

## WAMGROUP® TOWARDS THE FUTURE

A little more than a year after the devastating earthquake in the lowlands north of Modena, the WAM® plant in Ponte Motta is in the midst of demolition and reconstruction. In the following interview WAMGROUP® Chairman & C.E.O., Vainer Marchesini, recalls the severe damage caused by the earthquake explaining at the same time his project for the future WAMGROUP®.



### **Mr Marchesini, just over a year after the earthquake, how much is the damage to this date?**

We don't have figures yet regarding the total damage, neither do we have all the data. But we are quite close to what we believe will be the final figures. If we talk about the damage that required the relocation of buildings and facilities, they amount between 40 and 42 million Euros plus additional 15 million in damages for the

loss of orders and for late delivery of products. In the end the total will be not less than 55/60 million Euros.

### **From your point of view, what was the most severe damage?**

Not being able to work for such a long time because the factory buildings were uninhabitable. Nobody knew when we would be able to go back to work and then

### **Contents:**

PAGE 2	Editorial ♦ The Bishop of Carpi Visiting WAM®
PAGE 3	WAMGROUP® towards the Future
PAGE 4 - 5	After the Earthquake ♦ Interviews ♦ Comments
PAGE 6 - 7	The Mayor of Cavezzo a Year after the Earthquake
PAGE 8 - 9	Greetings from the Mayor of Formigine
PAGE 10 - 11	Ponte Motta - Reconstruction Kick-Off
PAGE 12 - 13	The Eyewitnesses One Year Later
PAGE 14 - 15	Family Day in Ponte Motta
PAGE 16	Acknowledgements

*ctd. on page 3*



**WAMGROUP**

*strong ethics ....*

*.... winning spirit*

## EDITORIAL



Dear Reader,

A little over a year after the terrible quake that left 27 dead and deep wounds in the territory of the Modenese lowlands we wanted to update you about how our Group's members affected by the earthquake have lived the last 13 months, what has been done and what we plan to do.

Recently my next door neighbour - we live on the outskirts of Modena, 20 kilometres from Cavezzo - told me that a few weeks ago he went there although it is a bit out of area. He didn't go there before out of respect for the people. He "didn't want to be a tourist in search of images of destruction". He was deeply shaken by what he saw realising that the wounds are still not healed at all.

Those who live only 20 kilometres from the disaster may not have the perception of how long it will take for the territory to return to normal life. How should those know who live even farther away?

The people of Cavezzo have realised that it will take years, if not decades of work for certain things, just as they know that the timing of reconstruction will depend mainly on their strength of mind and their spirit of collaboration. For the rest of the world the earthquake has already become a distant memory, and certainly no-one can be blamed for that.

For WAMGROUP® and its subsidiaries WAM Industriale, TECNO CM, OLI® and TOREX® reconstruction began on the day after the earthquake. With this Newsletter we want to describe our future plans and give space to the testimonies of our people, describe how they have experienced the aftermath of the earthquake.

Best wishes,

Michael Grass  
WAMGROUP® Public Relations Manager

## The Bishop of Carpi Visiting WAM®

PONTE MOTTA DI CAVEZZO (MODENA), 10TH JUNE 2013



To the invitation to WAMGROUP®'s Family Day the diocese of Carpi replied that the bishop, His Excellency Monsignor Francesco Cavina, with great regret had to decline due to a binding commitment made previously. It was a pleasant surprise when, a few days later, the episcopal office called back to communicate the availability of the bishop to visit the Ponte Motta plant a few days before the big party. So, on the morning of Monday, June 10th, 2013, WAMGROUP® Chairman & C.E.O., Vainer Marchesini, was able to welcome the Bishop of Carpi to visit the factory partially undergoing demolition.



Ez Zirani Hamid and Monsignor Cavina

During the visit Cavina took the opportunity to talk with workers and employees including a brief interreligious exchange with the vice-president of the



The bishop with the workers

Islamic Cultural Centre of Mirandola, Ez Zirani Hamid, who works at TECNO CM.

His smiles, his pats on people's shoulders, his curiosity, his ability to listen and his words of comfort have made the visit of the Bishop of Carpi a special event that will not be forgotten.

The visit ended with the Bishop's blessing.



