

ANCIENT WONDERS MEET MODERN INNOVATION

Born in Cairo 47 years ago, Romani Munir Azmi moved to Italy in the 1990s. After graduating in materials engineering from the University of Modena and Reggio Emilia in 2003, he took on the role of head of the technological laboratory at a well-known manufacturer of bulk material handling and processing systems in Sassuolo. He later worked as Quality Manager and Kaizen Team Leader of another Modena-based equipment manufacturer for the assembly department of Tetra Pak® packaging machines. In 2012, he joined the R&D department at WAMGROUP® before being appointed General Manager of WAM Egypt in 2016.

NL What about the situation in your country?

Azmi The market had been growing across various sectors, especially in concrete production, until early 2022, despite the impact of Covid. However, from then until March 2024, Egypt faced severe economic and political challenges due to the devaluation of the Egyptian pound, crippling markets further, worsened by the October 7th conflict between Palestine and Israel. Since March 2024, the pound's devaluation has stabilised, and the market is

slowly beginning to recover.

NL Anything particular about Egypt?

Azmi End users are increasingly sourcing their processing plants locally instead of importing them. This shift presents a clear advantage for WAM Egypt, positioning the company as a key supplier of plant components in the local market.

“Our ongoing challenge is to align our customers’ mindset with the WAMGROUP® way of thinking.”

NL Is there a specific challenge?

Azmi Our ongoing challenge is to align our customers’ mindset with the WAMGROUP® way of thinking.

NL What about the major challenges for the company and yourself at this moment?

Azmi With the current (slow) market recovery, we aim to retain all existing customers while also striving to attract new ones. We continue to offer the best possible service, ensuring the high quality of our products

at competitive prices tailored to the market.



Romani Munir Azmi

NL Major opportunities ?

Azmi In the short to medium term, our goal is to further penetrate the plastics recycling, drymix and minerals industries, wastewater treatment, and the beverage sector. We are currently in negotiations and submitting quotations in all of these industries.

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EDITORIAL



Dear Reader,

The idea of writing a book about Modena was born from the desire to offer a memento to the many international visitors who visit our headquarters in Ponte Motta every year. For decades, I'd been looking for a picture book that would fit the bill. It was in ArteStampa, a renowned Modenese publishing house, that I believed I had finally found the right source.

While there was no shortage of publications about Modena, none were quite what I had envisioned. It was then that the publisher, Carlo Bonacini, proposed that I undertake the task of creating such a book myself. After six months of tireless creative collaboration, the work is now complete, printed, and available for purchase online.

The book might have arrived a bit late for the holidays, but I would like to wish all of you a peaceful and productive start to the New Year — and hopefully, you'll get a chance to grab a copy soon!

Michael Grass

WAMGROUP®
Senior Public Relations Director

MODENA

ART, CULTURE, TASTE, AND MOTORS

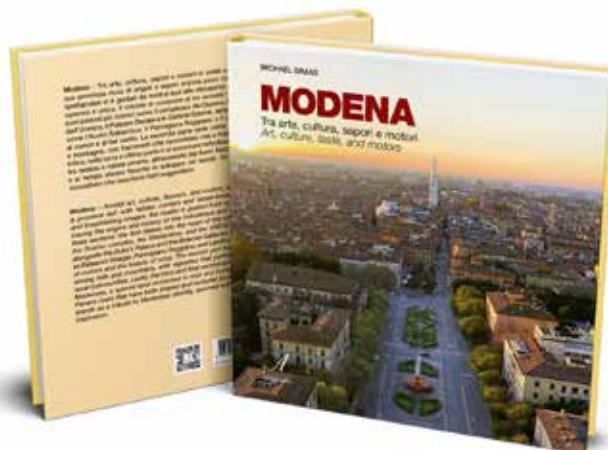
Modena Town Hall, 29th November 2024



Carlo Bonacini (editor), Michael Grass, Massimo Mezzetti (Mayor of Modena), Eugenio Tangerini (hosting journalist)

Spanning 132 pages and more than 300 photographs, **Modena - Art, Culture, Taste and Motors** is a pictorial homage to our favourite Emilian city, unfolding across three richly curated chapters, and presented in an elegant 27.5 x 27.5cm hardcover edition.

