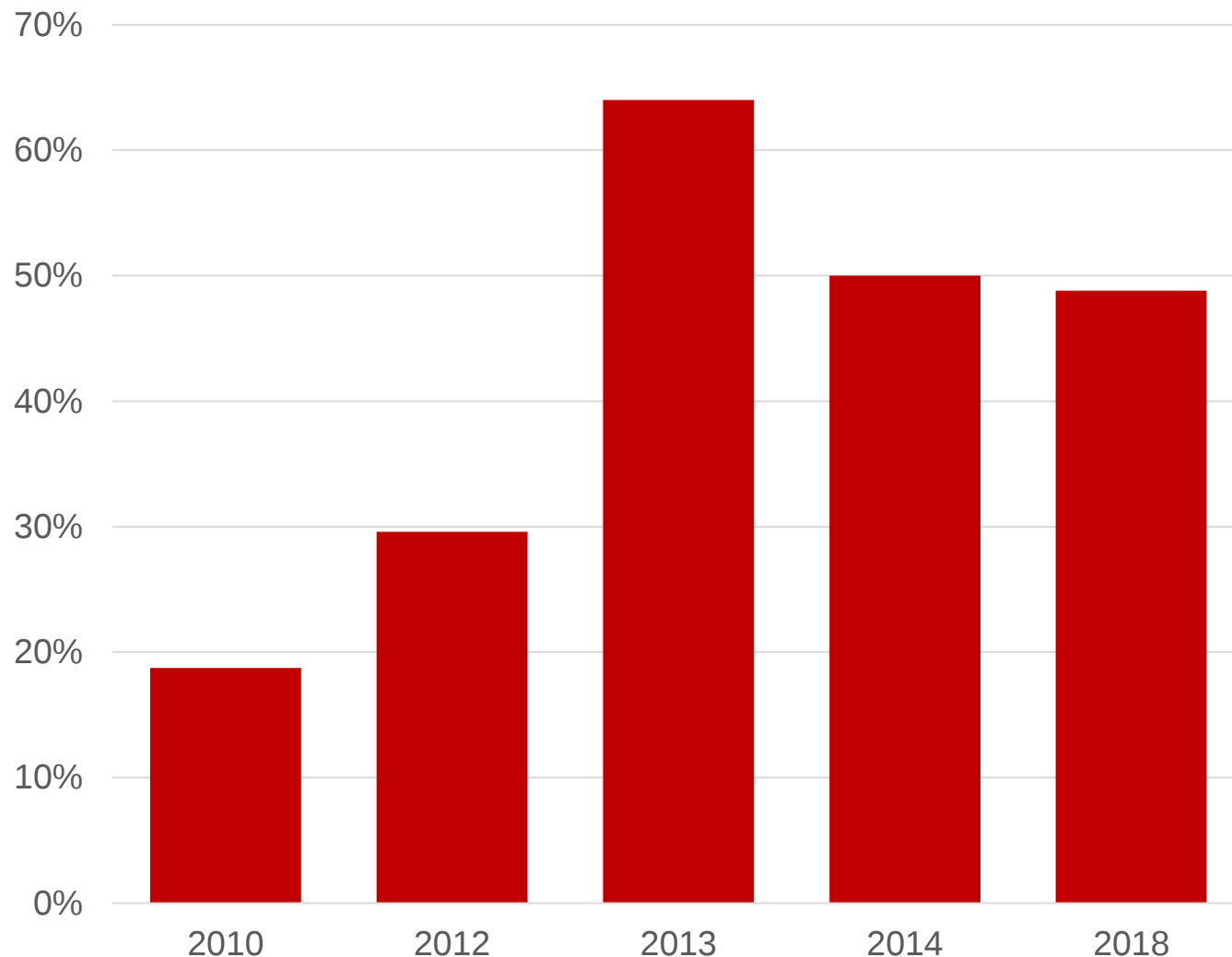
2% increase

in *the same year's imports from Italy*

negative correlation

positive correlation

Proportion of users of Italian equipment



Users of *Foreign* Machinery:



70-90% of respondents

Users of *Italian* Machinery:



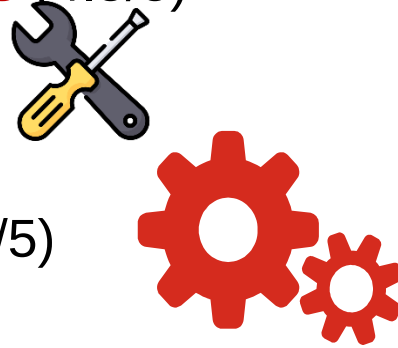
+50% from 2010

Key Findings

Investment strategic targets & attributes

Highest ranked attributes sought when purchasing equipment:

- Equipment meets their **needs** (4.5/5)
- Technical **support** (4/5)
- Availability of **spare parts** (4/5)



Lowest ranked attributes sought when purchasing equipment:

- **Country of origin** (2.2/5)
- **Price** (3.8/5)

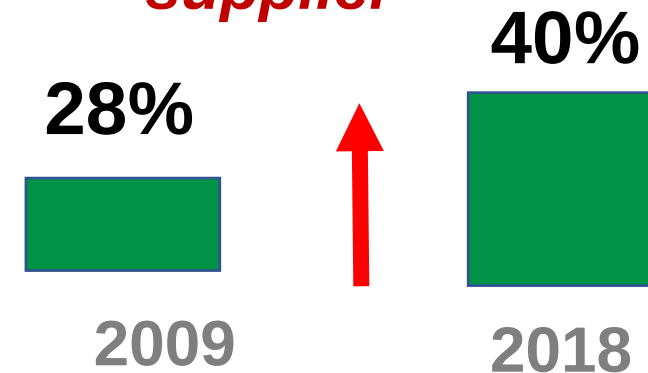


Top targets:

- Focus on **high values niches**
- increase **specialization**
- expand production to **other sectors**

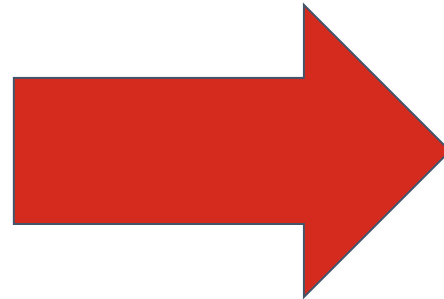
Increasing trend:

- becoming a **global supplier**



The most important characteristics

- **Quality**
- Precision
- Technology
- Innovation



Increasing trends:

- **Quality**
from 32% to 54%

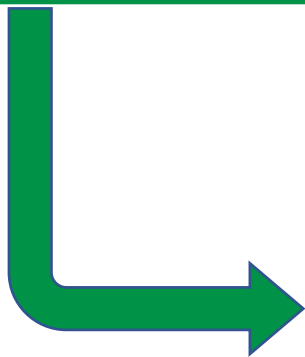
Decreasing trends:

- **Price**
from 20% to 3%

Quality selected by avg. **30%** in any given year up to **50%** in **2018**

Changing trends
in main **sources of**
information about
new equipment:

Decrease in
importance of
current brands



Strategy	Before 2012	2018
Quotes/specs from suppliers	>80%	66%
Representatives/suppliers/dealers	~60%	71%
Other professionals	<70%	71%
Current brands	>60%	16%

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Grazie!