

Press Release

From Matera to the Far East, Calia Italia conquers the Chinese market

SACE SIMEST (CDP Group) and Deutsche Bank support the international expansion of a leading sofa manufacturer based in Matera

Matera, 02 May 2019 – SACE SIMEST, the export and internationalization hub of the CDP Group, has guaranteed a € 1.5 million loan granted by Deutsche Bank to support the international projects of Calia Italia, a leading manufacturer of upholstered furniture based in Matera.

In detail, the company will use the funds to take part in trade fairs in Italy and abroad, invest in R&D and to cover its working capital requirements in order to expand in China. The loan is part of the plan to develop the Chinese market, which envisages the opening of 40 Calia Italia flagship stores in the country by 2022, in order to intercept the growing demand for high-end design products.

“The Chinese market represents a huge business opportunity for Calia Italia”, said Giuseppe Calia, Sales and Administration General Manager. “There is great interest in Italian design and a growing demand for Made in Italy quality products. Our partnership with the Chinese company Dongguan Huicui Furniture Co. Ltd., a subsidiary of De Rucci Beddings Co. Ltd., will allow us to establish ourselves as a key player in the Chinese market, which is an increasingly important part of our export strategies”.

Calia Italia is a family business that was founded in 1965 in Matera by Liborio Vincenzo Calia, an expert craftsman. Combining tradition and innovativeness, the company has grown to become a global player, with exports now accounting for 85% of turnover and customers in more than 90 countries, especially in Europe, the USA and China. With 1,500 people working for its suppliers in the Murgia region, Calia Italia is a major source of activity in the area and, as such, the integration of young people into the labour market is an integral part of the company’s mission.

The furniture industry, one of the most representative sectors of the Made in Italy in the world, is an important source of exports. In 2018 exports in this sector totalled € 14 billion, accounting for over half of turnover in the sector (€ 27.4 billion).

The operation with Calia Italia is another example of how SACE SIMEST is a strategic partner for SMEs in Southern Italy trying to approach foreign markets or broaden their international presence. In 2018, the Hub mobilized resources for € 820 million in the region through its offices in Naples, Bari and Palermo, sustaining exports and the international expansion of more than 3,800 companies. In Basilicata, in particular, SACE SIMEST supported more than 200 local enterprises, mobilizing resources for over € 40 million.



Contacts for the media
SACE | Press Office
T. +39 06 6736888
mediarelations@sace.it

Contacts for companies
SACE | Customer Care
Number Verde 800 269 264
info@sace.it

Deutsche Bank Italia
Valerio Mancino
Tel. +39 02 4024-3218
valerio.mancino@db.com