From the sunlit slopes of the surrounding hills and mountains to the misty expanse of the lowlands, Modena's charm is wonderfully showcased in all its splendour. Both curious travellers and lifelong residents of the city and its province will discover within these pages the very essence of what makes Modena so special: a place to admire, to savour, and to call home.



FROM TURMOIL TO TRIUMPH IN A DECADE

Giza, Cairo, Egypt, Summer 2024



The WAM Egypt Team

Established in 2011, WAM Egypt's inception coincided with the turbulence of the Arab Spring and the ensuing Egyptian uprising, which led to the collapse of the government. The period of instability gripped the nation until 2013, with significant economic fallout.

A new government was elected in 2014, bringing gradual political and economic stability. Markets began to reopen, but for WAM Egypt, the years from 2011 to 2015 were challenging.

Operating from a small sales office in a residential apartment, the company faced limited market share and recurring financial losses.

A turning point came in 2016 with a strategic move to a new facility in the 6th of October City industrial zone. Backed by WAMGROUP®'s support and a revamped strategy focusing on stock availability – particularly for the construction sector – WAM Egypt steadily increased its market share. This momentum drove annual

revenue growth, nearly doubling each year, culminating in significant financial results by 2021. The original site had become too small, prompting a move in 2022 to a larger 2,300m² facility in the same industrial area.

With enhanced capacity and a 25% surge in turnover that year, WAM Egypt cemented its position as a formidable player in Egypt's construction and industrial sectors.

www.wamgroup.com.eg



WAM Egypt 2019- 2021



WAM Egypt since 2022

AFRICA'S PREMIER BUILDING INDUSTRY EVENT



EGYPT PROJECTS has firmly established itself as Africa's leading exhibition for the building and construction industry. This essential gathering brings together top decision-makers and contractors, fostering strategic partnerships and providing access to cutting-edge products and services that shape the buildings of today and tomorrow.

As a global leader in the design and

manufacture of equipment and components for the building and construction sector, WAMGROUP®'s presence at EGYPT PROJECTS was a natural fit. WAM Egypt seized the opportunity to showcase the Group's innovative solutions and reaffirm its commitment to driving industry advancement.

Leveraging decades of expertise and technological know-how acquired in

the field, WAMGROUP®'s experts presented an impressive array of solutions tailored to meet the evolving needs of the construction sector. From pioneering equipment to state-of-the-art components, WAMGROUP®'s display underscored its status as a trusted partner for industry professionals seeking excellence and efficiency.

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CALCIUM CARBONATE FROM EGYPT FOR THE WORLD

El Minya City, Egypt, 2019 - 2024

ASCOM has been a trailblazer in Egypt's geology, mining, and manufacturing sectors for over 35 years. Headquartered in El Minya, its division, ASCOM Carbonate and Chemicals Manufacturing, stands as Egypt's largest producer and exporter of ground calcium carbonate, supplying industry-leading products to over 30 countries globally.



The company takes pride in its in-house engineering expertise, design-

ing and installing state-of-the-art plants. A trusted partner of WAM



Egypt, ASCOM has fostered excellent relations, reflected in their consistent investments and plant expansions to meet growing international demand.

Between 2019 and 2024, ASCOM signifi-

cantly upgraded its facilities, relying on WAMGROUP® products like TOREX® rotary and diverter valves, WAM® heavy-duty screw conveyors and slide valves, and EXTRAC® bin activators. These high-quality solutions have enabled ASCOM to maintain its position as a benchmark in refined calcium carbonate production, while continuing to expand its global footprint.

www.wamgroup.com.eg

DRIVING SPAIN'S SOLIDS TECHNOLOGY

Barcelona, Spain, 19th June 2024

Techsolds®, the Spanish Association of Technology for Solids, was established to serve as a dynamic, practical resource for its members, both domestically and globally. The association underscores the importance of collective effort in a rapidly evolving market. As highlighted on its official website, "in a specialised and increasingly demanding global market, companies need to join forces with common technological and strategic realities. The activities developed within the framework of Techsolds® seek to improve the competitiveness of associated companies and the contact between them."

Marking a significant milestone,

Techsolds® recently celebrated its 10th anniversary. Among the founding members honoured at the event was Stefano Montorsi, Managing Director of WAM Spain, who received a commemorative plaque in recognition of WAM Spain's contributions to the association's growth and vision. Over the past decade, Techsolds® has played a vital role in fostering collaboration, innovation, and competitiveness within the country's solids technology sector virtually in all industries.



