

OICE CONFERENCE

ENGINEERING AS ENGINE FOR GROWTH: OPPORTUNITIES AND CONSTRAINTS

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Until the internal market awakens, the most attractive opportunities available for Italian engineering firms are in foreign markets. More advanced organizational models and an aggregation process are necessary in order to consolidate market positions in those areas where Italian capacities are already popular, as well as to break into new and uncharted markets as a trailblazer for the rest of the economy and the construction industry as a whole – including induced markets.

Opportunities for engineering are opportunities for the entire national system.

The top 100 international engineering companies report a turnover total of 96 billion Euros; the Europeans report circa 42 billion and the Italians produce little more than 1 billion Euros of turnover.

In the 'Top 225 International Design Firms' rankings, published annually by the American magazine Enr (Engineering News Record), only 6 Italian firms are listed – which, despite achieving 50% of their turnover abroad, represents only 0,30% of production worldwide.

The foreign market is potentially infinite but so far not all players have been able take advantage of the opportunities it presents.

Even in the European rankings, Italy does not shine.

The top 6 European engineering firms all have more than 10,000 employees, while the top 6 Italian companies have no more than 500. Consequently, no Italian firm ranks within the top 100 positions.

Those 450 firms registered in OICE have produced just over 1 billion Euros of total turnover and their competitiveness on international markets is quite limited, despite the professional excellence of Italian engineering.

This is due to organizational models which are inadequate in current market context, with vertical structures whereby companies are managed and organized through freelance collaborations and business associations.

90% of Italian engineering firms consist of a sole practitioner.

Only through aggregation can the experience of larger firms be shared with smaller firms which, viceversa, can offer high-quality technical expertise.

The goal is individual growth via collective growth.