



CIFA celebrates the Made in Italy National Day by opening its doors to future generations

IMAGE SOURCE: CIFA

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- CIFA participates in the Made in Italy National Day by welcoming students to explore its concrete machinery design and production.
- Despite being part of the Zoomlion Group, CIFA maintains key functions and production sites in Italy, preserving its Italian identity.
- The company museum showcases nearly a century of Italian engineering and its impact on the construction industry.

- CIFA views such initiatives as investments in the future, fostering connections between education, industry, and local communities to inspire new talent.

On April 15th, **CIFA** takes part in the **Made in Italy National Day**, an initiative by Ministry of Enterprises and Made in Italy dedicated to promoting the value of Italian industrial excellence and its contribution to global innovation.

On this occasion, we open our doors to **schools and universities**, welcoming students to experience firsthand what it means to design and manufacture concrete machinery in Italy.

Made in Italy in a global industry

The construction equipment sector—particularly concrete machinery—is today largely dominated by global players, with many historic European companies now integrated into international groups.

Within this context, CIFA represents a distinctive example. Since becoming part of the **Zoomlion** Group in 2008, the company has continued to preserve and develop its **Italian identity**, maintaining in Italy its key functions: **R&D, Engineering, Styling Center, Marketing**, as well as its **Production** sites in Senago (Milan) and Castiglione delle Stiviere (Mantua).

This choice allows CIFA to combine global industrial strength with **Italian creativity, design, and engineering expertise**, ensuring a high level of reliability and ease of use across its product range.

Opening the doors to knowledge and experience

Taking part in the Made in Italy National Day means sharing not only products, but also culture, skills, and vision.

Students visiting CIFA will have the opportunity to explore the company's activities, discover how machines are developed, and understand the processes behind the design and production of concrete equipment used worldwide.

A journey that connects education with industry, offering a concrete perspective on the opportunities and challenges of the manufacturing sector.

A story to be experienced

CIFA's commitment to Made in Italy is also expressed through its **company museum**, open to the public, which tells the story of a brand that has contributed to shaping construction sites for nearly a century.

A story of engineering, and people—an example of how Italian know-how continues to play a key role in an increasingly global industry.

Looking ahead

Initiatives like the Made in Italy National Day are an opportunity to strengthen the link between companies, education, and local communities.

For CIFA, it is also a way to invest in the future, by sharing knowledge and inspiring new generations to take part in the evolution of the construction industry.

Source: CIFA