Stefano Montorsi



TAG EL MELOUK dry food processing



INSUMAT insulating materials production



EGICS concrete plant

WAM EGYPT — SELECTED

TAG EL MELOUK FOOD INDUSTRIES has emerged as a leading name for transformative baking ingredients, powdered desserts, cooking essentials, and beverages. The company relies on MAP® mixers for their precise dry mixing recipes.

INSUMAT, a cornerstone of the Osman Ahmed Osman Group since 1974, dominates Egypt's waterproofing membrane sector. For its plant in El Sadat City, WAM Egypt provided a high-performance MAP® mixer alongside a suite of WAMGROUP® equipment to enhance production efficiency.

EGICS GROUP, **SPHINX**, and **GRAND** are recognised leaders in manufacturing concrete batching plants for ready-mixed and pre-cast concrete. These prominent companies have trusted WAM Egypt's expertise for years, benefiting from their reliable solutions. WAM Egypt is proud to be part of the WAMGROUP®'s more than fifty-year history as a supplier to the industry.



EDRA POWER, Port Said power plant



SPHINX concrete plant



GRAND concrete plant



DOEHLER beverage processing waste treatment

APPLICATION HIGHLIGHTS

DOEHLER, a global innovator in natural ingredients and systems for the food and beverage sector, uses WAM® Screw Conveyors and accessories to manage waste orange peel at its 6th of October City plant.

CHIPSY EGYPT, a household name in potato crisps, leverages SAVECO® solids-liquid separation equipment in its Assiut City facility to treat wastewater from potato washing and peeling.

DANONE EGYPT utilises SEPCOM® and CHIOR® machines by SAVECO® for efficient manure treatment across its two dairy farms, serving 1,000 cows.

At the Port Said East Power Plant, **EDRA POWER** ensures efficient water lifting with two 800mm-diameter Archimedean screw pumps by SAVECO®, exemplifying cutting-edge engineering.



CHIPSY EGYPT potato processing waste treatment



DANONE EGYPT dairy farm



ASCAM calcium carbonate processing

WAMGROUP® WINNER OF KAIZEN™ ITALIA AWARD 2024

Bologna, Italy, 7th June 2024

The concept of Kaizen — a philosophy of continuous improvement — traces its origins to Japan, where the term combines “kai” (change) with “zen” (good). First popularised by Toyota in the 1980s, Kaizen has since become a guiding principle for thousands of companies worldwide, driving innovation and operational excellence.

For over 13 years globally, and since 2017 in Italy, the KAIZEN™ Award has celebrated organisations across industries and of all sizes that embody this spirit of continuous progress. The award recognises not only transformative company projects but also the individuals who exemplify the Kaizen mindset.

This year, WAMGROUP®’s WEP (WAM Excellence Programme) claimed victory at the KAIZEN™ AWARD ITALIA. The award-winning project showcased a series of impactful initiatives implemented at WAM

Industriale, as well as at WAM Eurasia and the initial developments at WAM Romania.

The KAIZEN™ AWARD ITALIA, organised by the KAIZEN™ Institute, is open to all companies — including those without direct ties to the Institute — offering a platform for businesses to present and assess their continuous improvement projects. The evaluation process begins with an audit, after which six finalists are selected based on their scores. In the final stage, contenders deliver a concise project presentation to a panel of industry experts, who then determine the winner.



Alessio Davoli and Nicola Manzali proudly holding the award

WAMGROUP® now joins an elite group of past awardees, which includes renowned names such as Carpigiani, San Benedetto, BTicino, Randstad, and Ducati — all celebrated for their commitment to operational excellence and the pursuit of ongoing improvement.

www.wamgroup.com

NEXT ISSUE PREVIEW



Pyramid of the Magician, Uxmal, Yucatan, Mexico

In 2011, WAMGROUP® invested in its own subsidiary in Mexico to strengthen its presence in Latin America and expand its market share. The move aimed to capitalise on Mexico’s growing industrial sector, particularly in construction, food processing, and mining.

With this investment, WAMGROUP® sought to offer more tailored solutions to regional customers. This strategic step supported the Company’s broader objective of improving efficiency and accelerating its global expansion. Learn more about WAM Mexico in our next Newsletter issue.

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