# WAMGROUP® TOWARDS THE FUTURE

ctd. from page 1



The greatest opportunity is to create a feeling of solidarity. It was really great to discover how work would unite us. The second opportunity is that in redoing all these buildings - some of which have been demolished - we tried to find more modern solutions

image: that of a resurrected company. No-one would have thought that WAM® would rise from the rubble of the earthquake as well as it has been doing so far. From the projects we have studied, the new warehouses, logistics, and even the look of the company will provide more space for communication, training, a permanent exhibition, research and development, giving rise to a new enterprise by the typical characteristics of a global company.

## On a personal level what has the earthquake left with you?

A little more humility. With an earthquake nature shows us how much stronger it is than us. In those moments nature reminds us that we are much less important than what we normally think. It also reminds us how short our life is and that we are only passing through.

we did everything under time pressure. Fortunately, we managed a lot of things well, but for those two/three months we were unable to work. When we started we had no stock because we could not access anything from the inaccessible buildings. In addition, we did not have our usual facilities necessary to manufacture automatically in a fairly short time. We set up some provisional production cycles and put them into operation following the earthquake. For some product lines they are still operational today.

## How did WAMGROUP® and its people react to the earthquake?

It would not be for me to say, but all the people who worked to save what has been achieved so far, say that what has been done is miraculous. Within six weeks after the earthquake, 80% of the people had a job. Within another two weeks, that's eight weeks after the earthquake of May 29th 2012, everyone had a job. There was only one small problem: not everyone had things to do. After the initial period, however, the organization began to turn. After a couple of months the logistics of materials was operational again and we managed to find the right work conditions for everybody.

**If there are also opportunities in a disaster, what do you think is the most important opportunity for WAMGROUP® after the earthquake?**

than what we had before, although the recovery of some buildings has in fact prevented a broader, more global project of modernization.

## What will WAMGROUP® be like in the future?

Those people who have suffered the trauma of the earthquake will be certainly much more united. They will feel more solidarity and generosity towards the company. The company, on the other hand, will be more generous, more supportive towards, and more united with its employees. WAMGROUP® will have a different



REVIEW ALL OF VAINER MARCHESINI'S TV INTERVIEWS AFTER THE EARTHQUAKE ON [www.youtube.com/wamgroupspa](http://www.youtube.com/wamgroupspa) OR TAKE A PHOTO OF THE QR CODE WITH YOUR SMARTPHONE



## AFTER THE EARTHQUAKE

THE DAYS AND WEEKS AFTER THE EARTHQUAKE IN MAY 2012 WERE MARKED BY A STRONG MEDIA INTEREST TO THE C.E.O. OF WAMGROUP®. MANY RENOWNED ITALIAN JOURNALISTS AND AUTHORS HAVE TAKEN VAINER MARCHESINI AS A REFERENCE POINT FOR THEIR STORIES ON THE LOWLANDS OF MODENA AFTER THE EARTHQUAKE.



One of the recurring phrases in interviews by Vainer Marchesini after the earthquake was: “You know what an earthquake is when you feel the fear of dying.”

If you have passed the event without any physical trauma the immediate



concern is for your family. Once you know they are safe your concern is for your home. Then comes the moment when you worry about your job. Has the company you work for been damaged? To what extent? Has your employer suffered any damage? How much? And



if he has suffered a lot of damage, what will he do? Does he have the energy, the resources, the desire to continue?

During the days after the earthquake

those were the questions people asked. Many had been lucky, others had lost everything, others mourned the loss of a loved one. Joy and despair often lived side by side.

Apart from consolation people mainly needed hope and reassurance that there would still be a job for them in the aftermath of the earthquake.

For Vainer Marchesini there has never been the question of whether to give up or continue. For him and his managers reconstruction work started on the day of the earthquake with the creation of a crisis unit. Internal and external communication regarding the activities that the company had decided to undertake was part of the crisis management. It was necessary to take advantage of the media interest not only to solicit aid from the State but also to reassure local residents by informing them about what was going on at WAM®. And Marchesini went further. It was his idea to bring together entrepreneurs and managers of the major companies of the area affected by the earthquake in a round table to remove the fear from the people that they might want to move away. The day after newspapers, radio and television communicated the news that the companies would not abandon the lowlands.

One of the first journalists to interview the WAMGROUP® president

among the debris of Ponte Motta was Concita De Gregorio of *La Repubblica*. Her article was entitled “*Io industriale, predico una religione estinta*”. She has recently taken up the interview in her book “*Io vi maledico.*”



David Parenzo, a TV journalist known to the public mostly for his role as co-presenter of a radio programme called *La Zanzara*, was the first to interview Marchesini in Cavezzo on day 5 after the earthquake.





