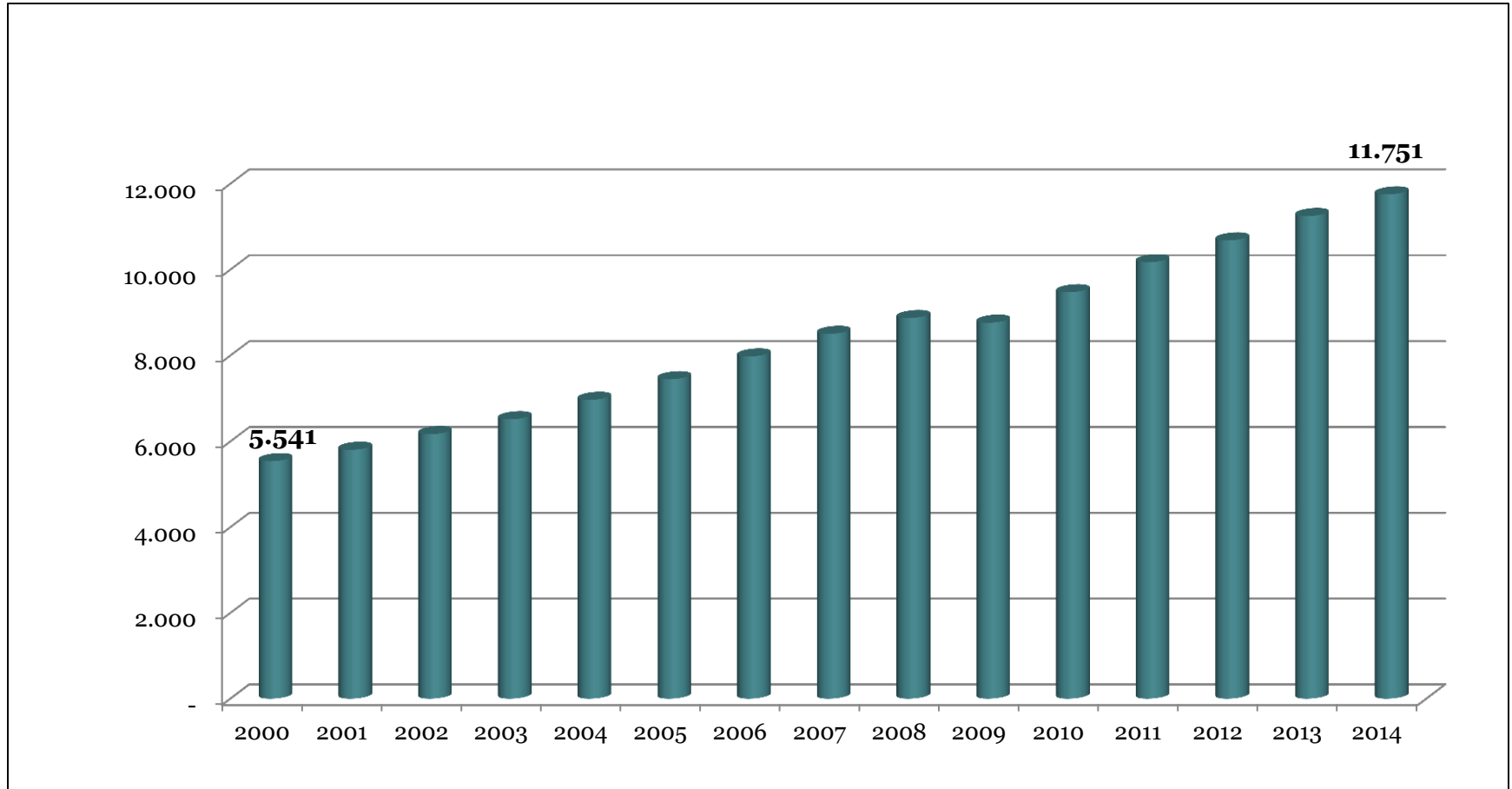


WORLDWIDE PRODUCTION AND CONSUMPTION TRENDS

Armando Cafiero
Managing Director
Confindustria Ceramica

A decorative graphic element consisting of several horizontal lines of varying lengths and colors (teal and white) extending from the right side of the slide towards the center.

