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ITALIAN TRADE AGENCY
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Piano
export
per le
Regioni
della
Convergenza



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MEET SOUTHERN ITALY'S EXCELLENCE AT AUTOMECHANIKA

Automechanika Frankfurt
September 16. – 20. 2014
Hall 4.1 – Booth B30





ITALIAN TRADE AGENCY

ICE - Agenzia per la promozione all'estero e l'internazionalizzazione delle imprese italiane

ICE-Italian Trade Agency is a governmental agency that supports Italian companies in their internationalization efforts, implementing the strategies of the Ministry of Economic Development. It helps to develop, facilitate and promote Italian economic and trade relations with foreign countries.

By supporting Italian companies in their internationalization process and in the marketing of Italian goods and services, ICE promotes the „Made In Italy’ image around the world.

Through its international presence, alongside the Italian diplomatic network, ICE-Italian Trade Agency works together with Italian Regions, Chambers of Commerce, business organisations and other public and private actors to offer coordinated support for businesses and Italian organisations involved in the globalization process. From its Rome headquarters, with offices in Milan and around the world, ICE-Italian Trade Agency provides information, assistance and promotion services to businesses and institutions, encouraging cooperation within the industrial, agricultural and agri-food sectors, distribution and tertiary businesses, to expand the presence of Italian companies on international markets. In order to support the Italian mechanical and automotive sectors, ICE-Italian Trade Promotion Agency offers a wide range of initiatives worldwide, such as participation in trade fairs, such as Automechanika, presentations and bilateral workshops.

ICE is online on:

www.ice.gov.it

For Italian companies; it contains information on foreign markets, ICE activities, assistance and promotional services.

www.italtrade.com

The Made in Italy Official Portal for foreign companies provides information on Italian production and a database of Italian exporting companies (the Made in Italy Business Directory).



**Piano
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Integrated and far-reaching measures, involving both training and promotional initiatives, in order to support the economies of the Convergence Regions – Apulia, Calabria, Campania, and Sicily fully. This is the basis for the Piano Export Sud (Southern Export Plan), managed and coordinated by ICE-Italian Trade Agency, aimed at assisting those enterprises – in particular of micro, small, and medium size – which operate in those areas most exposed to economic turbulence, in successfully conducting business in the Mediterranean region as well as in more distant markets with ample prospects for growth. The Plan makes use of part of the CAP (Cohesion Action Plan) budget, for a total of € 50 million to be structured into three annual programs, following the reorganization of the 2007-2013 National „Research and Competitiveness” Operational Programme developed by the DGIAI of the Ministry for Economic Development.

The initiatives planned aim, on the one hand, at strengthening synergies between local manufacturing industries and, on the other hand, to promote Southern Italy’s many high quality sectors; not just food, wine, and fashion, but also boating, automotive, aerospace, architectural restoration, renewable energy, and nanobiotechnology to name just a few. All will be high profile initiatives, organized for the purpose of encouraging Southern Italy’s growth on international markets.

EXPO SUD – THE SOUTHERN EXPORT PLANS PROGRAMME OF INITIATIVES IN SUPPORT OF THE CONVERGENCE REGIONS (CALABRIA, CAMPANIA, APULIA AND SICILY)

THE ITALIAN AUTOMOTIVE INDUSTRY

In 2013 Italian producers of components, engineering and design services, car parts and systems generated a total revenue of almost 39 billion Euros, according to the estimates of the national association ANFIA, with 166.000 people (1,2 million for the entire automotive sector, including car producers) employed in 2.400 companies. Exporting companies account for 70% of the domestic total.

On the whole, 2013 has seen positive results, with a slight increase (+2,7%) in total revenue compared to 2012, partly damped by the downturn in automobile production in Italy (-2% compared to 2012, 658.000 total units) and parts of Western Europe, an area that accounts for around 50% of Italy's overseas turnover. Exports of automotive parts, components and systems accounted for 19,3 billion Euros in 2013, increasing by 5,7% compared to 2012, thus in countertrend to Italian export of goods in general and leading to a positive balance of trade for the sector of 8,2 billion of Euros (+7,7%). Imports exceeded 11 billion Euros in value (+4,2%).

Exports of automotive parts, components and systems

accounted for a share of nearly 5% of the entire Italian exports of goods and services in 2013, while imports represent 3,1% of the total figure.

In the first quarter of 2014, exports of parts and accessories reached 5,1 billion Euros in value, marking a strong increase of +9,3% compared to the first quarter of the previous year, while imports totaled 2,9 billion Euros, leading to a positive balance of trade of 2,2 billion Euros. The relative weight of Italian exports of the sector compared to global Italian exports of goods and services increased, accounting for a share of 5,3%, while the share on total imports remained substantially unvaried.

