

# Apulia

Italian  
Excellence  
designing  
the future



**APULIA REGION**  
Economic Development, Employment  
and Innovation Policy Department



**EUROPEAN UNION**

**INDEX  
MUMBAI 2011**

**MRRDA Exhibition Center**  
Bandra - Kurla Complex,  
Bandra (East),  
Mumbai India

September 29<sup>th</sup> - October 2<sup>nd</sup>



# Apulia

## Italian Excellence Designing the Future

Apulia is a region in the south-east of Italy which, due to its favourable east facing geographical location, has become a strategic crossroads within the Mediterranean basin.

The region's readiness to enhance and reinforce its wealth of environmental and human resources has fostered new forms of collaboration, participation and cooperation with neighbouring Mediterranean and Balkan countries, as well as destinations further afield. Recognized as one of the most dynamic regions in southern Italy, Apulia has always stood out for its vibrant, enterprising economy and international reach. Over the course of time, these qualities have led to positive economic results as well as sustained development in exports and international partnerships, even in these times of international economic crisis.

Apulia is a multi-faceted region combining tradition, innovation and technological development, where economic growth is widely supported by highly effective regional government policies which advocate competitive growth in all the major strategic sectors for business development in the local economy.

To this end, the regional government has devised a range of incentives for attracting industrial investment in Apulia, aid and assistance for research and technological development for companies active in Apulia, and support for the internationalization of Apulian businesses.

In addition, Apulia's regional administration has introduced an innovative regional law which aims to encourage the creation and development of regional business clusters as a useful means for bringing together companies with common development goals and projects. To date, this new legislation has allowed the establishment of 15 regional business clusters in key business sectors, including the Woodworking and furniture industry.

Apulia today is a region which fosters excellence in all the key sectors, both traditional and innovative, of the "Made in Italy" brand, which has made Italian industry renowned the world over. It is a region oriented towards the future.

The Woodworking and Furniture Business Cluster, set up in 2009, is engaged in defining possible competitive strategies that may help the enterprises in the





Apulian wood-furnishings supply chain to overcome the difficulties facing them, but, above all, to help them grow and develop in the long term, reacting to the changes underway in the Italian and international fields of competition effectively. Among the projects included in the development programme, aimed at relaunching the competitiveness of the wood-furniture system, is a new line of products of innovative and creative design.

The Apulia Regional Government promotes the Apulian woodworking and furniture industry in major international markets, by participating at international fairs and events all over the world.

With a background of thirty years in the region, the Apulian furniture sector has profoundly transformed itself, taking on the shape of a true industry, integrated upstream and downstream with new players, a renewed range of products from classical upholstered furniture to the most recent furnishing accessories, and a strong inclination towards internationalization.

The woodworking and furniture sector is made up of the combination of the design, production and marketing of the goods of an extended productive chain that includes both the upstream sectors (the wood industry for furniture and building, semi-processed and furnishing components), and the downstream sectors of the furniture industry (furniture for domestic and office use, lighting equipment, furnishing accessories).

The woodworking and furniture industry, one of the most established in Apulia, today still holds the first place in Italy in the upholstered furniture division, and first in central and southern Italy in the wood division. The wood industry impacts significantly on the composition of the Apulian productive fabric where, overall, around 2.603 local units manufacture products in wood of various types, which, overall, employ 7.347 staff, in addition to around 1.502 units active in the furnishings and furniture division, which employ 11.624 staff, for a total of 4.105 businesses operating in the wood and furniture sector of Apulia in 2010.

The furnishings and furniture system is broken down into productive centres with strong specializations: in the area of Murgia (a particular place in the region), heading the entire sector, production is concentrated on upholstered furniture; in the area of Salento (other place in the region), the main activity is the manufacture of kitchens and "made-to-measure" furniture; in the area of Taranto, the predominant expertise lies in the production of fixtures and building accessories.





