



## THE ITALIAN PRESIDENT VISITS MODENA

On March 18th and 19th 2009 the city of Modena was given the rare opportunity of a visit from the Italian head of state, Giorgio Napolitano. In times of global economic crisis the visit was particularly significant. Accompanied by the mayor of Modena and various other local authorities, the president made his first stop at the Chamber of Commerce where WAMGROUP® Chairman & C.E.O., Vainer Marchesini, received the honour of speaking on behalf of the Modenese entrepreneurs.

In March the Italian president, Giorgio Napolitano, honoured the city of Modena with a two-day visit. On the agenda was a meeting with local entrepreneurs and public authorities at the Chamber of Commerce on March 18th. WAMGROUP® Chairman & C.E.O., Vainer Marchesini, was given the great honour to speak to the head of state on behalf of the Modenese companies.

During his talk Mr Marchesini mentioned how WAMGROUP® developed in forty years from an artisan workshop into a “pocket-size” global player in an area characterised by its industrial districts. In fact, Modena’s economy is mainly based on four industrial sectors: biomedical, textile, ceramics and, in particular, metal processing - with the sports and racing car industry as its world famous ambassador.

In this environment WAMGROUP® has always taken interest in the entire world market.

In contrast to those who believe that in the past everything was better, Mr Marchesini pointed out that thinking global and acting local is easier today thanks to cheaper travel and means of communication unavailable only a few years ago. Moreover, the integration of the markets has swept many bureaucratic obstacles away, making the exchange of goods easier.

Mr Marchesini sees a future full of opportunities offered by a global market where companies represent a tool for society as producers of value and prosperity. It is, therefore, in the interests of society to be able to

rely on well performing companies.

What Modenese businesses suffer from in particular are insufficient infrastructure, too much bureaucracy, a slow judiciary system, lack of a modern public education system, academic research and development not aimed at the market, inadequate protection of intellectual property, as well as a political system not paying enough attention to companies’ needs.

Mr Marchesini continued to underline that the crisis will sooner or later be over. However, it is important that once the upturn arrives, companies from all countries are able to compete under comparable conditions.

*(Highlights from President Napolitano’s speech on page 3)*



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**WAMGROUP®**

*strong ethics ....*

*.... winning spirit*

## EDITORIAL



Dear Reader,

When in 2008 the “marriage” between German auto manufacturer Daimler and US-American Chrysler ended, one of the reasons, if not the main one, supposedly were “cultural” differences. The term Intercultural Communication has been present in modern English for some time. At WAMGROUP® we have learned over decades what an outstandingly important resource this is.

Of our 2,000 employees worldwide only 700 are from Italy, the rest from 40 different countries on five continents. If it is the Group’s mission to be market-oriented, having people on our team who speak the same language and have the same cultural background as their customers, is of great strategic advantage.

To think global and act local is more easily said than done. It requires some deeper understanding of people’s wants and needs, as well as being prepared to tailor the offering for the market at issue on the basis of both marketing rules and cultural requirements.

We at WAMGROUP® believe that we are able to offer added value to our customers through our long experience of intercultural communication.

Best Wishes,

Michael Grass

WAMGROUP® Marketing Communications Executive

## INDIAN CONCRETE INSTITUTE THANKING WAMGROUP®



**WAM® Filter Division Product Manager, Fabio Pivetti, received a thank-you letter from the Indian Concrete Institute in New Delhi for a paper in which he provided information on how to comply with dust emission limitation directives by using WAM® dust filters.**

[www.wamgroup.in](http://www.wamgroup.in)

## ISO 9001 : 2000 Certification for FLITECH®



In May 2009 WAMGROUP® member, FLITECH®, received certification of the company’s quality management system according to UNI EN ISO 9001 : 2000. Like all the other group members so far,

FLITECH® has been audited and later certified by the internationally renowned certifying body, TÜV SÜD, from Germany.