Guy Chiappaventi did an interview of great authenticity for Enrico Mentana's prime time news on *La 7* seven days after the earthquake. On the anniversary of the disaster Chiappaventi returned for another interview.

Dario Di Vico, a columnist for the *Corriere della Sera* and one of the authors of a book published by the *Corriere* on the occasion of the first anniversary of the earthquake entitled "*Il cor-*



aggio di ricominciare - *La rinascita dell'Emilia*", dedicated a chapter to Vainer Marchesini and WAMGROUP®. Riccardo Luna cites the words of Marchesini in his recent book "*Cambiamo tutto! La rivoluzione degli innovatori*" which

recalls both the events of May 2012 and the 2012 *Entrepreneur of the Year Award* by Ernst & Young Italy.

In his book "*I-Factor - Il gene dell'imprenditore*" Franco Marzo, apart from a summary of specific WAMGROUP® strategies, provides a sharp portrait of the moral values of Marchesini entrepreneur and man. The text is based on an interview conducted by Marzo a few days before the earthquake.

Enrica Majo, a *RAI* journalist, came to Cavezzo and Ponte Motta in April 2013 to prepare a *Speciale TG1* on the state of affairs in the small lowlands town. With great sensitivity and no false sentimentality, Majo painted a picture in which she highlighted the great dignity of the people of the lowlands.



recalls both the events of May 2012 and the 2012 *Entrepreneur of the Year Award* by Ernst & Young Italy.

In his book "*I-Factor - Il gene dell'imprenditore*" Franco Marzo, apart from a summary of specific WAMGROUP® strategies, provides a sharp portrait of the moral values of Marchesini entrepreneur and man. The text is based on an interview conducted by Marzo a few days before the earthquake.

Enrica Majo, a *RAI* journalist, came to Cavezzo and Ponte Motta in April 2013 to prepare a *Speciale TG1* on the state of affairs in the small lowlands town. With great sensitivity and no false sentimentality, Majo painted a picture in which she highlighted the great dignity of the people of the lowlands.



## WITH THE EYES OF A CORRESPONDENT

**Enrica Majo is a correspondent of "TG1", the main TV news channel of the Italian "RAI". She has been with RAI since 1992. She belongs to the editorial staff of "Speciale TG1" and "TV 7". From 1997 to 2000 she worked for TG2. For the next twelve years she worked as a reporter at RAI Radio News. Enrica Majo has written for the newspaper "Il Tempo" in Rome and for the weekly magazine "L'Espresso". With her "Speciale TG1", a little less than a year after the earthquake, she managed more than anyone to capture how the people from the lowlands have reacted to the earthquake.**

For somebody with a job like mine it is difficult to understand people's nature. As correspondents we usually arrive in a place when there is something wrong, when there is an emergency, when something sudden, unexpected has happened. Just like the earthquake in Emilia. Yet what happened in the lowlands in the last ten days in May last year, gives further evidence of the character of those people who right after the quake did not falter or give up. Nobody waited for help from others to arrive. Everyone relied on themselves as they have been used to all along. The Emilians and Modenese, in particular, have never been equipped for earthquakes. What people in this area are worried about are the rivers. In a land where nature has been tamed, where, when you drive on the roads of the Po Valley what you have to be afraid of is getting lost—the fields being all alike orderly and cul-



tivated to perfection—the earthquake did not win. It has not succeeded in breaking the strength of many families.

What rebuilding has been done a little more than a year after the earthquake is the result of willpower of the men and women of the lowlands. Here again, work is what it's all about. Aid is arriving but extremely slowly. Only peanuts. Not enough. Many companies will not be able to reopen. Many small towns and villages are still deserted, shut off.

It will take time to revive the historic town centres, the heart of many of the places affected. More sacrifice is required (as if those made so far by generations were not enough) to rebuild the factories of the companies in the area. It would be a huge mistake to disappoint these industrious people who do not like to wait, who are not willing to give up their own history. These people now reclaim their town squares and their factories.

Enrica Majo

## THE MAYOR OF CAVEZZO A YEAR AFTER THE EARTHQUAKE

***In July 2013, the mayor of Cavezzo, Stefano Draghetti tells how his town has lived through the last thirteen months by summarising what has been achieved so far and speaking about the prospects for the near future.***

### **How were the last thirteen months for the mayor of Cavezzo?**

Thirteen months that have been complicated for me and my colleagues of the municipalities affected by the earthquake.



