



World Ceramic Tiles Forum – National Context

ITALY

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National Context – Name of the country

- I. General economic situation and trend in the construction sector/demand
- II. Trend in production, consumption and trade in ceramic tiles
- III. Latest developments at national level in energy supply regulation and taxation
- IV. Development in standardisation or regulation at national level affecting ceramic tiles
- V. Other national developments

I. General economic situation, trend in the construction sector/demand



Italy: general economic situation

	2012	2013
G.D.P. % change over previous year	-2,4	-1,6
INFLATION RATE	3,0	1,5
OFFICIAL BANK RATE (BCE)	0,88	0,52
NOMINAL WAGE INCREASE (TOTAL INDUSTRY)	2,1	2,0
UNEMPLOYED AS A % OF TOTAL LABOUR FORCE	10,7	12,1

I. General economic situation, trend in the construction sector/demand

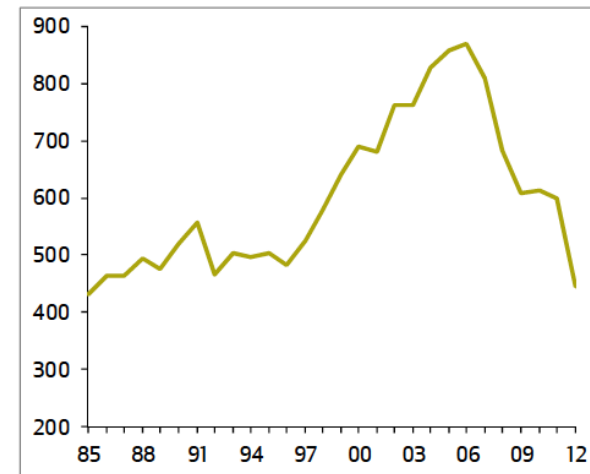


Production in construction sector - index



- ✓ Nowadays the construction investment levels are the same of early 2000. Since 2008 the fall of investment has been sharp.
- ✓ No recovery is expected: we estimate a further decline of construction investment in 2013

Residential property sales / thous



- ✓ the residential market has suffered a huge recession: transaction volumes fell to level of the middle '80s.
- ✓ the residential market remains weak in the first half of 2013 due to low income growth and weak households confidence.

II. Trend in production, consumption and trade in ceramic tiles

Italian ceramic tile markets

(first half 2013)