Certification within the Group is an ongoing process. It is planned to certify another eleven members by the year 2012.

[www.flitech.it](http://www.flitech.it)



# ITALIAN HEAD OF STATE, GIORGIO NAPOLITANO, SPEAKING TO MODENESE ENTREPRENEURS

MODENA, ITALY - CHAMBER OF COMMERCE -, MARCH 18<sup>TH</sup> 2009



Italy's President, Giorgio Napolitano

In his speech President Napolitano emphasized that in times of world-wide crisis Italy should react by increasing its number of private enterprises and by improving social cohesion.

"...In the province of Modena one finds less prejudice-loaded conflicts and blind clashes between opposed sides than elsewhere in the country."

"...Globalisation did not start within the crisis. The current crisis is also a crisis of this phenomenon."

"...The fact that there are Italian companies which come from the depths of our provinces, from a small town like Cavezzo, (...) the fact that those companies manage to compete on the global market, in places so far away from our country, is an extraordinary evidence of vitality and is one of the levers required to shape our future."

"...When I heard Mr Marchesini say even in the months of crisis he has employed young engineers..., you see, Mr Marchesini, at the beginning you said 'maybe my optimism is untimely', I think that pessimism would be untimely when listening to you, hearing about yours and other companies' efforts."

"...But basically we cannot hide the fact that apart from all the efforts shown by our enterprises, the desire to grow, as well as the desire to strengthen

our foundations, we do have some serious problems as far as our country is concerned. The fact that there is the desire to grow but there are obstacles, that one does not find the appropriate conditions to grow, particularly today, in a radically changing world, is

what we should focus on in our reflection.

I've dared to say that this crisis has to become an opportunity to get rid of inefficiencies, of ballast, of old knots remained unsolved. (...) You too, Mr Marchesini, have mentioned them and I don't want to repeat the list. However, it is unacceptable that in some cases after years, in others after decades, we still carry that ballast. Perhaps the stimulus

of the crisis could become decisive, because it could help us to understand at last that if we don't remove that backwardness, those obstacles, those delays in making the country grow we will not be able to get out of the crisis. If, on the other hand, we do our best in this sense, not only will our country overcome the crisis, but it will turn out to be stronger, better and fairer. I think this should be our real effort and I hope that experiences like yours (...) will contribute on a national level and remain present in the process of carrying forward the necessary policies of renewal of our system.

In one point only did I not find a note of optimism in Mr Marchesini's words. I'm reading a line here that you didn't pronounce: that you are sorry that you won't be able to celebrate the company's second 40th anniversary. Please do not despair."

(84 year-old President Napolitano meant to encourage Marchesini jokingly alluding to his own age.)

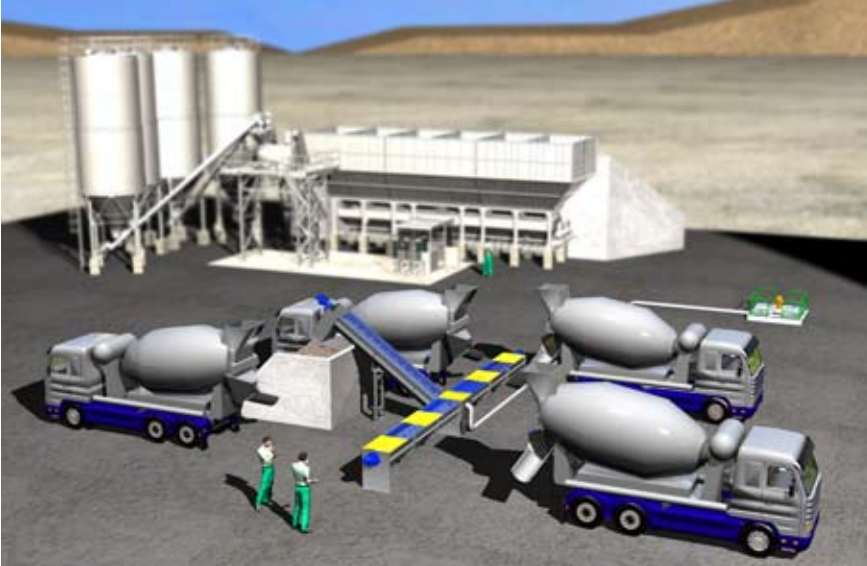
www.wamgroup.com



Article from local "Gazzetta di Modena"

