

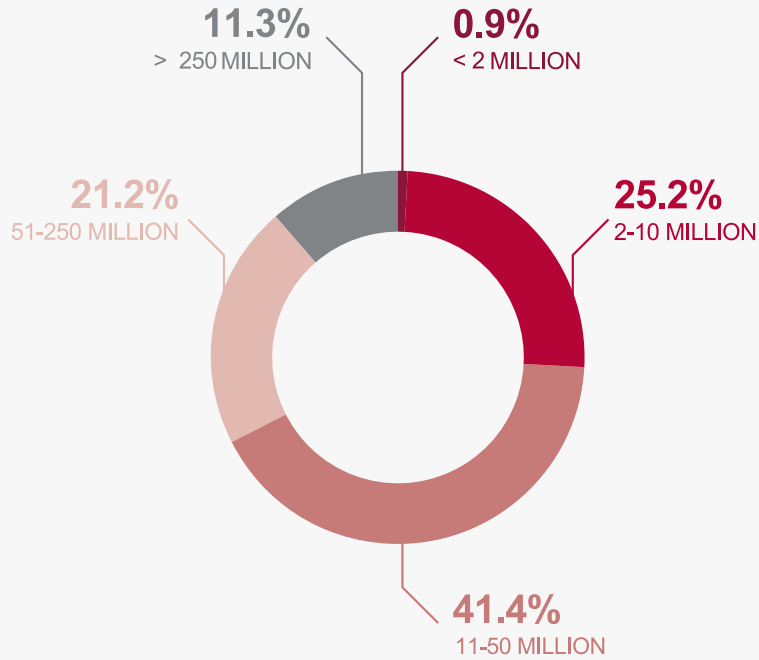
## APPENDIX

## QUESTIONNAIRE FOR CAPITAL MACHINERY MANUFACTURERS

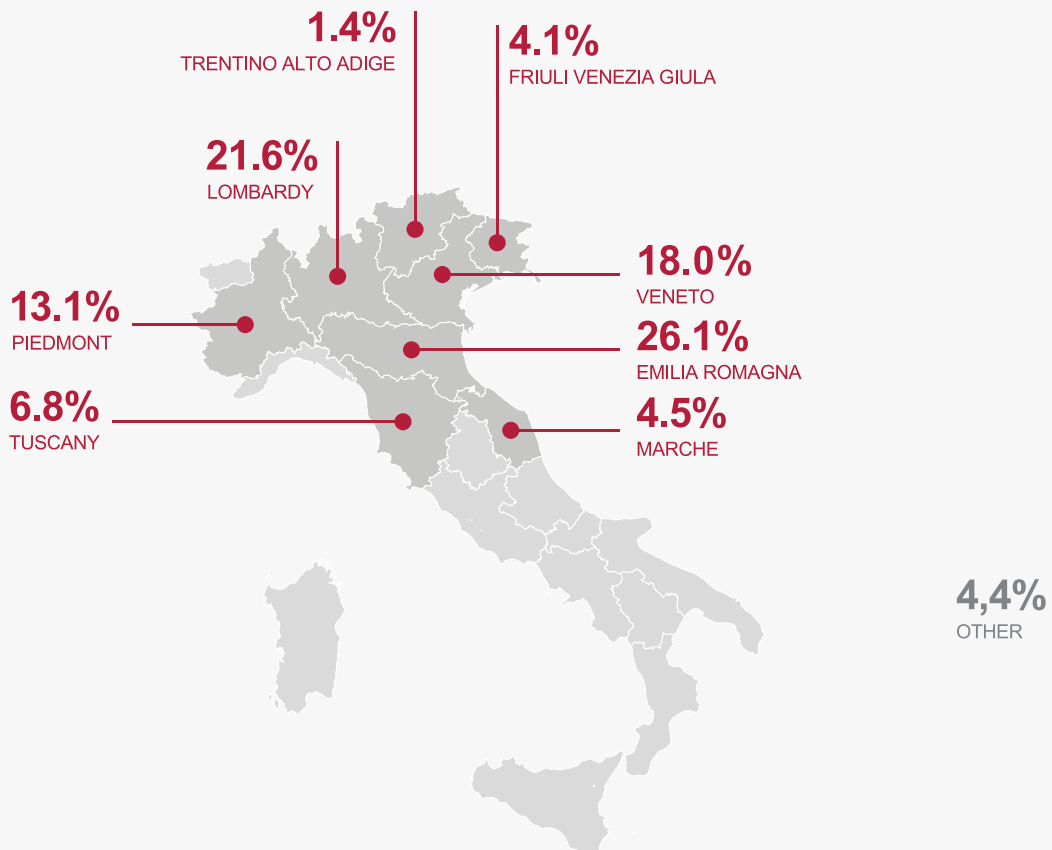
There were 222 firms involved in the survey, most of them midsize companies with more than 50 employees and average annual sales exceeding € 50 million. Of these companies, 85% are located in northern Italy, and one-third operate in machine tools, robots and automation, while almost half belong to other highly specialized niche segments such as woodworking machinery, electro-mechanical systems for hydroelectric plants, flexographic machinery for flexible packaging, plant and machinery for the livestock industry, and valves and filters for gas.

