



# THE INDO-ITALIAN FURNITURE, DESIGN & MATERIALS CENTER (IIFDMC)



The Indo-Italian Chamber of Commerce and Industry



**32 bln €**

Total **turnover** in 2015. Italy's furniture industry counts 74,000 companies, employing 8% of Italy's workforce

**10 bln €**

Total **exports** in 2015, **33%** of industry's turnover, 2<sup>nd</sup> exporter worldwide

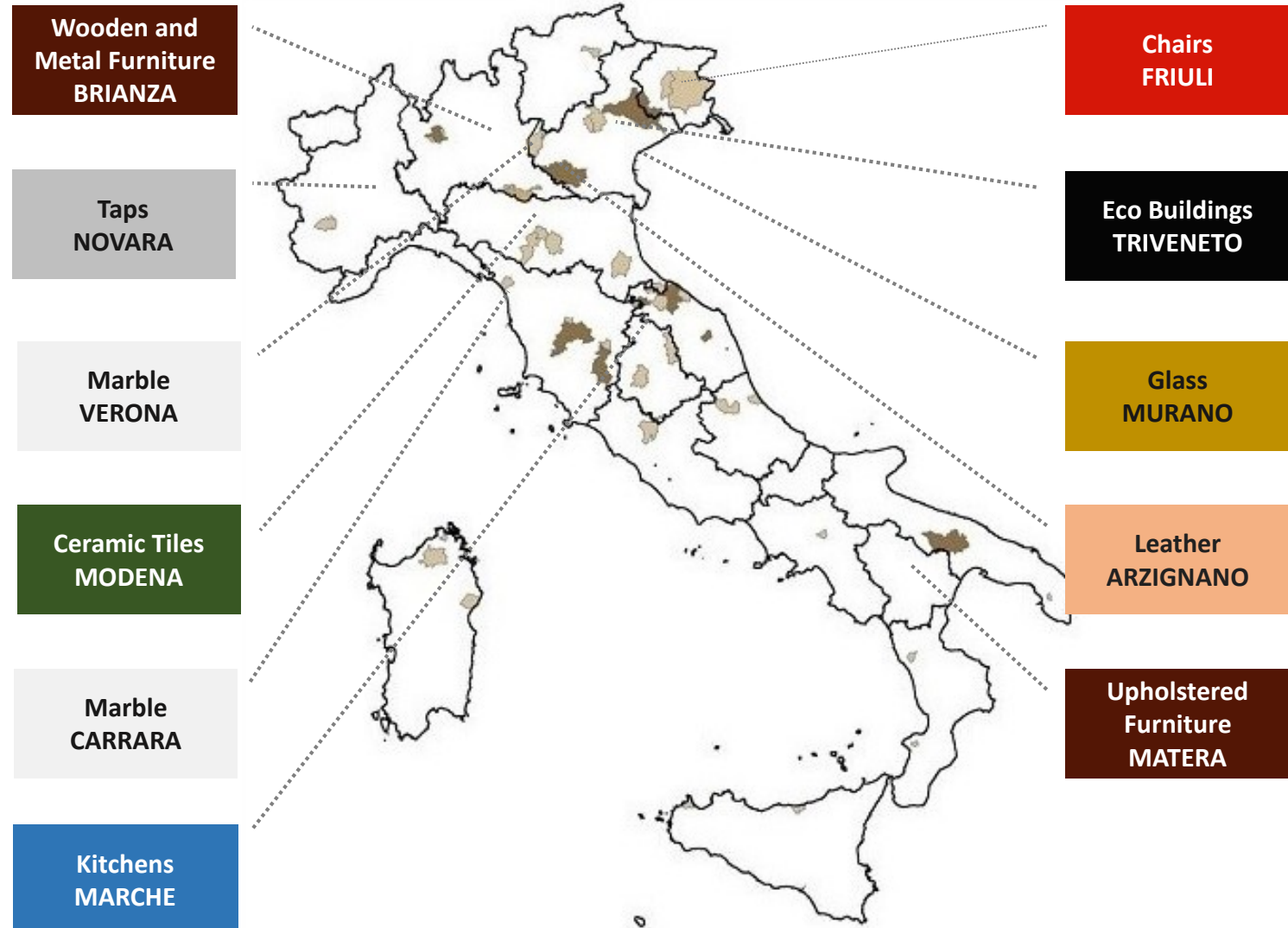
**27 bln €**

Yearly net production: it is **Europe's largest manufacturer** (Germany 25 bln, UK 12.5 bln, France 13 bln)

