

## SNAIDERO WINS THE WAR ON FORGERIES

Following Ferrero, **Snaidero has also won the war on forgeries by its Chinese competitors.** As our rights had been infringed by a Chinese kitchen manufacturer (Haier) who had copied not only the models (Skyline) but also the photographs, **we managed to convince the Chinese authorities, thanks to the intervention of our ambassador, to interrupt production of the Chinese company.**

**Ing. Edi Snaidero** pointed out how this case could become an important precedent for defending companies which, like Snaidero, represent **Italian style**, invest in **creativity, innovation and design**, and market the results on all the international markets. The **Snaidero Group**, which has approximately twenty Snaidero and Rational outlets in China, is obtaining excellent results with the two brands, so much so that it is currently **the largest exporter to China in the world.**

The clear response by the Chinese authorities is a good omen for all companies that invest in brand, research and innovation. We think it is right for there to be rules that allow companies to compete at the same conditions as this promotes research, continual innovation and improvements in product quality.

The **ANSA press release** is shown below.

"(ANSA) - PEKING, 12 APR - The serious case of forgery reported by the Snaidero Group, a leading Italian fitted kitchen manufacturer concluded positively, in just a month, thanks to the action taken by, Liu Haixing, Chinese Secretary of the bilateral Government Committee. The Italian ambassador in China, Gabriele Menegatti, expressed his satisfaction in a declaration to Ansa and pointed out that, following the Ferrero case in January, this new victory shows that there is a trend in progress which is "a positive omen for all Italian companies with similar problems". In January, the High Court of Tiajin (northern China) admitted the claim by Ferrero and interrupted production of the Chinese company responsible for the forgery. This week, the Chinese Minister of Trade, Bo Xilai, announced that special "service centres" allowing people to report cases of forgery will be set up in fifty cities all over the country. Ambassador Menegatti said that the Snaidero case "is a further significant example of the effectiveness and centrality of the action that the bilateral Sino-Italian Government Committee can perform in sensitive sectors such as forgery to which our companies pay increasing attention". The next meeting of the Committee, presided by the foreign ministers of the two countries, will be held in Peking this winter. The agreement ratifying the Italy-China Government Committee was signed in Rome by the President of the Council, Silvio Berlusconi, and by the Prime Minister, Wen Jiabao, in May 2004 . (ANSA)"