We are talking about a historic event that had to be faced with extraordinary resources which are beyond the possibility of a local authority. One of the toughest jobs that I have carried out together with the special commissioner for the emergency was the construction of a regulatory framework that enables

apart from agriculture. Without work this territory has no reason to exist. All our work has been done in this sense. Some things have been managed well, others certainly less. The general legislative framework is complex. There are many difficulties in interpretation, but we are trying to find the right way. After thirteen months many things have been done and one can see real prospects for the solution of problems.

### **A year after the earthquake what has been done?**

We have created the conditions for reconstruction. Many things have still to be done. However, for the centre of Cavezzo, where we had major melt-downs and demolition of condominiums, the projects for the new buildings

of the contributions allows everyone to count on being able to get back to their homes, which means that in a few months we will begin to see the first



major works on the reconstruction of those buildings which by collapsing have marked our historic town centre. For the boys and girls of our community the school year went on regularly in a modern, efficient structure set up in a few months as a result of the emergency. This allowed people to continue living here without giving up on basic services. After one year we have a new

*Photo exhibition in the former Nelson photo studio in Piazza Matteotti, Cavezzo*



assistance for people who have had housing problems. When the emergency phase has passed, these regulations should be strong enough to allow people to fix their homes and businesses in the region to restructure themselves. We live here because there is work, since this area has high industrial density and there are no other attractions,

that will replace the damaged ones are already under way. From this point of view, in one year, an important job has been done on the condominiums, finding an agreement and giving an assignment to overcome the understandable difficulties between those who have no ability to pay and those who have. Ordinances have been clarified. 100%

neighbourhood of homes and temporary housing. This solution applies to about 70 families waiting to return soon to their homes that were damaged by the earthquake.

### **What are the main difficulties for the people of Cavezzo a year after the earthquake?**





It is a fundamental social value. WAM® is not the only company, but like few others, has an employment and turnover volume which is highly significant for this area. This territory can only survive if there is work. The importance of this company for our community

The difficulties are essentially two: the first is the economic crisis, interweaving with the earthquake. This aggravates the overall situation. Disentangling the various ordinances creates the greatest difficulties and makes it harder to see, at least on paper, the prospect of a new home. The second difficulty is of moral nature. Our area has been hit hard. There is a need to share even through symbolic acts and not only public works or private interventions visible in the area. We have to give comfort and continue to receive some in order to resolve our situation.

### **What are your plans for the coming years?**

Give the opportunity to citizens and businesses to get back what they had before the earthquake, get the money to return to their homes and rely on the fact that there will be work. At the same time redesign and rebuild the old town centre of Cavezzo, a project that inevitably will take years, but is crucial to our community. In addition to public property, there are the churches. The earthquake did not spare anything. We need to start planning, to rebuild and renovate. The damage caused by the earthquake also gives us the opportunity to make different choices from the practice of the last fifty years, refining the structure of public spaces but without changing their identity.

**Finally, could you tell us what is the social value, in your opinion, of the project of reconstruction of the WAMGROUP® manufacturing plant in Ponte Motta?**

is vital and no-one can question that. We know that WAM® has unfortunately suffered major damage in their production plant and offices in Ponte Motta. WAM® did so much. They proved this immediately giving also an important emotional boost to the citizenship by declaring that they would return. They did. They did not stop production and, with a recent initiative, showed to their employees and families the state of reconstruction. I think the willingness to stay, redesign the company's layout and improve certain flaws - especially the road network to facilitate the transit of trucks - demonstrates how even in the complexity of what has happened, the company invests and does not stop. It doesn't use the excuse of the earthquake to move somewhere else, which would be a disaster for Cavezzo, for the province of Modena and the Emilia-Romagna region in general. So, from this point of view there should not be granted any rights but favours for this fundamental part of our society.