QUESTION 1. *How many employees does your company have?*

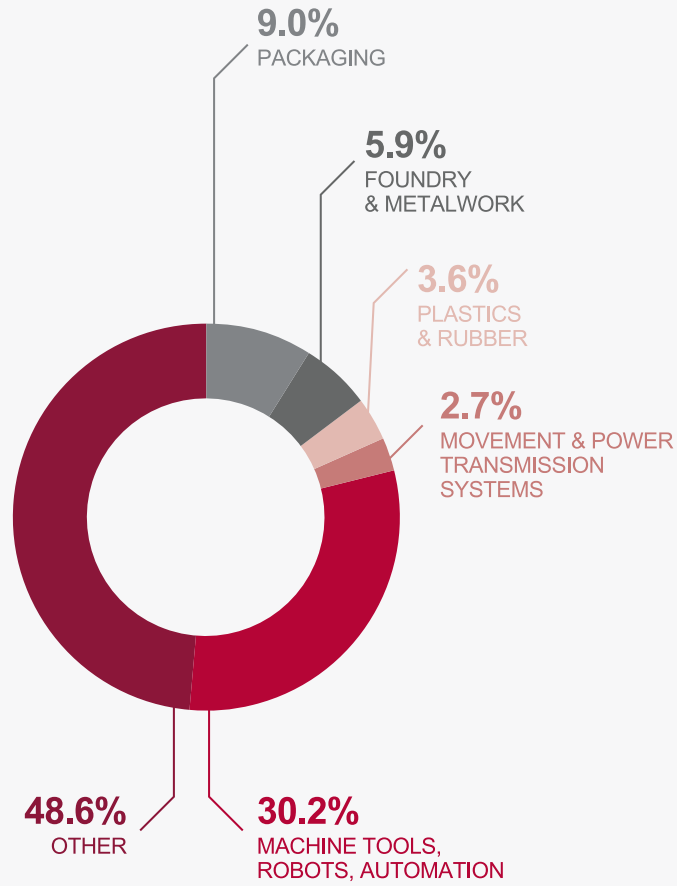
**QUESTION 2.** *What is your company's average annual sales?*



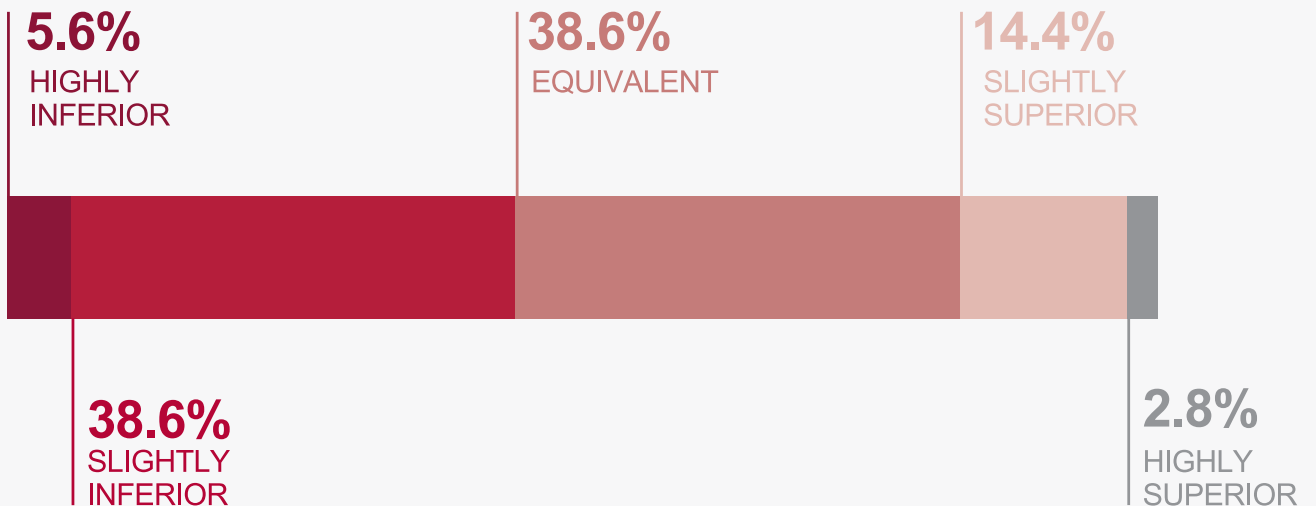
**QUESTION 3.** *In what region is your company located?*



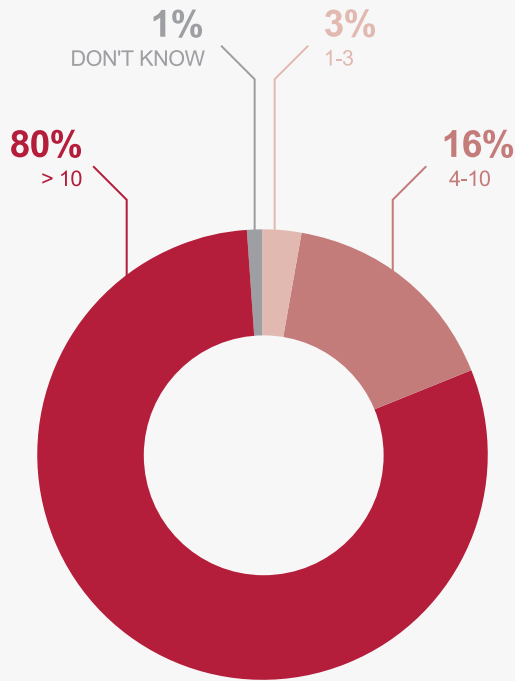
**QUESTION 4.** *In what sector does your company operate?*