**56 mln €**

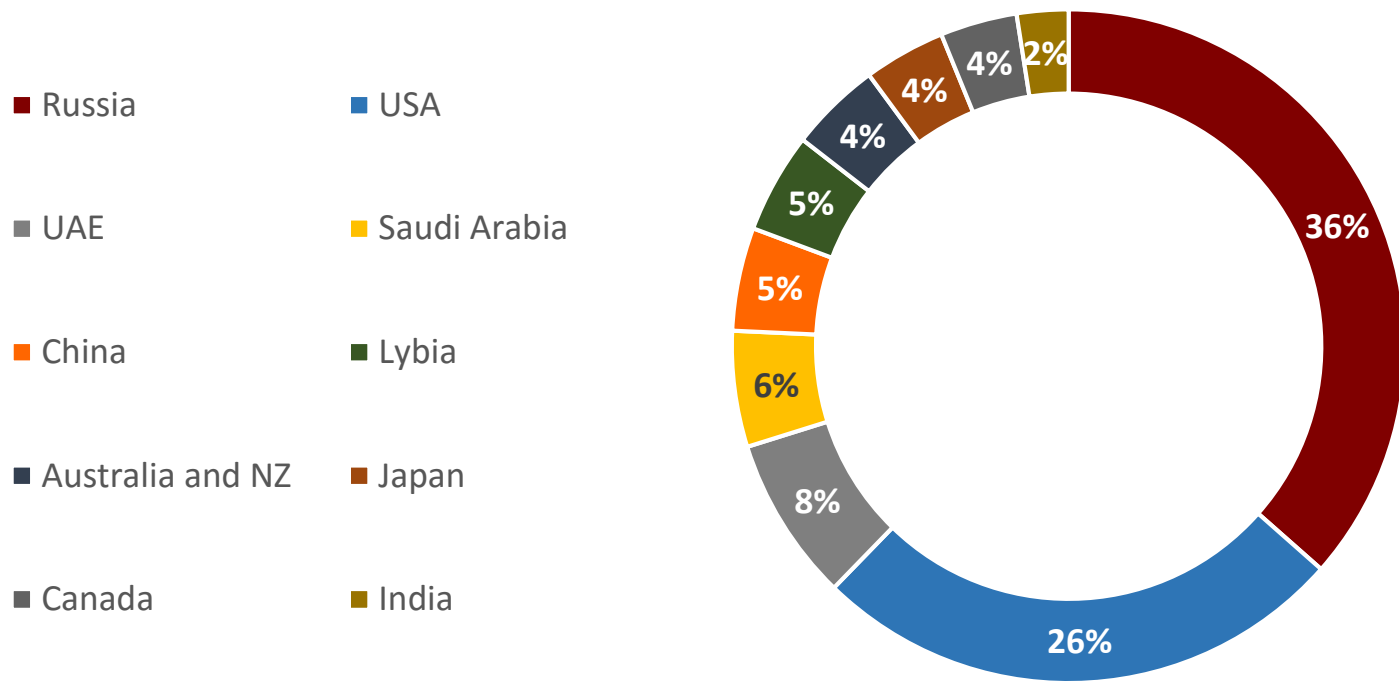
Yearly spending in **R&D**: it is **Europe's largest investor** (UK 44.5 mln, Germany 40 mln, France 17 mln)