*Seventeenth century church in Ponte Motta*



*Apartments in Piazza Matteotti unfit for use*



*Piazza Matteotti*



*Demolished buildings*



*The church of St. Egidio in Cavezzo*

## GREETINGS FROM THE MAYOR OF FORMIGINE

*THE LOCAL DISTRICT ADMINISTRATION OF FORMIGINE HAS SET AN EXAMPLE OF GREAT SOLIDARITY WITH THE MUNICIPALITIES AFFECTED BY THE EARTHQUAKE*



Franco Richeldi

**After the terrible tremors in the lowlands of May of 2012, Franco Richeldi, from 2009 to now mayor of Formigine, together with all the staff of the municipality of his hometown, has set an example of great solidarity with the towns affected by the earthquake. When WAM® was searching for a solution for temporary relocation of their production, he showed that today's Italian public administration is still able to act efficiently.**

**Newsletter:** Mayor Richeldi, through its administration your municipality has shown great civic sense in supporting activities of solidarity for the lowlands of Modena affected by the earthquake. Can you tell us what you did?

**Richeldi:** First of all, I would like to congratulate Mr Marchesini for the



Marchesini and Richeldi at the L.A.R. plant

award he received and for the demonstration of professionalism, skills of development and innovation that he has given us through his company. I think it's a well-deserved acknowledgement. Our council takes great interest in the productive activities in our territory. At this moment, which for the lowlands is I think the most dramatic one after World War II, we are keeping in mind the people's basic needs. We made our offices available and provided our qualified staff to assist the people from the lowlands. As well as volunteers, there were also our technical and administrative staff, social workers, and municipal police, to provide immediate help to the municipalities that were affected.

**Newsletter:** In particular, you forged a relationship with Concordia.

**Richeldi:** We basically twinned with Concordia. We collaborated with the local authorities to draw up an emergency crisis management plan that they

needed. We have made all our resources available in order to be close, sending people and the things they requested. We still have a lot of work to do together. The collaboration does not end with the emergency. Work continues on what they requested, not only in terms of solidarity but also to make our professionalism and ability available to them, for reconstruction, and for the activities required to help a town to return to a normal life.

**Newsletter:** What role did your administration play in facilitating the settlement of WAM® in your municipality. When and how did you hear about the WAM® case?

**Richeldi:** We took action as soon as the opportunity occurred for a provisional settlement of WAM® thanks to our relationship with the property of L.A.R., in a facility that was objectively underutilized. L.A.R. has a long history in Formigine. In the past they used to have



up to 250 employees, reduced to 40 today. What made it possible to quickly transfer WAM® was the close relationship amongst the technical departments involved in permissions and authorizations. We felt the need to promote productive activities with immediate answers, especially for those who were affected by the earthquake. Right from the start, when meeting Mr Marchesini, we wanted to make clear that the council was prepared to make its administrative apparatus available for any possible need.

**Newsletter:** Congratulations and a big thank you to the Council of Formigine who has proved to be unbureaucratic, quick and supportive in very difficult times.

**Richeldi:** I think it was essential at this particular time, despite normal constraints and controls that do not allow us to act more promptly. The aim was to respond as adequately and quickly as possible. Our involvement is directed at all levels, so that people are able to find answers to all their necessities in a single point.

**Newsletter:** The way we were welcomed by you was a very pleasant surprise. Has the settlement of WAM® in your community, albeit temporary, been beneficial to the economic and social fabric of Formigine?

**Richeldi:** I could lean out the window and... maybe WAM® could stay in Formigine! But I understand very well that I can't wish that. It's merely an unsatisfiable desire. Here in Formigine we would like to have more productive settlements because it is very important for us to have points of reference in a residential municipality. I believe that every business, in this case a company so important and significant as WAM®, represents a key point for an area especially if it is a company of excellence. In our municipality we have outstanding activities, starting from qualified

crafts up to a few companies that are of international importance. Though not large size businesses, they are very important companies. I believe that within the area of research, development and innovation, a company like WAM® that is innovative, which is established at international level, which continues to invest and innovate, is one of the crucial elements of growth from the point of view of production. We need companies that become the symbol of our ability to innovate with excellence, and to figure at international level; companies that become key points of reference not only for our region but everywhere. The Modenese lowlands has such a structure. We do not have the ceramics industry in our town (a decision taken in the past). But next to us there is a huge industry, that of ceramic engineering which is on our territory and entirely of excellence. In this sense, I strongly believe that there



*Formigine castle*

are conditions to build a future. I should mention that Formigine was the capital of engineering. There were six/seven very significant companies in this area. Today the three that made up the core are left. These companies have had different outcomes, some remained and evolved, others have disappeared. What is left is the tradition. What WAM® can bring us, is the culture of innovation in this area. This is very important.