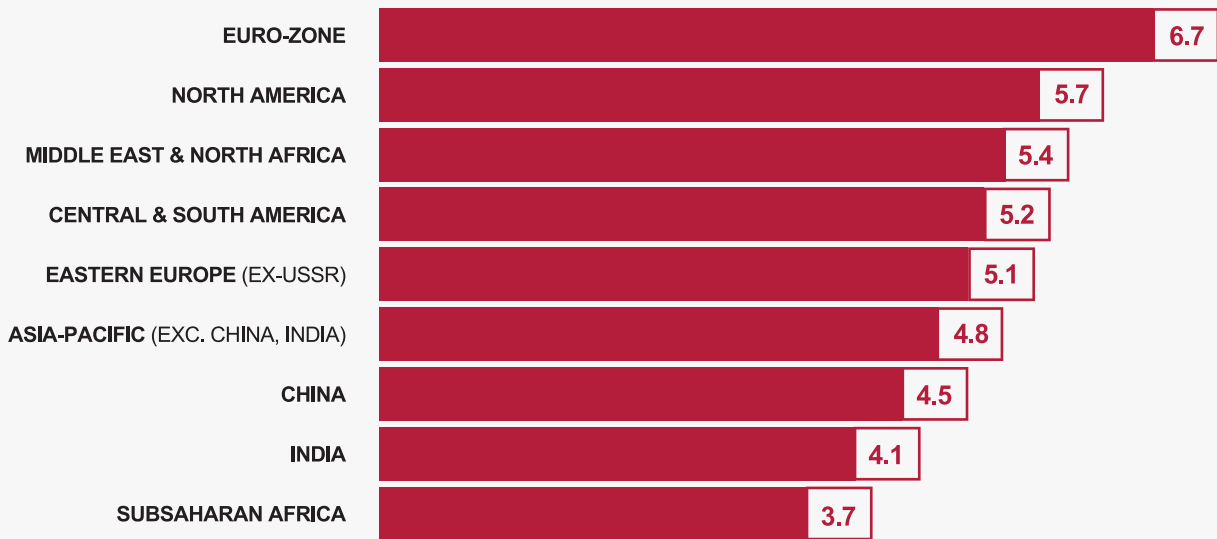
**QUESTION 5.** *What value do you feel the Made in Italy machinery brand has with respect to the Made in Germany brand?*



**QUESTION 6.** *In how many foreign countries do you normally do business?*



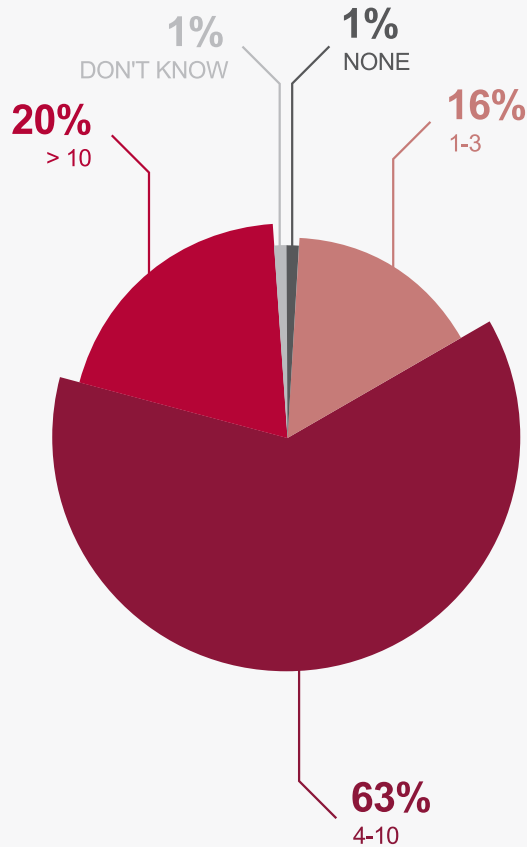
**QUESTION 7.** *How important have the following countries been to your company so far?*  
 [1=no importance; 9=maximum importance]