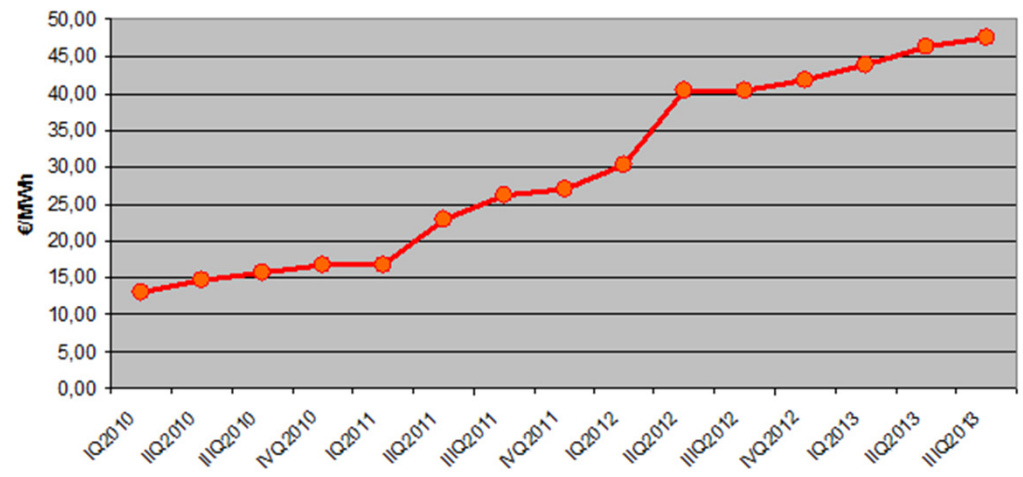
in million sq.mt, and €

<i>Area - Continent</i>	<i>Absolute values</i>		<i>% variations</i>	
	<i>Sq.mt.</i>	<i>€</i>	<i>Sq.mt.</i>	<i>alue</i>
<i>EU - Western Europe</i>	68,09	944,75	-4,23%	-0,37%
<i>EU - Southern Europe</i>	4,26	53,48	-14,75%	-16,46%
<i>EU - Eastern Europe</i>	7,54	89,74	5,56%	4,19%
<i>Other European countries extra EU</i>	22,49	251,04	1,67%	3,94%
<i>Americas</i>	24,34	342,43	8,94%	11,89%
<i>Asia</i>	17,09	219,30	15,61%	14,53%
<i>Africa</i>	6,76	49,96	11,32%	17,06%
<i>Australia _ Oceania</i>	2,19	31,36	4,91%	9,87%
<i>Total export</i>	152,78	1.982,07	1,41%	3,84%
<i>Domestic sales</i>	44,92	449,50	-5,64%	-6,59%
<i>Total Sales</i>	197,69	2.431,56	-0,29%	1,74%
<i>Source : Confindustria Ceramica</i>				

III. Latest developments at national level in energy supply regulation and taxation

Electric power

- RES charge are increased dramatically jeopardising the companies competitiveness (about 50 €/MWh)
- A reduction of RES levy has been set out for “energy intensive” industries (“electric consumption” >2.4 GWh/y and “electric power cost”/“turnover” > 2%)
- It is expected to be only a small relief for ceramics



Gas market

A new regulation introduced auction mechanism for the allocation of **gas storage facilities**. Due to low demand, the market recognises a price lower than the rate guaranteed to storage operator, so consumers will have to pay the difference.

Cogeneration

Uncertainty on future level of support schemes for CHP. The Government the energy self produced are Debate on the possible extension of RES charge to CHP

Shift from ‘energy taken from the network’ to ‘energy consumed’ of the application rule for grid services fees and RES levy is expected. This means that also CHP energy consumed by himself will have to pay these charges (if not high efficiency cogeneration)

IV. Any development in standardisation or regulation at national level affecting ceramic tiles

On June 2013 a new standard has been published: **UNI 11493 “Floor and wall ceramic tiling: instruction for the design, installation and maintenance of ceramic tilings”**

The issues covered in the standard are:

- parameters to measure the quality;
- Instructions for the selection of the correct materials (ceramic tiles, adhesives or similar, control joint, bedding,...) considering the compatibility with the environment of destination;
- rules to guide planning, installation and maintenance to deliver a final product of good quality;
- best practices for an effective communication between all the stakeholders involved in the construction site.

IV. Any development in standardisation or regulation at national level affecting ceramic tiles

On July 1st, 2013 a new regulation came into force in the EU:

REGULATION (EU) No 305/2011 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 9 March 2011 laying down harmonised conditions for the marketing of construction products and replacing Council Directive 89/106/EEC.

Regulation which is compulsory in all 28 EU Member States

Introduces some important modifications with respect to the previous Directive 89/106: the essential requirement of sustainable use of natural resources (still to be defined), the Declaration of Performances, some changes in marking.

- The UNI working Group “slipperiness of floorcoverings” is evaluating the possibility of developing a new national standard on slipperiness.
- The national standard “Cladding and anchoring systems for back ventilated external enclosures of Buildings - Instructions for the design, installation and maintenance - Ceramic and stone cladding”, January 2003, is under revision.

V. Other national developments



The Italian ceramic tile industry – INTERNATIONALIZATION

(9 COUNTRIES: Usa, France, Spain, Germany, Poland, Russia, Finland, Portugal, Ukraine)

	2011	2012	Var. %
Companies (unit)	20	20	-
Employees (unit)	7.451	7.500	0,66%
Production (million sq.mt.)	121,7	139,6	14,75%
Total sales (million sq.mt)	127,3	141,5	11,12%
... of which Italy	105,7	116,1	9,80%
... of which export	21,6	25,4	17,59%
Total Turnover (million €)	1.045,1	1.194,8	14,34%
... of which Italy	866,8	983,2	13,43%
... of which export	178,3	211,7	18,72%