Both exports and the direct presence of Italian automotive producers on the international markets have been increasing in the last years. Notwithstanding the lower level of national automobile production, Italian companies have been able to take advantage of their competitiveness factors, reducing their dependence on domestic automobile industry (Fiat) and increasingly

diverting their production to overseas orders.

After successfully breaking into and establishing their presence on the international markets, several Italian producers of parts and components started to invest in the creation of production facilities abroad, in order to supply local demand especially in strong-growing regions.

The aftermarket sector, anti-cyclical in general, has seen a decrease in revenue during the last years. According to surveys conducted by ANFIA, the total revenue of the Italian aftermarket components sector has decreased by 3,5% in 2013 compared to 2012, which in turn had seen a decrease of 7,5%.

Especially such goods as consumable materials (-7,6%) and motor components (-4,1%) suffered severe losses, while body and cabin parts stayed stationary. Producers of „undercar“ components, on the other hand, saw a strong growth in revenue (+10,9%) compared to 2012.

The first part of 2014 has seen a general improvement so far, with a slight increase (+1,6%) in revenue compared to the first quarter of 2013.

Comind S.r.l.



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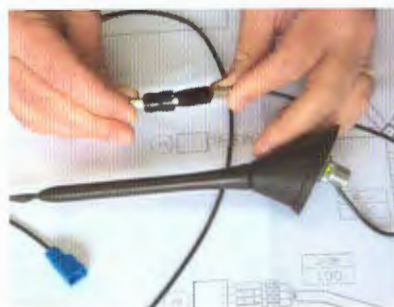
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COMPANY PROFILE

Founded in 2002, Comind S.r.l. operates in the automotive sector producing electro-mechanical components and electrical wiring for cars, motorcycles and electrical vehicles. Strong points are the highly specialized know-how, the human resources management aimed at the enhancement and professional development, a dynamic and visionary leadership focused on competitiveness and technological innovation. On this basis, Comind S.r.l. has strengthened its partnership with the largest multinationals in the market. In order to satisfy the needs of customers in Northern Italy, the company has a commercial and representative office in Turin. This is the culmination of a success started way back in 1983 and that in over 25 years has transformed Comind in a consolidated reality in the field.

COMIND core business is the automotive supply chain: this is, in fact, the target market to which the company has always been oriented, while maintaining a constant attention to the new competitive scenarios such as special cables for GSM, GPS, radio and radiofrequency signals and wiring harnesses. Comind obtained a source for many business opportunities, as the key ISO / TS 16949, that is required by all major international companies operating in the automotive sector. A great interest is given to the evolution of the market, thanks to the drafting of commercial agreements with companies operating in foreign countries „low cost“ or under development.



Comind is able to follow much of the production chain, from design to development of prototypes, from approval till to completion of:

- RF remote antenna cables for keyless operations
- Multimedia cables for infotainment system
- Total wiring for automotive and commercial vehicle
- Safety cables for automotive (ABS/TCS probe sensor)
- Wiring Relay for automotive air conditioners
- High frequency Cable transmission (GPS/GSM/RADIO)
- Battery cables and power cables
- HOT - MELT mould for various applications

PRODUCTS

Extension cables for radio/GPS/phone antennas on vehicles

Design and production of extension cables for signal transport.

On the basis of studies on frequency and work environment and the type of connections, are used the most suitable parts that the market can offer:

RG174 cable @50 Ohm, RG58 cable @50 Ohm, 75 Ohm cable, Cables Shielded $\geq 98\%$, GT5 connectors, FAKRA connectors, MCX & MMCX connectors, RAKU/ RAST connectors, etc.

Antenna cables for vehicles for keyless operations

We produce Aerial cables for remote operations (keyless) like opening doors, roof, trunk, etc.

The aerial is made of 50Ohm nominal impedance cable. The frequency range of the antenna is obtained by varying

the length of the cable and the length of the hot lead.

Probe cables for ABS & TCS control units

Production of probe cables for ABS & TCS control units. Realized on customer specifications, this product must pass very selective electrical tests before to be marketed. The connector is realized by injection molding directly on cable and terminals, for a tight seal on top of commercially available connectors. The electrical tests includes a test for continuity and polarity, and an insulation test between conductors and connector $\geq 10\text{Mohm}$ and an additional dielectric strength test using a discharge of 1000Volts.

Harnesses for all industries

Our best job is the production of harnesses for every use and topology:

- Automotive
- Motorbikes
- Marine Industrie
- Road transport
- Railway transport
- Earth moving
- Medical equipment
- Major & small appliances

Turning and microturning

Turning of plastics, thermoplastics, elastomers, (Teflon in all its possible compounds, rubber, polyurethane, nylon, Pom Peek etc..) and metals (steels AVP, PR80, stainless steel 303, c15, aluminum, brass and bronze).