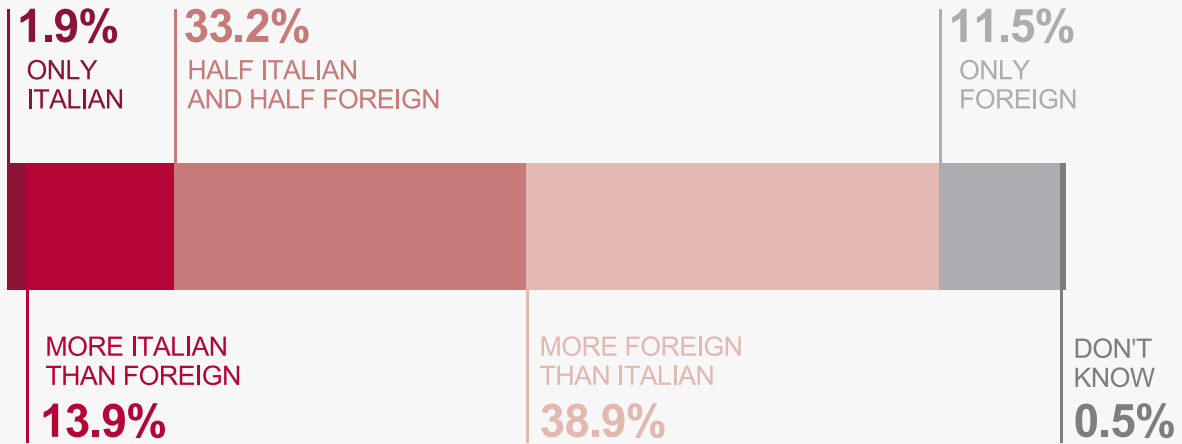
**QUESTION 8.** *How important do you feel the following countries will be to your company in three years?*  
 [1=no importance; 9=maximum importance]



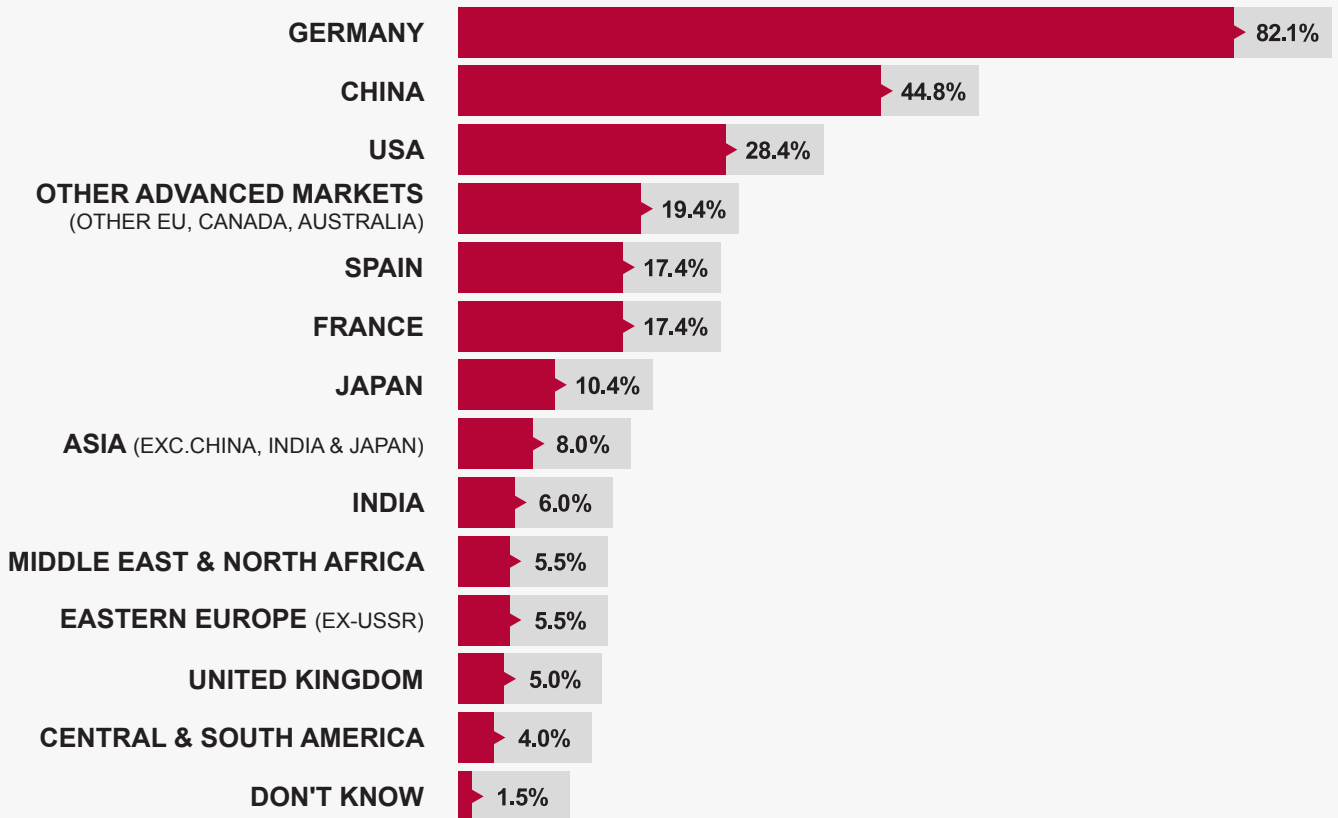
**QUESTION 9.** *How many direct competitors are there in the markets where you operate?*



