



FILIPPO GERMANÒ, GIARDINA GROUP Leveraging loans to sell machines



Which sales channel are you using in the Balkan region?

*"Giardina Group builds **coating plants**. We sell pretty regularly, although this is a small market, collaborating with a local agent that also covers other countries. We have a reseller in **Macedonia**, while in other areas in the Balkans we use different channels.*

Many producers of semifinished materials or furniture have moved their factories to the Balkans; in Macedonia and Kosovo, you can have access to loans from Us banks, governments or the European Union.

The key to approach these markets and finalize contracts is to act immediately when these loans are launched.

We focus on direct sales, as the market is not big enough to set up a sales network that can also take care of service".

Where are your competitors from?

"At the entry level, our competitors are Chinese manufacturers, but now they are impacted by Trump's trade war. Our plant cannot be compared to Chinese products, we offer higher quality standards and furniture factories in the Balkans now require the unique features and the high quality of Italian technology.

Globalization requires high finishing standards for the most different applications, and we can offer that, also with our brand new excimer technology, providing huge benefits such as high hardness, scratch and abrasion resistance, ultra-soft touch and low opacity (1-2 gloss), fingerprint and yellowing resistance".