**Newsletter:** Between the municipality of Formigine and the management of WAM® there is a relationship of mutual respect. Is there a possibility of collaborations in the future?

**Richeldi:** I hope so, in the sense that the high regard towards the company and Mr Marchesini, is not only deep but respects the ability demonstrated by your company not to wait but to start immediately. This meant an extraordinary commitment: no crying but get going. I have seen the efficiency restarting a business in a few weeks with a huge capacity, and even with a huge willingness on your workers' part to contribute and collaborate on a commitment so burdensome (transferring machines, creating adequate working conditions in a structure that was not designed for this purpose). Faced with this situation, we recognized a huge capacity in you in rolling up your sleeves. Faced with a situation in which with great credit to the company has identified a pathway by which to restart. This is the true recognition for a company that has a tradition and very high professionalism. I hope there will

be a relationship in future because for Formigine WAM® has become the symbol of immediate reconstruction. And this is also the symbol of the Emilia region. We always speak about the Emilian way. The Emilia that rolls up its sleeves, etc. But not all of Emilia is like that ..., the good Emilia is like that. Even the dialogue and the building of relationships between the company and the workers who have shown this great ability and humility, is another important sign. Not all entrepreneurs are able to check what are the possible paths in time of emergency

but even in normal times. Obviously there is a strong cohesion between the company and the workers who created this immediate positive condition. As far as I am concerned, when the company returns to Ponte Motta, it'll certainly be a loss for us because this is a company which means added value. To be able to come and see you when you are back in your home will be greatly appreciated on our part.

**Newsletter:** On behalf of Mr Marchesini we would like to assure you that it will be a very welcomed visit since Formigine and its administration will always be in the heart of WAM®.

# PONTE MOTTA - RECONSTRUCTION KICK-OFF

WAMGROUP® GENERAL MANAGER, STEFANO BARALDI, ON THE FUTURE OF PONTE MOTTA



**T**hirteen months after the earthquake reconstruction in Ponte Motta is well under way. While demolition of buildings rendered uninhabitable by the earthquake of 29th May 2012 is advancing, the foundations of the new metal fabrication building have just been laid. After securing and subsequent restructuring of the Filter department, TECNO CM and former MAP®, the only building declared unfit for use after May 29th which will be recovered is the former shipping department.



It will be transformed into a depository. Next to the high-bay warehouse which remained completely intact, the new shipping department will be built. Between warehouse and the former MAP® unit, which now houses the Stainless Steel, SPECO® and SEPCOM® Division, the new Screw Conveyor production building will be erected which will be smaller than the previous one. The new Corporate offices will be located between the Filter production and the Secchia river.

**Newsletter** Mr Baraldi, could you give us a brief chronology of the events after May 29th, 2012.

**Baraldi** On June 18th, we found accommodation for our office staff in Modena. Relocation of MAP® at the premises of RONCUZZI® in Ravenna - a final solution as regards production - was completed on June 25th. July 9th we had enforced the temporary accom-

modation of WAM Industriale and TECNO CM in Formigine.

**Newsletter** How many square metres of buildings rendered uninhabitable by the earthquake in May 2012 are to be demolished in Ponte Motta?

**Baraldi** A total of about 30,000 m<sup>2</sup> which means more than 40% of the area roofed before the earthquake.

**Newsletter** Marchesini talks about a total of about 40 million Euros in damages without considering the indirect ones. What has been covered by the insurance?

**Baraldi** Sadly, not many local companies affected were insured. WAMGROUP® is and has been compensated to 15.8 million Euros. Even if it is only about 40% of the material



damage it has, however, given us some relief in resuming work, not least because we have been compensated very quickly.

**Newsletter** How many people are currently working in Formigine and how many in Ponte Motta?

**Baraldi** Taking the sum of the employees of WAM Industriale, WAM Italia, TECNO CM and WAMGROUP S.p.A., at the end of June 2013 we still had 140 people in Formigine against 410 in Ponte Motta.

**Newsletter** How many people did you have to lay off because of the earthquake?

**Baraldi** Fortunately no-one.

**Newsletter** Please tell us about the future. What will the Ponte Motta site be like tomorrow?

**Baraldi** If you wanted to find a positive aspect in disaster, it is for the opportunity to do things better. The new buildings will comply with earthquake standards with relative improvement entirely to Class 2. The project will be completed by 2014. It will also include a strong rationalisation of



production processes with a sustainable design of structures in view of the medium-long term needs of our Group.