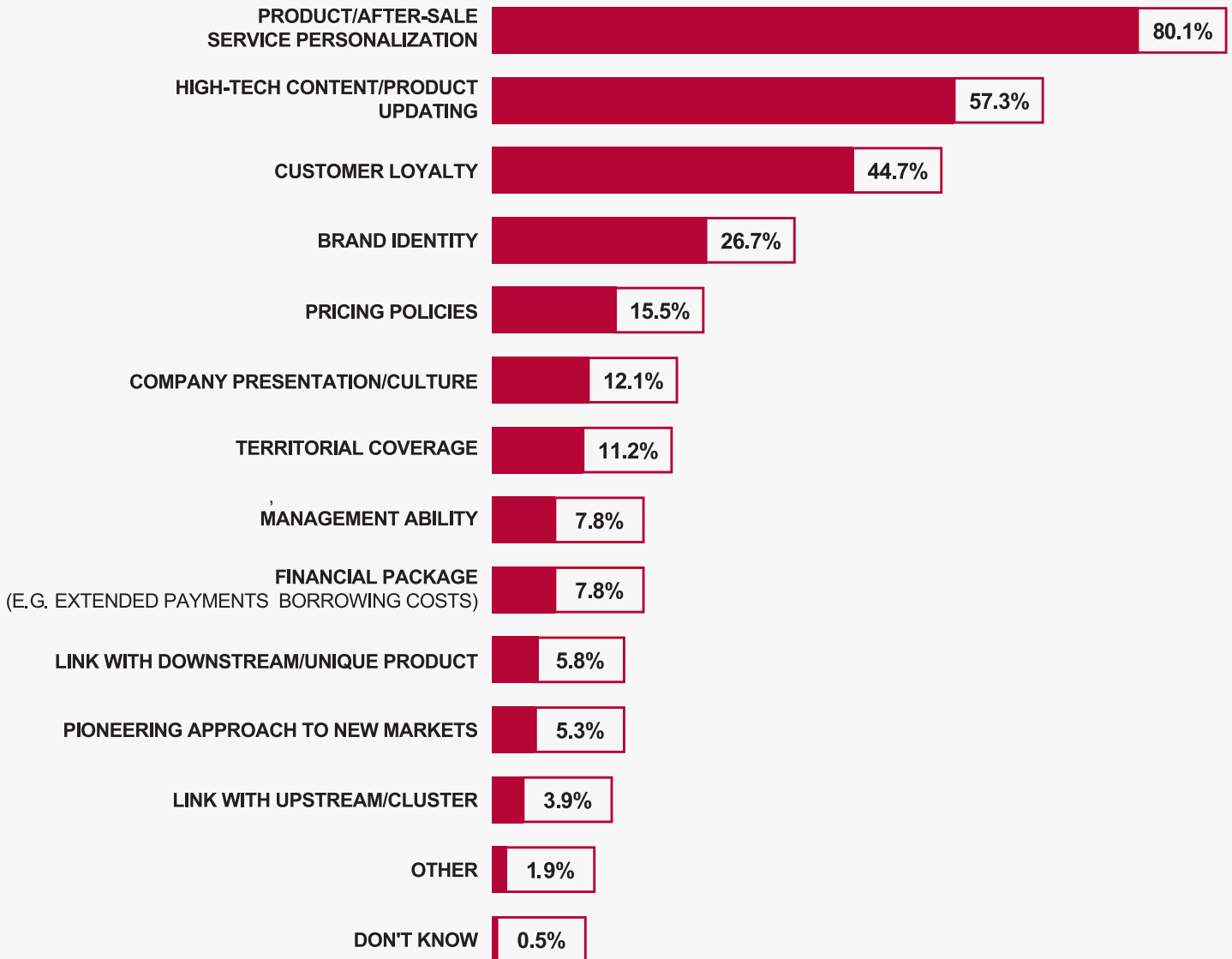
**QUESTION 10.** *What is the origin of your direct competitors?*



