



## Chinese Industrialists at Nordmeccanica: “Strong interest in our technology

A delegation of over forty people visited the company's Via Ranza and Strada dell'Orsina sites

Just weeks from the visit of Italian Minister of Economy and Finance Giancarlo Giorgetti, Nordmeccanica welcomed a large delegation of Chinese businesspeople to the same plant on Via Ranza. Company Vice President Alfredo Cerciello was there to welcome them, representing the family of owners, and as head of finance for the company. The meeting gave them a direct look at the world's leading flexible packaging machines, with visits to both the company's sites in the city – Strada dell'Orsina as well as Via Ranza.

The company's vocation – it calls itself a “pocket multinational” – with a 75% foreign market share in the sector for coating and lamination of films for packaging and the vacuum deposition of thin films (metallisation), is the perfect example of a medium-sized company with formidable performance and strong international penetration.

The delegation, accompanied by a representative from the WayAhead Expo agency, listened with interest to the description of the production process, the Piacenza know-how, also supported by a dependent supply chain with extensive engineering knowledge, the local area's traditional strength. Claudio Bisogni (sales and marketing) showed the guests/representatives and managers of the largest flexible packaging companies in China the features of packaging which serves to protect products of various types with a high level of safety. This “shield” defends, for example, the food we purchase from supermarket shelves. Various machine models were demonstrated: systems for lamination of materials such as plastic films, paper, aluminium and metallised films, used primarily to produce bags for food and pharmaceutical packaging, and “metallisers” for the production of recyclable packaging, with protective characteristics comparable to aluminium-based packaging.

*“Here today are forty-two Chinese industrialists who operate in the converter field,” explains Alfredo Cerciello. They are visiting us to get to know Italian technology, both lamination and metallisation, and have chosen Nordmeccanica as their point of reference to understand where this particular technology is headed. We are very proud of this. After three years of total closure, we are now thankfully able to open up to China and delegations are starting to come and get to know us, visiting before the Interpack trade fair in Düsseldorf, Germany”.*

How is Nordmeccanica facing up to the Chinese market?

*“It is a pretty stable market now, considering the position of China and the political problems relating to the war, but there is economic growth, Chinese GDP is set to grow by 4-5 per cent according to government assessments.”*

Nordmeccanica is involved in a major project for recycled packaging, supported by the “Made in Italy” ministry: will it open up important doors?

*“It's relevant, certainly,” Cerciello clarifies; “China is very sensitive to sustainability issues, it issues five-year plans where this topic takes paramount importance, and for us it's a focal point and one which has allowed us to partner with the University of Parma and other suppliers to create the most sustainable packaging.”*

After all, Nordmeccanica invests five per cent of its turnover in R&D.

The delegation arriving from Milan visited Piacenza in the afternoon, stopping in Piazza Cavalli for the obligatory visit and photo-op.