Italy's furniture and materials clusters





### Italy exports outside the EU - 2015



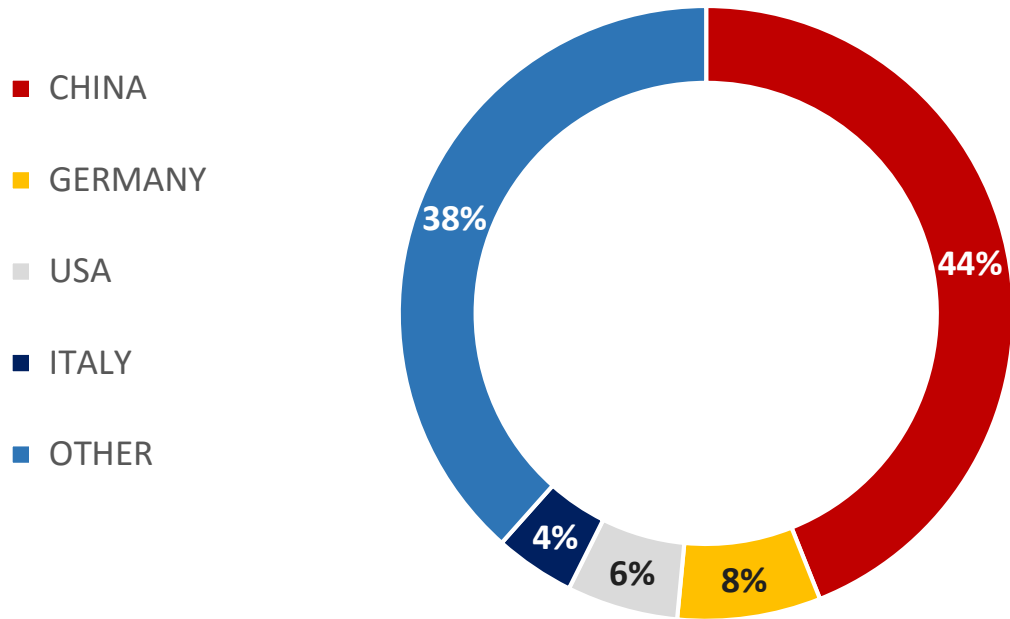
India is the 10<sup>th</sup> extra EU market for Italian furniture products

Country	Italy's Exports
01. EU	7,287
02. Russia	781
03. USA	551
04. UAE	169
05. Saudi Arabia	119
06. China	106
07. Libya	103
08. Australia and NZ	94
09. Japan	84
10. Canada	79
11. India	53
Other	552
<b>Total</b>	<b>9,978</b>



# Indian Imports of Furniture and Building Products from Italy

## 02. Indo-Italian Trade Data



	2012-13	2013-14	2014-15	2015-16	Grand Total
CHINA	1,687	1,609	1,915	2,090	7,301
GERMANY	324	319	295	315	1,253
USA	239	216	249	268	972
<b>ITALY</b>	178	178	173	172	<b>701</b>
OTHER	1,617	1,606	1,671	1,485	6,379
<b>Grand Total</b>	<b>4,046</b>	<b>3,928</b>	<b>4,303</b>	<b>4,329</b>	<b>16,606</b>