**QUESTION 11.** *What are the principal countries of origin of your foreign competitors? [Max 3 responses]*

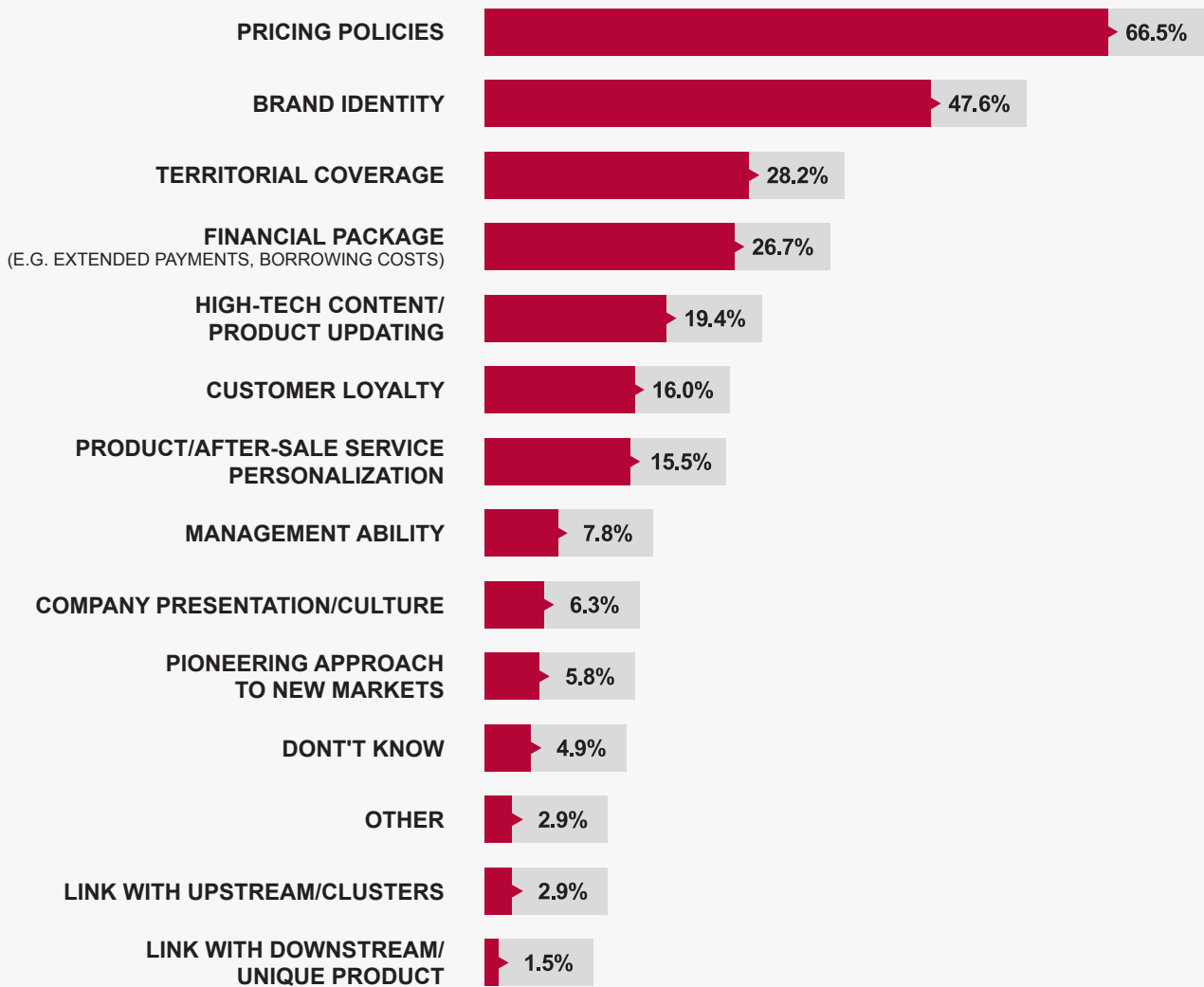


**QUESTION 12.** *What principal characteristics distinguish your products from those of your competitors?*  
 [Max 3 responses]



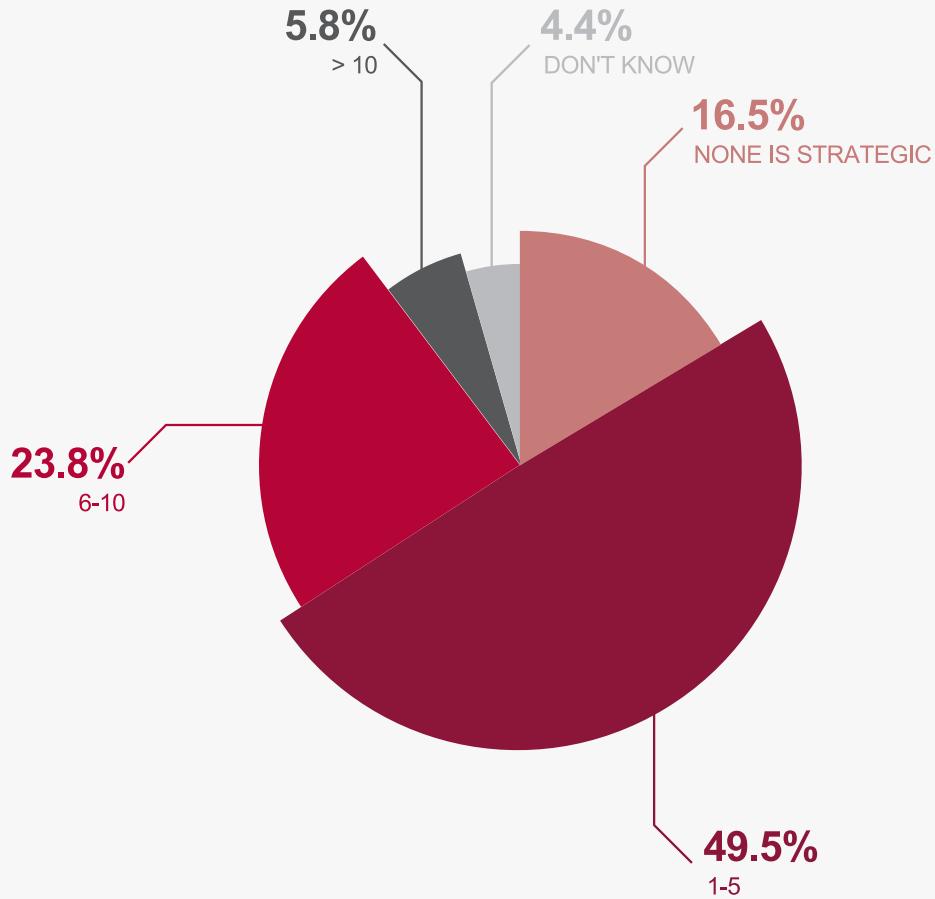
**QUESTION 13.** *What principal characteristics distinguish your products from those of your competitors?*