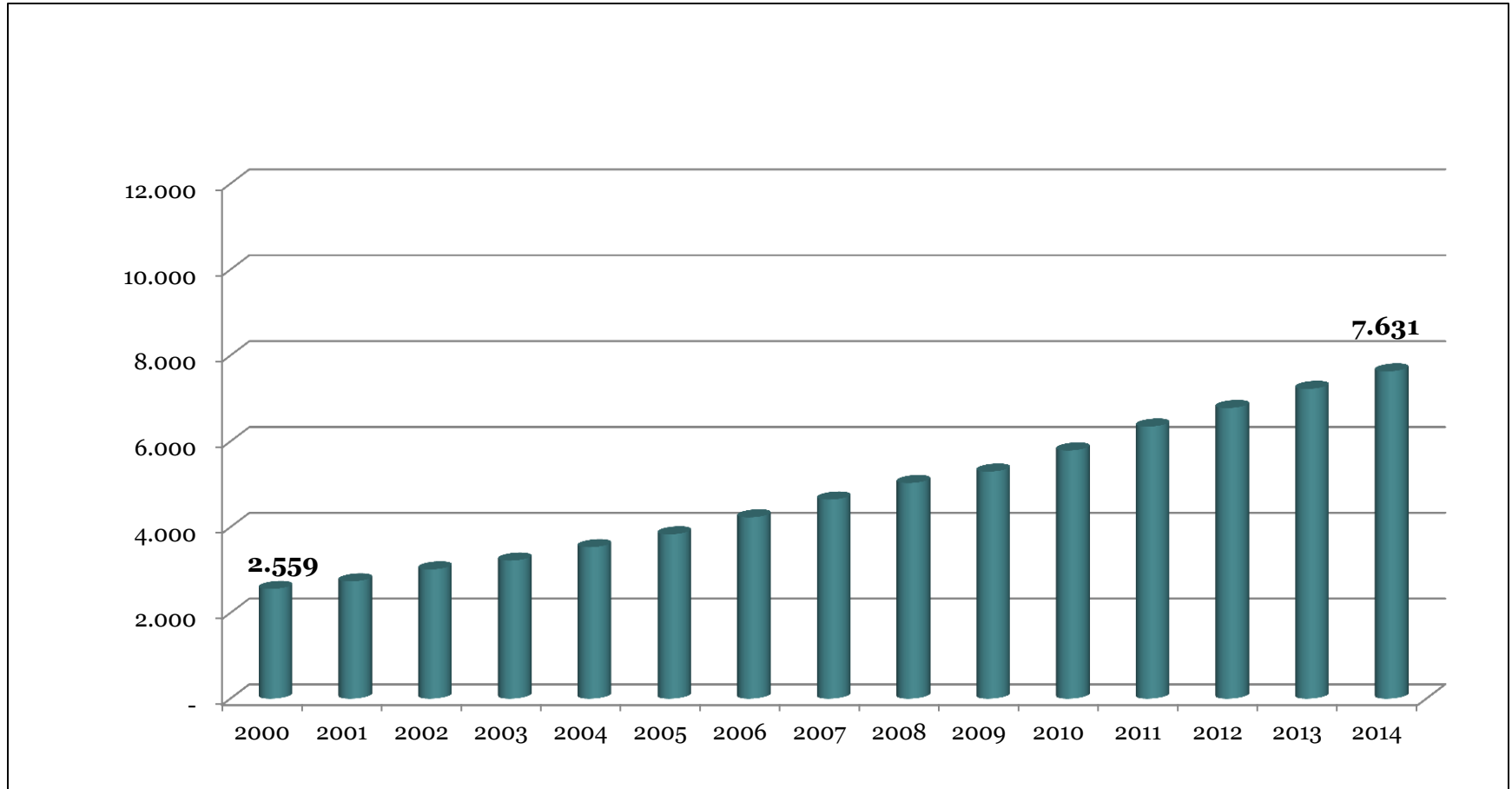
World Production



% Variation 2000/2014: +112,1%

% Variation 2013/2014: +4,47%

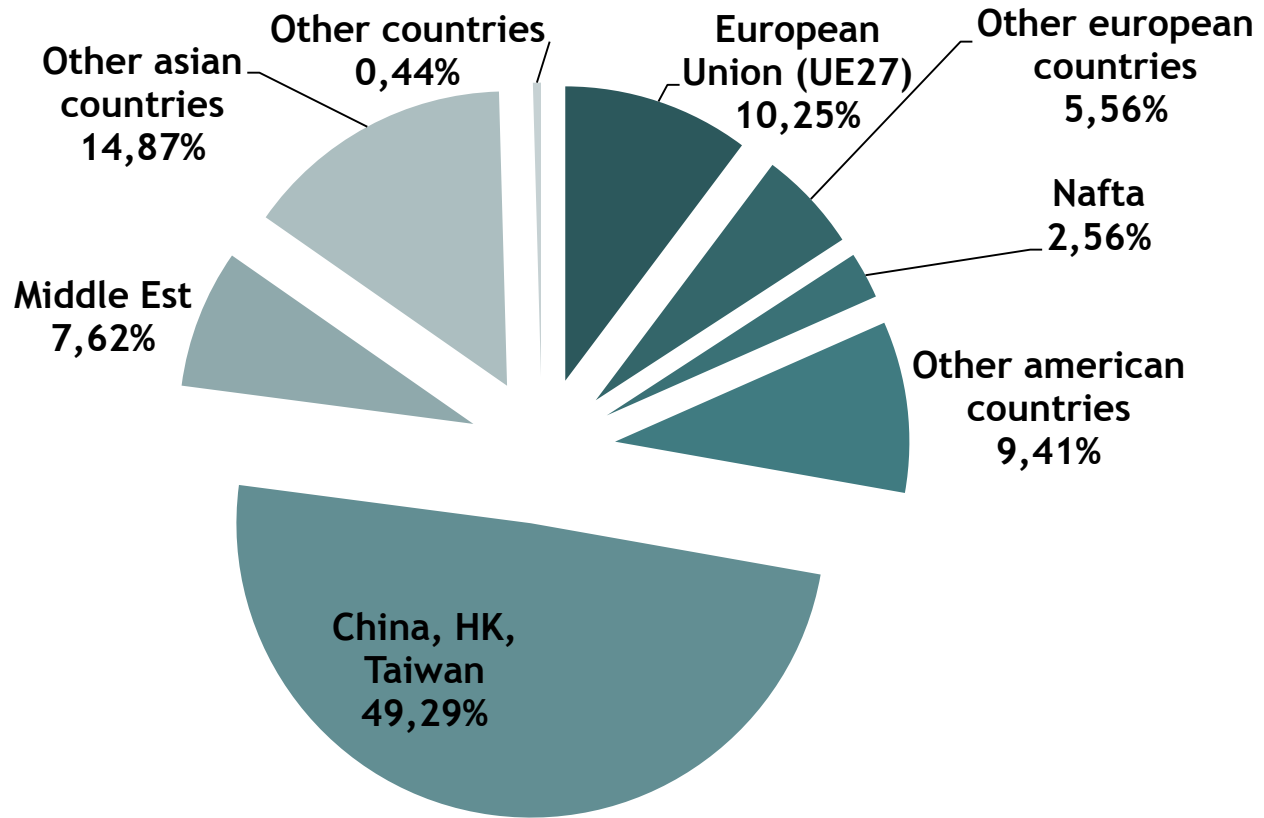
BRIC's Production



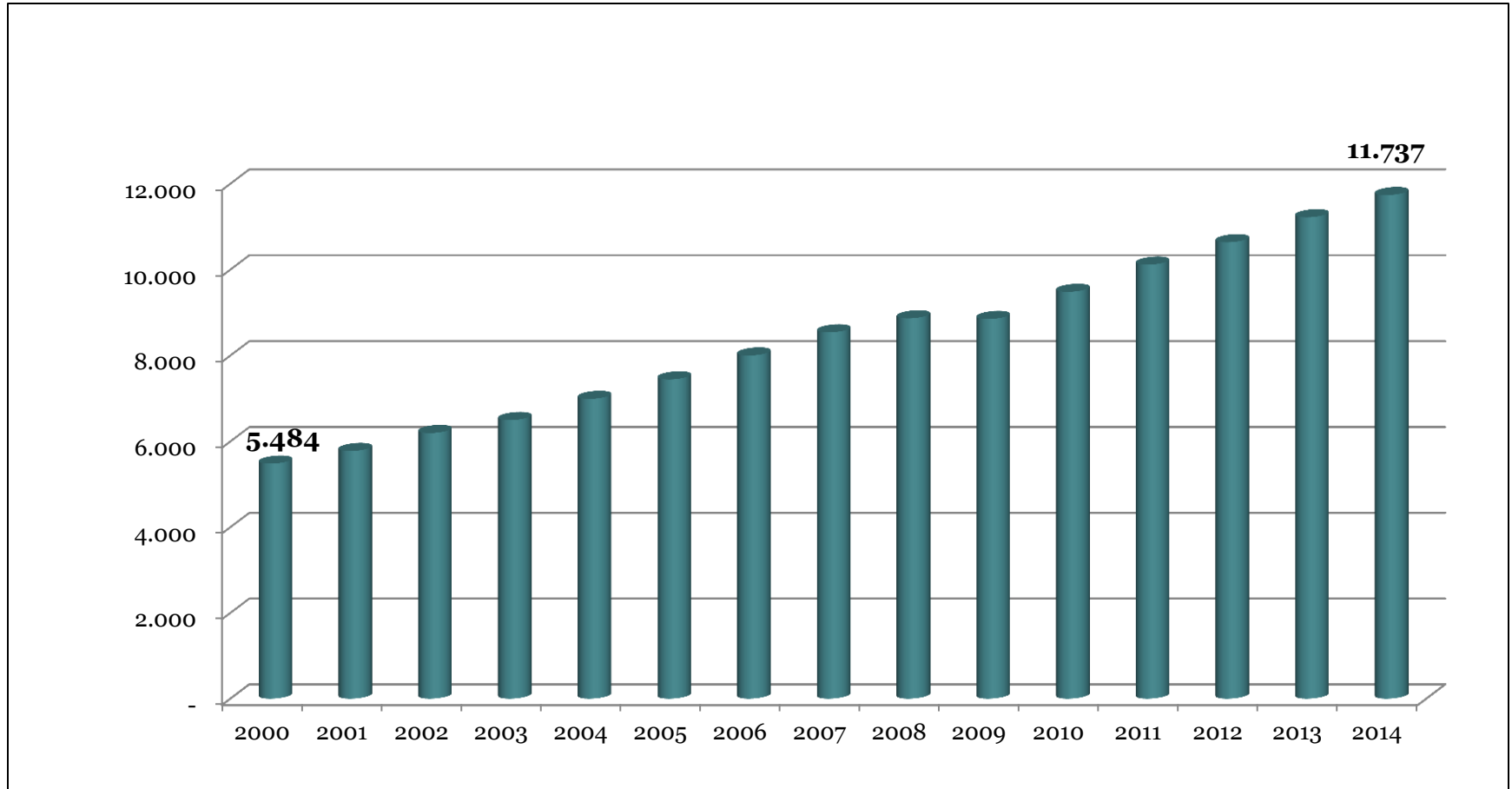
% Variation 2000/2014: +198,1%

% Variation 2013/2014: +5,63%

World Production



World Consumption

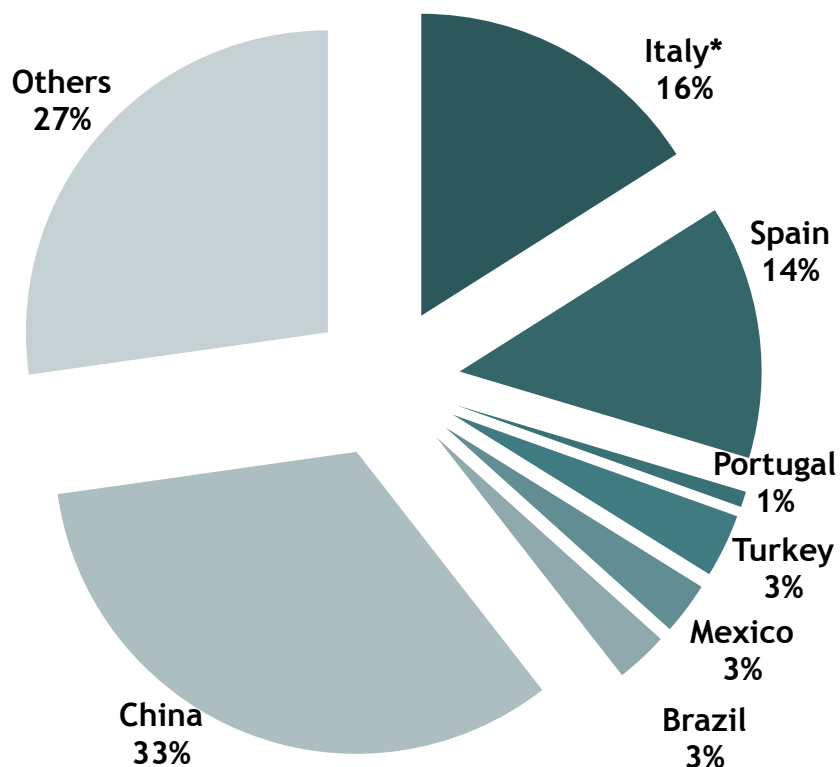