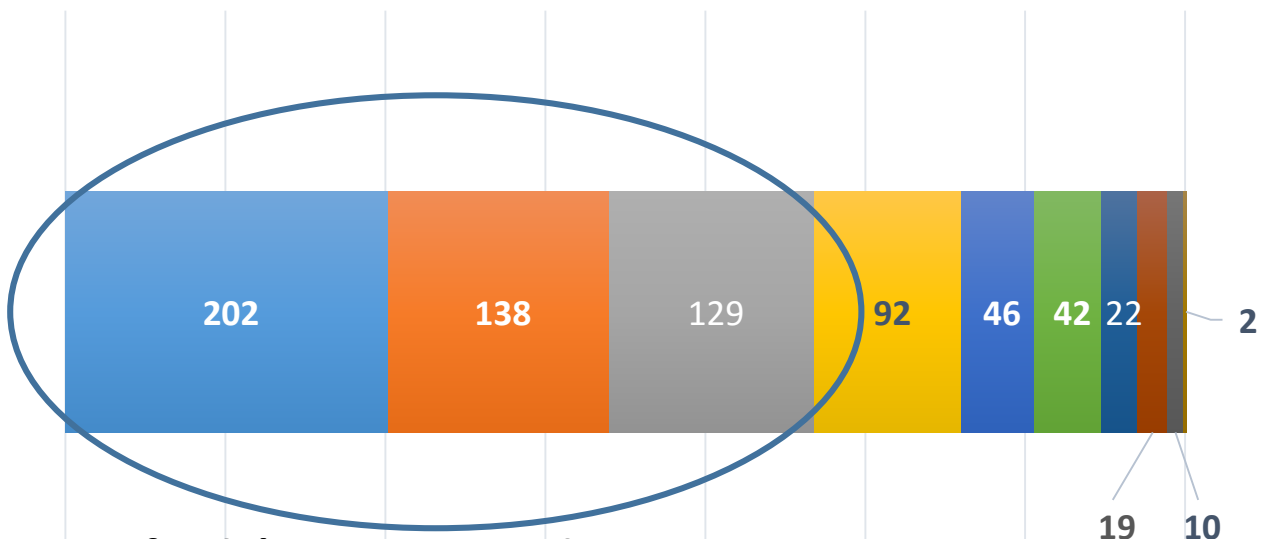
Source: Indian Ministry of Commerce, values in mln US\$

Italy is the 4<sup>th</sup> exporter to India of furniture and building materials  
However, Italy's market share in the past 4 years has decreased



# Indian Imports of Furniture and Building Products/Materials from Italy

## 02. Indo-Italian Trade Data



**67% of Italy's exports to India since 2012-13**

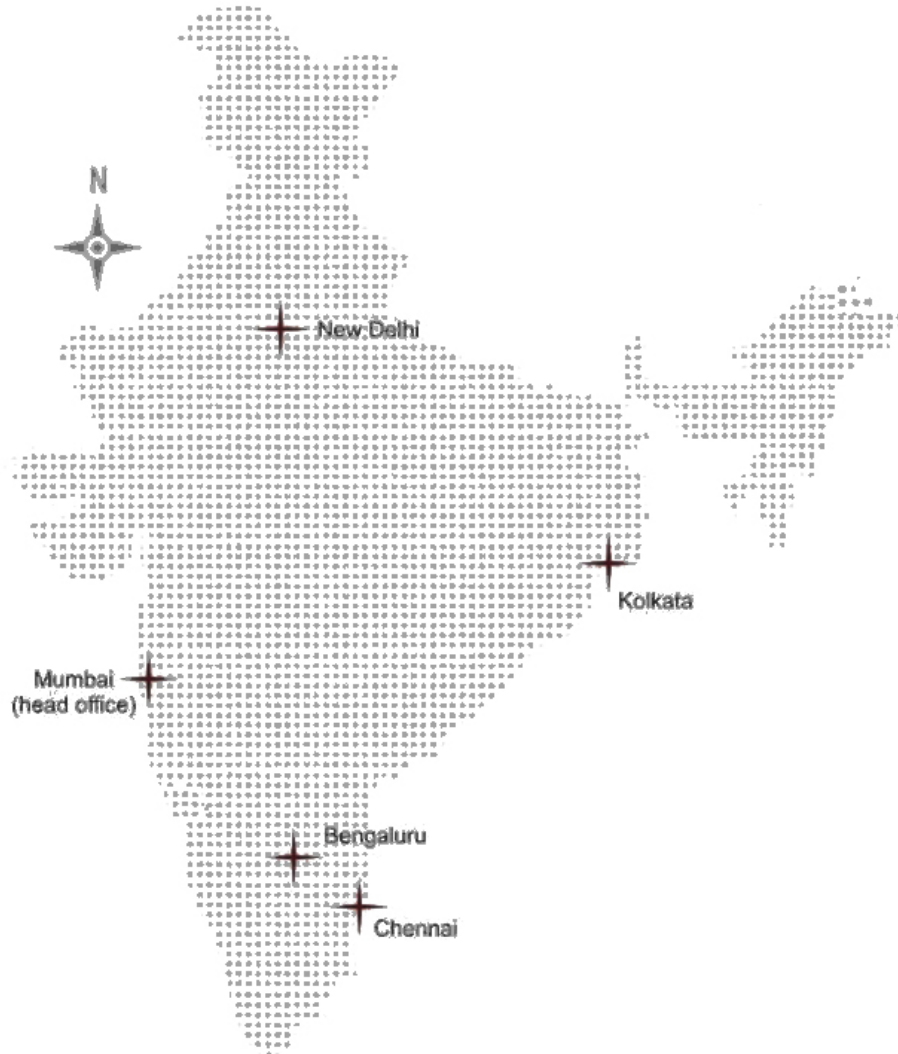
	2012-13	2013-14	2014-15	2015-16	Grand Total
Wooden and metal furniture	54	54	43	52	<b>202</b>
Stones, Granites, Marbles	40	34	30	34	<b>138</b>
Paints	24	32	37	35	<b>129</b>
Lifts and escalators	20	21	29	21	<b>92</b>
Bricks and tiles	14	10	13	8	<b>46</b>
Lamps and lighting	10	11	10	11	<b>42</b>
Chemical products	7	6	6	4	<b>22</b>
Ceramic products	6	5	3	4	<b>19</b>
Windows and doors	1	4	2	3	<b>10</b>
Prefabricated buildings	1	0	1	0	<b>2</b>
<b>Grand Total</b>	<b>178</b>	<b>178</b>	<b>173</b>	<b>172</b>	<b>701</b>