*[Max 3 responses]*





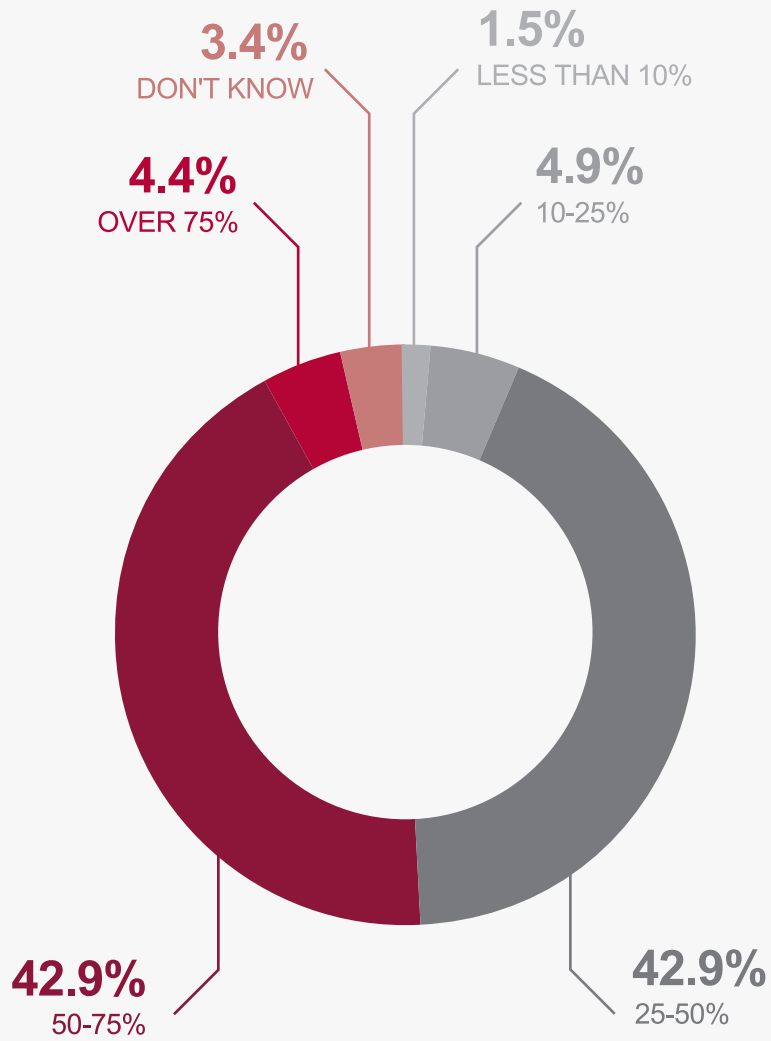
**QUESTION 14.** *How many of your suppliers are strategic (i.e. could not be rapidly replaced)?*



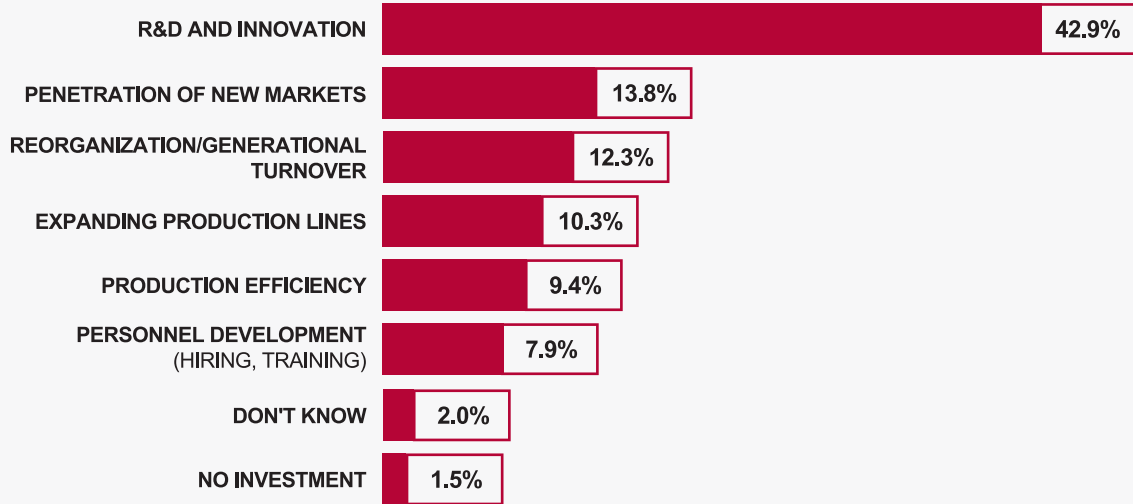
**QUESTION 15.** *What is the origin of your suppliers?*



