

## MOLITECNICA SUD internationalization process

In a climate of increasing global competition, in Italy as in many other European countries, there has been a massive number of companies entering the international market. **Molitecnica Sud** is not an exception to this process and in fact some years ago it started to look for new competitive opportunities in international markets by creating the brand ICE (Italian Cereal Engineering Srl), a trading company specifically addressed to the engineering sector that deals with the development of its sales abroad.

This choice led to transformations including the change in the organizational, technical and financial structure, a different deployment of human resources and a homogenization of rules and behaviour at an international level, a standardization of operational procedures and methodologies and heterogeneity in the features of the finished products.

In this context, Molitecnica Sud, which has

been producing milling plants for decades that are perfect in terms of quality, reliability, marketing, excellent service and price has joined with IBF in a strategic partnership. IBF is a company with a proven knowledge in the review and commercialization of new and second-hand machines for pasta factories, mills and industrial installations. Another step to support internationalization was achieved by Molitecnica Sud when it participated in Indagra 2012. This is the most complete event of its kind in Romania in the field of animal husbandry, agriculture and food industry and is the result of an effective collaboration and demonstration of confidence on the part of Map and Silotech, a partner company producing silos. In conclusion, internationalization is perceived by Molitecnica Sud as a normal evolutionary process becoming almost indispensable, which requires increasing commitment and resources to find new opportuni-



Molitecnica Sud at the Indagra 2012 (Romania) and at Ipack-Ima 2012 (Italy) exhibitions.

ties and tackle the many challenges posed by international markets with the purpose of acquiring and then defending a competitive and sustainable position over time.

*Maria Ferrulli*

(Molitecnica Sud - S.P. per Ruvo di Puglia km 1,300 - Contrada Torre La Macchia - 70022 Altamura - BA - Italy - Tel. +39 080 3101016 - Fax +39 080 3146832 - [www.molitecnicasud.com](http://www.molitecnicasud.com))