

PRESS RELEASE

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EMVA Market Report 2015 published **Evaluation of machine vision market in Italy**

Barcelona, 11 August, 2015. The European Machine Vision Association (EMVA) has published its 2015 Market Report “Machine Vision in Italy”. EMVA non-members can obtain the 39 paged pdf-report at a price of € 345,- plus VAT through info@emva.org.

The report for the first time maps the machine vision market in Italy. It covers the vision industry, their customers and the main applications as well as technical and commercial trends. In addition, the “eco system” for machine vision is described, including clusters, research centers and associations, trade shows and special magazines. This is being supplemented by market and growth drivers and an estimate of the market volume. In the general chapters readers find useful information about the Italian economy and how to invest in the country.

“Italy is a world leading machine building nation and has a healthy mix of small and medium size enterprises in its industry. The main portion of machine vision applications in Italy are realized in the industrial environment. This explains the large number of system providers and integrators in Italy”, says Andreas Breyer, EMVA’s Director of Market Research. “Also remarkable is the high number of academic institutes dedicated to

machine vision disciplines. Altogether, we identified more than 200 players in the Italian machine vision market. Adding the relevant industry associations, all these players are listed by name and website in the report.”

Despite the still difficult national economic conditions, the machine vision industry in Italy expects 2015 to become a positive year after all. “During an EMVA-survey amongst Italian vision players none of the participants expected a decrease in turnover by the end of 2015. In fact, a quite robust increase in turnover of around 10 percent is anticipated, supported by the powerful exports of most customer industries”, adds Andreas Breyer.

With the current 2015 market report the EMVA continues the strategy to investigate all European markets through the eyes of the machine vision industry.

Picture source: EMVA

About EMVA:

Founded in May 2003 in Barcelona, the European Machine Vision Association currently has about 100+ members representing more than 20 nations. Its aim is to promote the development and use of machine vision technology and to support the interests of its members - machine vision companies, research institutions and national machine vision associations. The main fields of work of EMVA are: standardization, statistics, the annual EMVA Business Conference and other networking events, European research funding, public relations and marketing. To find out more visit the web site www.emva.org.