A strong point of the sector is the creation of a system-network of businesses which operate both with horizontal specialization, including producers of upholstered furniture, kitchens, furniture, and vertical specialization including importers and distributors of wood, carpentry, processors of polyurethane foam. The sector shows great capacity in bringing together the traditions of finishing with research into innovative materials and cutting edge technological processes. There are still many small-sized, often artisan businesses, which is also the predominant feature at the national level, which overcome the problems connected to their size by coming together in productive centres. The attention to design, the high quality of the materials, the extensive investment in technology to create more qualitatively and stylistically developed products, a strong tendency towards internationalization; these are the elements deployed by the productive system to beat the competition and consolidate the market position already achieved, or seek out new opportunities in other territorial areas.





List of participating companies  
from Apulia exhibiting at

## **INDEX**

Mumbai, 2011  
September 29<sup>th</sup> – October 2<sup>nd</sup>

Hall A – Booth A 14

### **Company Profiles**

Artis Divani

Barba

De Carlo Infissi

Mito1964

New Wind





**ARTISDIVANI**  
*manifattura italiana*

# ARTIS DIVANI srl

## Company Details

Company name

**Artis Divani srl**

Address

**Via della Paglia 65-67**

Zip code

**70022**

Town

**Altamura (BA)**

Country

**Italy**

ph. **+39 080 3118341**

fax **+39 080 3101118**

E-mail

**marroccoli@artisdivani.com**

Website

**www.artisdivani.com**

Contact person

**Francesco Marroccoli,**

Export Manager

## Company Profile

Founded (year)

**2010**

No. employees

**9**

Turnover

**€ 500.000,00**

## Business Sector

Our company started its business in 1970: since then, we have reached very excellent outcomes, even abroad, thanks to our quality-oriented management.

We carefully select the raw materials and pay great attention to design project, to ensure high quality in manufacturing and in the final distribution of completed products.

So production is being controlled through its entire process: specialized, skilled workers have the task of monitoring the various steps of production, from the early stages of the process to the finished products to be delivered.

The whole range of our production is characterized by best quality materials and top level design project items.

These are the result of continuous research for excellence and innovation, together with fruitful co-operations with architects and design experts.

## Experience in International Markets

Share of turnover from exports 10%

Main export markets:

|                       |  |
|-----------------------|--|
| EU Countries          | France, Greece                               |
| Countries out with EU | Russia, Ukraine,<br>UAE United Arab Emirates |

Foreign languages spoken English, French

## Type of Collaboration Requested

Contacts/contracts with major retailers

Sales agreements (sales agency/representatives/distribution)





# BARBA srl

**BARBA**<sup>®</sup>  
s.r.l.

## Business Sector

The strong point of our company are custom solutions (can be combined types, shapes and colours ). A range of several products: wooden windows frames of timber and different shades. We also produce combination windows: timber-aluminium, timber-bronze, to have a uniform design and durability.

## Experience in International Markets

Share of turnover from exports 10%

### Main export markets:

Countries out with EU Russia

Foreign languages spoken German

## Type of Collaboration Requested

Contacts/contracts with major retailers

Sales agreements (sales agency/representatives/distribution)

## Company Details

Company name

**Barba srl**

Address

**Via degli Artigiani, zona ind.**

**Lotto 40-41-43**

Zip code

**73049**

Town

**Ruffano (LE)**

Country

**Italy**

ph. **+39 0833691990**

fax **+39 0883691990**

E-mail

**amministr@barbasrl.it**

**info@barbasrl.it**

Website

**www.alfredobarba.com**

Contact person

**Alfredo Barba,**

Owner

## Company Profile

Founded (year)

**1985**

No. employees

**12**

Turnover

**€ 600.000,00**





# DE CARLO INFISSI spa



## Company Details

Company name

**De Carlo Infissi spa**

Address

**Via per Castellaneta, Zona Industriale S. Basilio**

Zip code

**74017**

Town

**Mottola (TA)**

Country

**Italy**

ph. **+39 099 8833511**

fax **+39 099 8833540**

E-mail

**decarlo@decarlo.it**

Website

**www.decarlo.it**

Contact person

**Marco Liuzzi,**

Export Manager

## Company Profile

Founded (year)

**1964**

No. employees

**300**

Turnover

**€ 42.000.000,00**

## Business Sector

Established by Domenico De Carlo in 1964, De Carlo Company, which was initially an artisan enterprise, has always been manufacturing windows & doors.

