

Italy

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Italy's leader in water pump solutions continues its global expansion

Approaching fifty years in business, industrial giant Pedrollo Group gears up for its next half-century, with a firm focus on exporting the Made in Italy brand.

Founded in Verona by Silvano Pedrollo in 1974, water pump manufacturer Pedrollo SpA has grown into one of Italy's most successful industrial giants. A globally recognized yet still family-run enterprise, today the Pedrollo Group operates over two hundred thousand square meters of research, design, and production facilities in Italy alone, and exports its products to over 160 countries across five continents.

Pedrollo Group has doubled in size over the last five years through acquisitions and internal growth, and now produces almost 3 million pumps a year. Complementary businesses under the Group's umbrella now include Linz Electric (alternators), Gread Elettronica (specialists in electronics and software) Panelli (submersible pumps and motors), and US-based Superior Pump. In January 2023, Pedrollo announced a fur-

ther major acquisition of Barcelona-based Saci Pumps, expanding the Group's reach into the Iberian Peninsula.

Taking the Made in Italy brand international is the guiding principle behind Pedrollo's business model, alongside a commitment to innovation, with 15% of yearly turnover invested back into the Group's R&D department. Pedrollo also takes inspiration from German manufacturing practice. "We've learned about stability, robust industry, and technology from Germany," said Pedrollo's Co-CEO, Giulio Pedrollo. "We invest heavily there, because without our German branch, we cannot succeed in Europe."

Pedrollo's growth ambitions are always aligned with its strong commitment to sustainability. The Group has made significant investments in recent years to



Pedrollo's headquarters, San Bonifacio, Verona

enable its companies to produce power from renewable sources, with energy autonomy across its facilities the end goal. Additionally, initiatives including their Water Project have donated more than 1,300 wells worldwide, providing clean drinking water to over two million people.

With the total combined turnover of companies operating under the Pedrollo banner reaching €372 million in 2022, the Group is now eyeing up India and China for its next acquisitions, while continuing to consolidate its strong position in Europe.

INTERVIEW

GIULIO PEDROLLO
GROUP CO-CEO



"Made in Italy is our hallmark, and we're proud of it"

nations and understanding their need for cost-effective yet reliable products. As an international company, we recognize the importance of manufacturing high-quality products, such as water pumps, that are essential for everyday living.

Q: How is Pedrollo leveraging innovation to remain competitive ? We are lucky to be in Italy because there is an abundance of great engineers. We provide a high level of training to our technicians and managers to stimulate innovation and growth. Recently, we had the University of Padua conduct a seminar for our engineers about the evolution of plastics and their use in the future. We also invested in simulation software which we use to provide a better calculation of how we can make our products work more efficiently.

Q: How important is the German market for your company? Europe remains our most important market, and Germany is one of our main targets in the region. Establishing a direct presence in the country through Pedrollo Deutschland GmbH has allowed us to further grow our overall market share, compared to if we had simply continued selling direct from Italy. The pandemic taught us the importance of being closer to our end-users, and operating branches in other countries enables us to gain firsthand experience of local market trends. This is one reason why we continue to foster a constructive and positive relationship between Italy and Germany.

Q: How is Pedrollo addressing its CSR obligations? We have begun to install solar panels at our facilities, in order to become more energy self-sufficient. We recycle the water we use, and have taken steps to install additional energy-saving technology to cut waste. However, our biggest commitment

is to the health of our people. This year we want to create the Pedrollo Foundation, which will help the most disadvantaged people in the world. We developed our CSR policies not as a way to sell more, but to improve the livelihoods of those who are less fortunate.



Giulio Pedrollo alongside sister Alessandra and father Silvano

"We are an ethical and socially responsible enterprise, helping to make water, energy and technology accessible for everyone in every part of the world," says Giulio Pedrollo, Group Co-CEO.

Q: How does Pedrollo stand out in the global marketplace? We are an international company that has adapted our business to operate across multiple languages, cultures, and markets. Over the years, we have learned a lot, especially from dealing with poorer

Q: What does Made in Italy mean for Pedrollo? Products made in Italy are known to be well made and beautiful, and good value for money. Every product we manufacture must combine high quality and beauty. Made in Italy is our hallmark, and we're proud of it.