% Variation 2000/2014: +114,0%

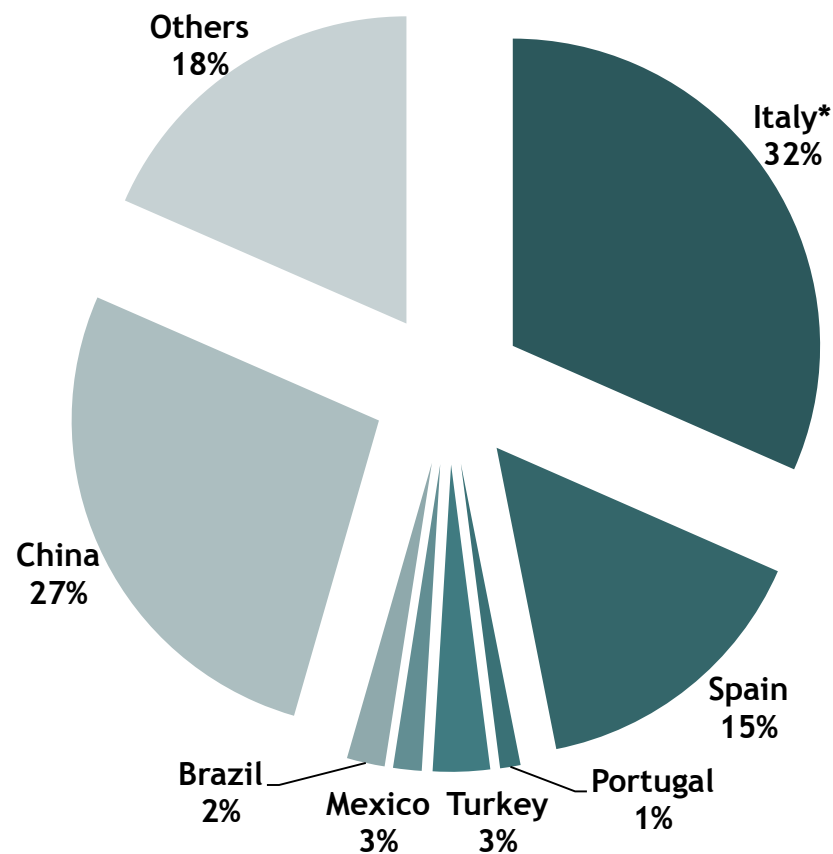
% Variation 2013/2014: +4,6%

International trade of ceramic tile

Market share in % - year 2014



Total: 2.490 million sq.m.



Total: 15.277 million Euro

* Internationalization included

International trade of ceramic tile

Average export price - year 2014

Country	€/sqm
Italy*	€ 12,09
Spain	€ 6,90
Portugal	€ 7,88
Turkey	€ 5,41
Mexico	€ 3,29
Brazil	€ 4,38
China	€ 4,99
Others	€ 4,15
Total	€ 6,14

* Internationalization included

Italian ceramic machinery sales

	2013		2014		Δ%
	million €	%	million €	%	
Italy	344,7	20,1%	441,7	24,1%	28,1%
European Union	202,1	11,8%	226,2	12,3%	11,9%
Middle East	214,9	12,5%	249,1	13,6%	15,9%
Other Asia	221,6	12,9%	214,9	11,7%	-3,0%
South America	182,9	10,7%	172,1	9,4%	-5,9%
East Europe	157,5	9,2%	166,1	9,0%	5,5%
Africa	200,4	11,7%	166	9,0%	-17,2%
East Asia	100,7	5,9%	115,9	6,3%	15,1%
North America	90,4	5,3%	83,4	4,5%	-7,7%
Oceania	0,5	0,0%	0,9	0,0%	80,0%
TOTAL	1715,7	100,0%	1836,3	100,0%	7,0%

Source: ACIMAC

World Production and GDP growth

