

ITALY REPORT

Visit to Macpi's Headquarters Macpi Awarded a Prize "Supplier of the Year 2009" by Hugo Boss

Recently, JSN visited Macpi Group's headquarters in a suburb of Milan, Italy and made an interview with Mr. Paolo Cartabbia, CEO of Macpi Group.

On November 3, from Hugo Boss' Izmir (Turkey) factory, Mr. Paolo Cartabbia has received a very important prize. Macpi has been awarded a prize "Supplier of the Year 2009." This prize is a very special goal for Macpi, namely a result of a good relationship and a close collaboration between the



two companies. In the picture **Mr. Paolo Cartabbia** is given the prize by **Mr. Kazim Saver** in charge of all Hugo Boss productions in Turkey.

On reception of this prize, Mr. Paolo Cartabbia commented, "It is our great pleasure that our company's technical support for Hugo Boss was highly evaluated. We will continue our efforts in this regard and further enhance our support activities. Establishment of a closer relationship with Hugo Boss was beneficial to the development of a specially ordered press machine and a new automatic cutting machine featuring a highest possible cutting quality. For example, we have newly developed a special slim shirt finishing machine which is a press machine for finishing the slim line on each side of a shirt, followed by its customization."

Mr. Paolo Cartabbia's comment continued as follows. "In the sewing industry's market situation over the world, investment for equipment has been made gradually after the

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Macpi Group exhibitions:

GTE
New Delhi Jan. 8/11 2010
Macpi - Ima booth nr. C6A

GARMENTECH BANGLADESH
Dhaka Jan. 13/16 2010
Macpi - Ima booth nr. 105



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CISMA shown in Shanghai was held this September, but we cannot have an optimistic view so far. Next year, particularly since the second half, we believe that business will become more active than in this year. Even in an inactive situation, Macpi attaches importance to technical development for energy saving of merchandise, etc. and will create new products as preparations for market upturns. Besides the items for garment industry, our merchandise for laundry business (FIMAS) are selling well, so we will continue sales promotion in this category.”

Macpi – Promoting Sales in China, India, Bangladesh & Vietnam

Next, JSN interviewed **Mr. Armando Raccagni**, managing director of Macpi Group (HK) Limited about the business with Macpi bonding technology. He has been promoting sales of this technology-based items mainly in the Chinese market. He talked as follows. “Recently, we also delivered Macpi bonding machines to a big-scale sportswear maker headquartered in Hong Kong. We are scheduled to join exhibition at the DTC fair (Dongguan, China) to be held in March 2010. Needless to say, the greatest market of Macpi bonding machines is China. But most recently, we are interested in Japanese and South Korean markets as well. As a plan of our sales in China next year, we will promote sales of IMA’s CAD/CAM products in addition to the conventional finishing press and bonding machines.”



Mr. Armando Raccagni,



Then, JSN interviewed **Mr. Stefano Bordogna**, Far East country business manager of Macpi Group about the market situations in India and Bangladesh, their policies in joining exhibitions at GTE (2010/1/8-11, Delhi India) and Garmentech Bangladesh (2010/1/13-16, Dhaka Bangladesh) and others.

“Market situation of India’s sewing industry is not necessarily good at present. Talks about expansions of production are limited to some of the big-scale sewing factories. In India’s suits production, Macpi pressing machine occupies a market share as high as 80%. Also in India, we have been receiving orders for the equipments for casual-range jeans and cotton pants. Macpi has enriched its technical follow-up for users with service centers set up in Bangalore and Delhi, India. At GTE (Garment Technology Expo) in Delhi India, Macpi’s highlight items will be mainly various pressing machines for jackets. In Bangladesh, knit sewing has been maintaining good business.

Anyhow, we observe that in the Asian region including India, sewing factories’ desire for equipment investment will recover in March 2010 at the earliest time point or in the second half of 2010 at the latest. In Vietnam, we have established business with a new agent and started a fresh sales campaign in the Vietnamese market.” Also, Mr. Stefano Bordogna pointed out the following countries presently active in the respective sewing items; Bangladesh in knit, India in jackets, Indonesia in shirts and Vietnam in jeans.

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