

**INTERNATIONAL MARKETS CONTINUE TO SUPPORT ITALIAN EYEWEAR INDUSTRY:  
A 5.4% INCREASE IN EXPORTS DURING THE FIRST HALF OF 2013.**

**NEW GROWTH IN EUROPE: FRANCE AND GERMANY MAJOR IMPORTERS IN THE SIX-  
MONTH PERIOD.**

**ALTHOUGH THE END OF THE RECESSION HAS BEEN ANNOUNCED, RECOVERY SEEMS TO BE  
A LONG WAY OFF FOR THE DOMESTIC MARKET AND CONSUMPTION CONTINUES TO  
SUFFER.**

Milan, October 2013 – A very strong international aptitude that has and continues to enable it to take all the opportunities offered by exports and balance an extremely weak domestic market: this is the picture of the eyewear sector of the past five years.

*“While awaiting positive signs from the domestic market, export data for the first half of 2013 have once again confirmed a trend that is reassuring for us.” – said ANFAO President Cirillo Marcolin. – “This testifies to how much we are appreciated in the world and how much our companies’ international aptitude is a key factor.”*

At manufacturing and labor levels it is still too soon for any in-depth analyses. To date, the 2012 trend seems to be confirmed, with a slight growth in **manufacturing (+4.2%), sustained by exports.**

In the **first half of 2013 the sector’s total exports grew by 5.4%** in value compared to the same period in 2012. Considering the two main segments, exports of **sunglasses increased by 6.3% and frames by 4.7%**, again at trend level.

During the first half of 2013, the value of Italian eyewear exports, worldwide, stood at over €1,483 million and **the sector's positive commercial balance was in excess of €1,000 million.**

Exports of Italian eyewear by **geographical area** were excellent in **America (+11.8%)**, good in **Europe (+6%)** and modest in **Asia**, where they remained basically stable compared with the first half of the previous year (**-1.3%**).

The key role of the **United States** has been confirmed. It is the sector's first country of reference with an almost 23% share of Italian eyewear exports. Here, exports in the first half of 2013 showed an **11.5%** positive trend increase (+4.8% for frames and +14.2% for sunglasses).

In Europe, where some large countries have begun to grow again at more than acceptable levels, standing out in the six-month period are our exports to **France**, the sector's second country of reference with a share of just under 15% of total exports of sunglasses and frames. In the first half of 2013 Italian eyewear exports **grew by 9.6% in value** compared to the same period in 2012, particularly for **frames (+13.1%)** and **sunglasses (+7.1%)**.

The German market was also particularly receptive during the first half of 2013: exports of sunglasses and frames from Italy to **Germany grew 17.9%** in value (**+28.3% for frames, +10.5% for sunglasses**).

*"It is important that Europe returns to good levels of growth and we are optimistic about the results in France and Germany. We hope that the other countries (our own first and foremost) will not take too long to get back on top again. Europe is a mature market, but it is still an important point of reference for our products."* – Marcolin emphasized.

Apart from traditional markets, for some time now Italian eyewear has been looking with interest at **emerging countries and markets that are further away**. Exports to these areas are constantly growing and contribute to the overall success of the sector.

From this aspect, in the first half of 2013 exports of sunglasses and frames were particularly noteworthy in **Brazil (+27%), Turkey (+21.7%), South Korea (+18.4%), Mexico (+17.4%), Thailand (+13.3%)** and **Russia (+10.1%)**.

In absolute value these countries represent less than 3% of the sector's exports, but only a few years ago it did not exceed 0.5%.

*"It is obvious that as they continue to grow these countries will become important, with really sound potential for our exports."* – Marcolin underscored.

Clashing with these favorable results is the trend on the **domestic market**.

Many analysts say that 2012 was probably the worst moment, but the first six months of 2013 have not shown any sign of a recovery: the downturn has stopped, but we are still seeing negative trends because consumption has not yet reacted.

*"We will see what happens in the second half of the year and hope that, finally, there will be a reversal. If it is true" – concluded the President of ANFAO – "that exports support our manufacturing, then it is equally true that the country's current situation daily undermines any possibility of investment and work for all companies. We appeal to the institutions to uphold our requests and as soon as possible authorize the reforms that are necessary and essential for a return to growth."*