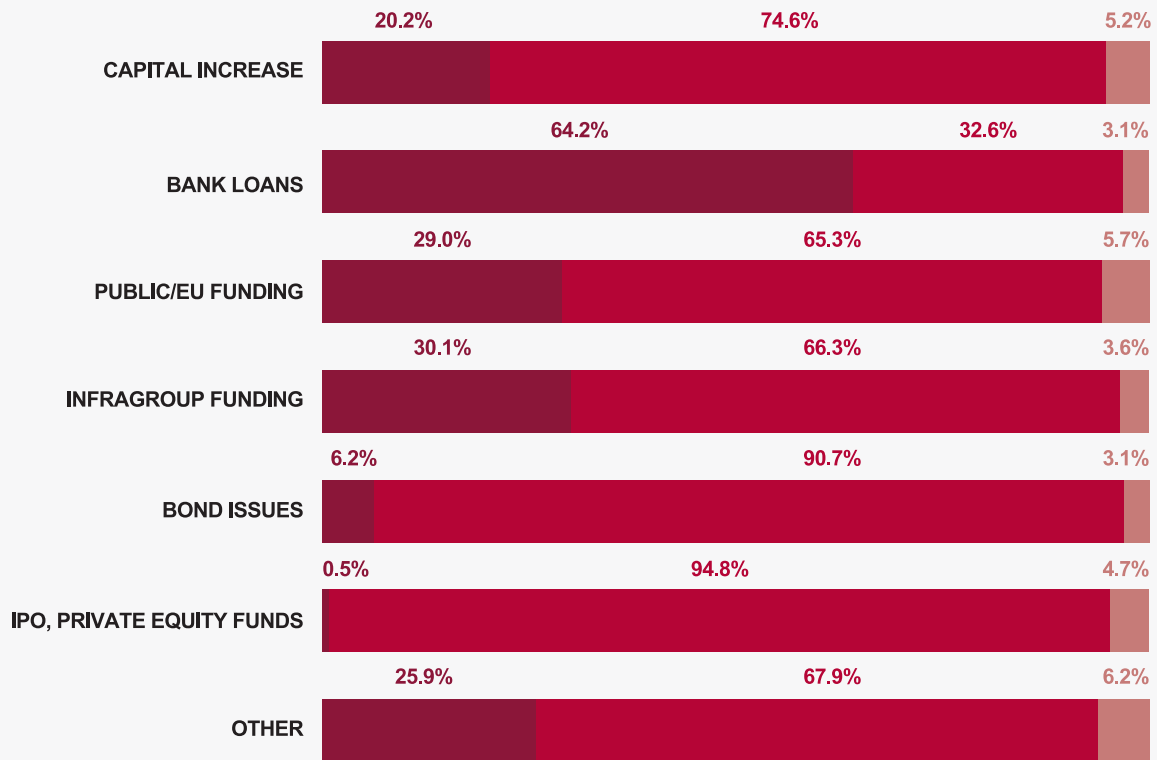
QUESTION 16. *What percentage of your finished product costs are represented by procurement costs?*



**QUESTION 17.** *In which of the following areas have you invested most in the past five years?*

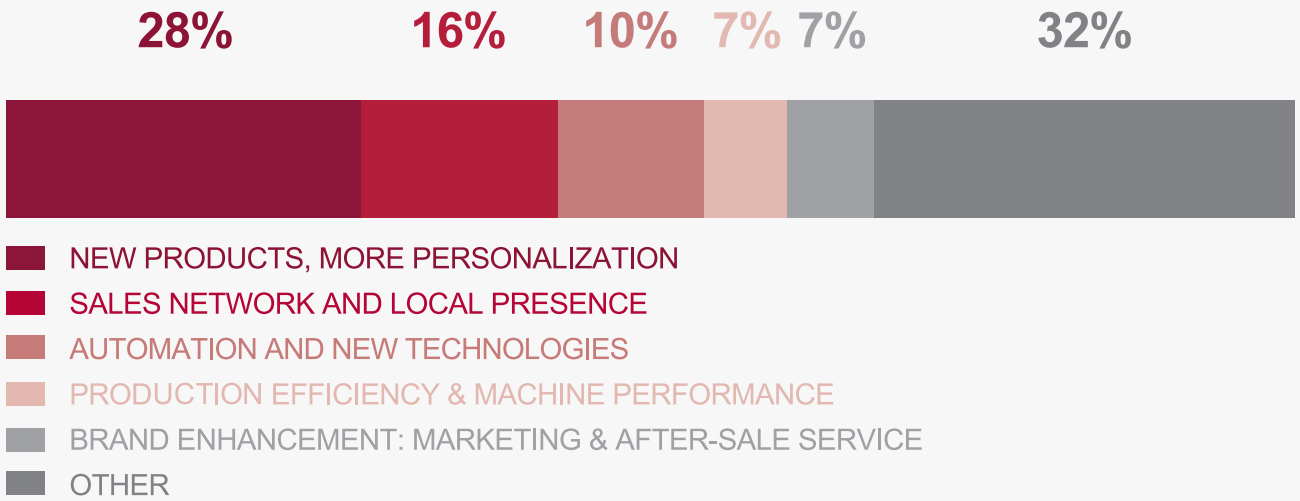


**QUESTION 18.** *How have you financed your investments in the past five years?*



Yes
  No
  No, but I foresee in the future

**QUESTION 19.** *What is the outlook for sales of your products in foreign markets in 2016?*



**QUESTION 20.** *What innovations do you intend to introduce to approach or expand in new markets?*