After 1989, thanks to the far-sighted contribution of his sons Nicola and Vincenzo focusing on new markets needs, the company was steered towards a technological modernization and the introduction of innovative management systems. In 2002, the Company's name was changed to "De Carlo Infissi Spa".

In 47 years and thanks to its skills, personal commitment, focus on flexibility and direct contact with customers, the Company has become a leader in the specific manufacturing and marketing throughout Italy, Ireland, UK, USA, Israel, Malta, Swiss.

## Experience in International Markets

Main export markets:

|              |   |
|--------------|---|
| EU Countries | Ireland, France, UK, Malta, France, Switzerland |
|--------------|---|

|                       |             |
|-----------------------|-------------|
| Countries out with EU | USA, Israel |
|-----------------------|-------------|

|                          |                                  |
|--------------------------|----------------------------------|
| Foreign languages spoken | English, German, French, Spanish |
|--------------------------|----------------------------------|

## Type of Collaboration Requested

Sales agreements (sales agency/representatives/distribution)

Marketing agreements





MITO1964 srl



### Business Sector

Mito 1964 srl is an Italian high-range sofa producing company. Our collection, Sparkline, combines fashion and glamour. It is made precious by the Swarovski crystals. For our products we select 100% natural and top quality raw materials, luxurious leathers, refined fabrics. We offer products both technologically advanced, clearly designed.

### Experience in International Markets

Share of turnover from exports 60%

#### Main export markets:

EU Countries France, United Kingdom, Spain, Holland

Countries out with EU Russia, Ukraine,

Foreign languages spoken English, German, French

### Type of Collaboration Requested

Sales agreements (sales agency/representatives/distribution)

### Company Details

Company name

**Mito1964 srl**

Address

**Via De Pinedo, 34**

Zip code

**70022**

Town

**Altamura (BA)**

Country

**Italy**

ph. **+39 0835 1973050**

fax **+39 0835 1973051**

E-mail

**info@mito1964.com**

**beatrice.casamassima@**

**mito1964.com**

Website

**www.mito1964.com**

Contact person

**Beatrice Casamassima,**

Export Manager





# NEW WIND srl



## Company Details

Company name

**New Wind srl**

Address

**Via dell'Edilizia Z. I**

Zip code

**72017**

Town

**Ostuni (BR)**

Country

**Italy**

ph. **+39 0831 305985**

fax **+39 0831 306776**

E-mail

**bionatura\_bydreamingcompany@**

**yahoo.it;**

**nmelpignano@yahoo.it**

Website

**www.new-wind.it**

Contact person

**Nicola Melpignano,**

President

## Company Profile

Founded (year)

**1997**

No. employees

**32**

Turnover

**€ 10.300.000,00**

## Business Sector

We are an Italian company which deals with the production of mattresses, pillows and various concerning bedding as well as the exportation, the distribution of these products.

We are now a leading company in Europe; our strong points are variety, technology and quality. We have business affairs with countries like China, Vietnam, Japan, USA, Canada, etc.

Our company was the first in Europe to begin the production of Memory Forma foamed-in mould mattresses and pillows. We now produce different kinds of mattresses, made of: DNA, bios and hydro gel, coconut, soya, aloe, etc. All our products are completely made in Italy and respect the European legislation.

## Experience in International Markets

Share of turnover from exports 50%

Main export markets:

EU Countries

The majority of EU Countries

Countries out with EU

Japan, China, Korea, Brazil, USA, Canada, India, Taiwan, Vietnam

Foreign languages spoken

English, French, Spanish, Portuguese

## Type of Collaboration Requested

Contacts/contracts with major retailers

Sales agreements (sales agency/representatives/distribution)

Marketing agreements

Franchising agreements





**APULIA REGION**  
Economic Development, Employment  
and Innovation Policy Department

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For further information on the initiatives of the Economic Development, Employment and Innovation Policy Department, please visit the website at the following address: [www.sistema.puglia.it](http://www.sistema.puglia.it)

Alternatively, please visit the website of the Apulia Regional Government at the following address: [www.regione.puglia.it](http://www.regione.puglia.it)



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for International  
Business Promotion

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**Woodworking and Furniture  
Business Cluster**

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