**Newsletter** You are referring to the new metal fabrication and screw conveyor department.

**Baraldi** Not only that. With the new layout we will shorten the distances. This will lead to great savings in terms of time and energy.

**Newsletter** The screw conveyor building seems to be considerably smaller than the previous one.

**Baraldi** Another opportunity: In the scenario of localization of our production in four continents the number

of screw conveyors manufactured in Ponte Motta will never be what it was before.

**Newsletter** The new Corporate headquarters are impressive.

**Baraldi** By now our Group has reached a size which requires a representative showcase for customers. A company that is following the mission to become the main point of reference in the world of powder and granular material handling is obliged to assume an image that conveys competence, authority, professionalism, reliability and financial strength, as well as dedication to research and development and an intercultural attitude at all levels of the company.



# THE EYEWITNESSES ..... one year later



## Greta Vivi

Area Assistant, WAMGROUP

I still wake up with anxiety at 4 a.m., the exact time of the first earthquake of May 20th. However, I manage to go back to sleep afterwards. Although these awakenings are diminishing, anxiety is still very present. Another thing

that scares me today are the upper floors. I keep wondering how I would get out if there was an earthquake.



## Adriana Fugini

ICT Coordinator, WAM Shanghai

I still live in Shanghai on the 25th floor and, luckily, since I've lived here the earth has never shaken. Before the earthquake of 29th May 2012, I never used to be worried about heights but now I often think how I would manage if

an earthquake as the Cavezzo one happened over here. It is truly an experience that I would prefer not to repeat.



## Silvana Sola

Shipping Department, WAMGROUP

When there is a thunderstorm I am always on the alert; or when a forklift or a truck nearby makes the floor vibrate, I listen carefully. I'm always ready to run outside as I did during the quake. I have the same

feeling when I hear any dark noise coming from the workshop floor. These are the things that are forged in my mind.



## Davide Salvatori

Sales & Marketing Manager, OLI

I consider myself lucky in that I was only brushed by the earthquake. Work has been resumed (with the commitment of all) very fast and I have not suffered the damage and inconvenience caused to all those colleagues who have seen

their homes and daily life crumble living on for several months in precarious conditions.

## Nino Ratti

General Manager, TOREX

After May 29th 2012 I started to give a different importance to problems. I feel I am much more aware of the fact that all our daily problems can be solved so much more easily than the real ones as caused to our people of the *bassa* by the earthquakes in Finale Emilia and in Cavezzo.



## Claudio Pollastri

Shipping Department, TOREX

Often when I drive the forklift truck in front of the shelves of our warehouse here in San Prospero, I remember the panic at that moment on that day. Today, the sound of a truck outside at times reminds me of the tremendous roar of the earthquake. This experience I certainly can't forget.



## Stefano Cavicchioli

General Manager, TECNO CM

Since the debris fell on my head I'm particularly sensitive to movements and sounds that resemble those of that day. If I had to say in what way the earthquake has changed me, I would say that I feel more humble towards nature which is so much stronger than us. For us it was unthinkable. Now we know what an earthquake is really like.



## Nsiah Collins

Filter department, WAM Industriale

I don't suffer from any particular anxiety caused by the quake. However, I admit that certain sounds and vibrations, especially if they are sudden, put me on the alert. It is an instinctive reaction that stays with you if you found yourself in the midst of an earthquake like the one we experienced a year ago. But fortunately now everything has passed.







### **Maurizio Brina**

Foreman Screw Conv., WAM Industriale

I think I've passed the trauma of the earthquake fairly well. But last June, when we felt a strong tremor, my first thought was: where was the epicentre. For a moment the concern was there that it

was close and that all the theories of the experts who argue that for the next 400 years we are safe were wrong.



### **Andrea Ruffoni**

Foreman Filter Dept., WAM Industriale

Now I'm looking at the earthquake as something in the past, something already far away. My priority after May 29th 2012 was to keep my children and my partner calm and quiet. For me what has

changed is that I don't feel as confident as before the earthquake, but I think we should go ahead without thinking too much about the past. The worst is over and we have come out great.



### **Giuseppe Centola**

Marketing Manager, WAMGROUP

Every now and then the feelings I had that moment come back to me. I cannot say that it upsets me. I'm accustomed to the noise of the city. Since I started working for WAM, that is, in the country-

side, I have become accustomed to the sounds of the country which are different from those of the city. The abnormality of that deafening, threatening roar is probably what left the strongest impression on me.