- Wooden and metal furniture
- Stones, Granites, Natural Sands
- Paints
- Lifts and escalators
- Bricks and tiles
- Lamps and lighting
- Chemicals
- Ceramic products
- Windows and doors
- Prefabricated buildings



- ❖ Italian products and brands are globally recognized for the **quality** of their design and materials. What is less known is the high level of attention paid by Italian manufacturers to the use of **sustainable and environmentally friendly materials and processes**
- ❖ Italy is the major European and second worldwide furniture manufacturer and exporter, yet the **share of Italian companies in the Indian market is way below its potential.**
- ❖ The Indo-Italian Furniture and Design Center (IIFDC) is a common platform for:
  - *Italian manufacturers and exporters* of furniture, design, indoor and outdoor products and materials and
  - *Indian builders, developers, architects, designers, and specifiers.*
- ❖ The IIFDC's aim is to:
  - **Promote** in India Italian brands and products
  - **Spread awareness** about their characteristics and features
  - Assist Indian buyers in **scouting for suppliers** from Italy
  - Support Italian exporters in making an entry or **developing their Indian market**





- Founded in **1966**
- **5 offices** throughout India
- More than **1200 members**
- Staff of more than **20 professionals**
- Partner with **Assocamerestero**

The Chamber has its headquarters in Mumbai, and a network of regional offices operating in the main Indian cities: Delhi, Bangalore, Calcutta, Chennai.

This structure ensures:

- **Coordination** of the planning and management of activities (efficiency)
- **Proximity** to institutions and to the Indian market, knowledge of local customs and norms (efficacy)
- **Deep knowledge** of the territory and of the local economic realities (efficacy)



The IICCI is an incubator for Italian institutions, associations, companies, educational institutes, and provides them with an operational base and an integrated range of services aimed at ensuring a soft landing in the Indian market and effective/efficient start-up of operations.

The IICCI has hosted in its offices a number of organizations and Italian bodies, some of which have now opened independent offices, and with which the IICCI keeps having strong collaborations.







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