### **Loredana Matei**

Procurement Department, WAM Romania

At one year after the event I'm still thinking about how to go 100% back to normal. I've focused on activities that keep me busy as much as possible, taking up sports too. After that period, I'm finding myself with a different attitude towards life, with another way of thinking. I'm thinking more about the things that are really important. In all, however, I'm unable to forget those moments and, above all, the good people who I had had next to me to overcome the moment.



### **Charles Spiteri**

General Manager, OLI Vibra, Malta

Every time I come to Italy I am always on the alert when I believe I can feel vibrations coming up from the ground, especially when I am inside. I no longer feel "comfortable and relaxed" as before the earthquake, even though the likelihood of another tremor in the region may be centuries away. Even back home, at the slightest feeling of any unusual vibrations, psychologically it's as if an "alert switch" goes on in my mind.



**REMEMBER THE  
MOMENTS OF OUR  
RESTART? WATCH  
THIS COLLECTION  
OF UNFORGETTABLE  
PICTURES!**





# FAMILY DAY I

*During his Christmas 2012 video message, WAMGROUP® Chairman Vainer Marchesini announced that, from the summer, the Company would have invited employees and their families. This became reality when the plant in Ponte*



Ponte Motta di Cavezzo, 22nd June 2013

In his welcome speech, the President of WAMGROUP®, Vainer Marchesini, stressed how important it was to rebuild the plant in Ponte Motta. The companies of the lowlands were deeply rooted in the territory and the employees feel the company they work for is part of them.

Through the Family Day, strongly backed by Marchesini, the Company wanted to prove to the employees of WAM® and its affiliates that this feeling of belonging was mutual. The Family Day was meant to be a feast for both adults and (mostly) children, organized by employees for employees and their families.

On a beautiful sunny summer day visitors could inform themselves about WAM® products and their use, the damage to the plant, and in particular about the future project for the site in Ponte Motta.





# PONTE MOTTA

*man & C.E.O., Vainer Marchesini, had promised that, come the families to visit the factory. On June 22nd 2013, the promise Motta opened its gates for a big party.*



Meanwhile, AtipiKo – a rock band from Modena with the voice of Marcello Belloni, employed by OLI®, and Braveheart with Silvio Banzi of the WAMGROUP® Communications Centre as vocalist and keyboard player, gave their very welcome free contribution to the success of the event.

In the aftermath of the earthquake, several journalists from newspapers and television came to visit Ponte Motta making the WAM® case and its president known far beyond the borders of the province and the region. Since then Marchesini has become an important reference point for the reconstruction of the area. Among the guests of honour taking part in the Family Day, the Councilor for Productive Activities of the Emilia-Romagna Region, Gian Carlo Muzzarelli, the Director of Production Activities, Morena Diazzì, the President of the Legislative Assembly, Palma Costi, the mayors of Modena, Giorgio Pighi, Formigine, Franco Richeldi, and Cavezzo, Stefano Draghetti.







## ACKNOWLEDGEMENTS

Dear Colleagues and Friends,

The great solidarity shown by all those who were and have remained close to our people in the last 13 months has given great comfort to those who have suffered personal damage by the earthquake. Feeling people close to you who live far away, people who luckily for them have never had such an experience, for the people of Cavezzo is reason for deep gratitude. More than 500,000 Euros have been donated to this date on the current account "Earthquake Emergency"—a demonstration of great generosity and solidarity that goes far beyond the borders of our country. A big thank you from all of WAMGROUP® and Cavezzo.

The WAMGROUP® Management



**RELIVE OUR FAMILY  
DAY THROUGH  
PICTURES AND  
INTERVIEWS WITH  
THE PARTICIPANTS!**

## IMPRINT

**Published by:**  
WAMGROUP®  
Communications Centre

Via Cavour, 338  
I - 41030 Ponte Motta  
Cavezzo (MO) - ITALY

Tel.: +39 0535 61 81 11  
Fax: +39 0535 61 83 43  
info@wamgroup.com  
www.wamgroup.com



**WAMGROUP**

strong ethics ....  
.... winning spirit

C.F. e PIVA 03017030366 - R.E.A. 350973 (MO) - Cap. Soc. € 10.000.000,00 i.v.