# THE NEW CONSEP® CONCEPT

*INNOVATIVE CONCRETE RECLAIMING SYSTEM BY WAM®*



*CONSEP® "T" configuration for simultaneous unloading of four truck mixers*

The CONSEP® Concrete Reclaimer has been part of the WAM® product range for many years. In times of increasingly stringent environmental laws in fast developing countries time was ripe for a new machine which would meet those requirements even better.

As with many other WAMGROUP® products before, the engineers made extensive use of the Group's SINT® engineering polymers when redesigning the CONSEP®. Since the first SINT® engineering polymers were developed by TECNO-CM back in

1990, their outstanding technical characteristics such as low weight, high elasticity, yet extreme resistance to wear, became the basis for the development of a number of machines and equipment which often revolutionized the market.

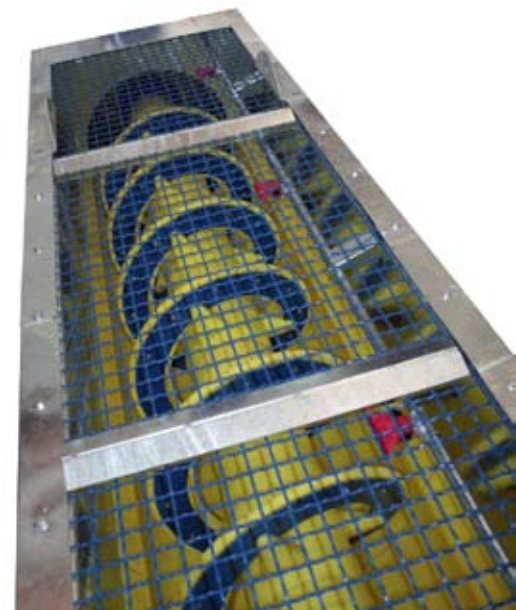
The challenge for CONSEP® was to combine the traditional features of a concrete reclaimer based on screw conveyor technology with new technical characteristics which would increase machine performance and durability. The idea of making up the ribbon flight screw from one-by-one

replaceable polymer screw segments equipped with bolted wear plates was taken from the tried and tested WETMIX® Mortar Mixers and DUSTFIX® Dust Conditioners. Compared to the screw of the old CONSEP®, weight sav-

ings amount to approximately 35%, while durability is three times up. The overall weight reduction makes the new CONSEP® considerably lighter bringing the installed drive power down to 5.5 kW. Energy savings are also linked to another feature: the non-stick SINT® lining of the trough which results in a remarkable reduction in maintenance. The new CONSEP® proves to be more efficient in extracting even fine sand particles from the concrete-water mixture. Field tests have shown that automatic self-cleaning operation at night, during week-ends and plant downtime in general, is reduced by 50%.

Rather than using it as a stand-alone unit, the new CONSEP® should be installed in combination with a special CONSEP® screw feeder by WAM®. This feeder comes in different configurations which fit up to four truck mixers for simultaneous unloading. In the configuration for four truck mixers a pilot installation in Dubai has been showing extremely positive results under heavy-duty conditions since March 2009.

[www.wamgroup.com](http://www.wamgroup.com)



## USER BENEFITS

- **Excellent Performance**
  - Simultaneous unloading of up to 4 vehicles
  - Fully automatic control of flow rate
- **Reduced Maintenance Costs**
  - Simple, quick maintenance
  - 3 times more durable
- **Reduced Operating Costs**
  - 65% less energy required thanks to quick operating cycles
  - 40% less wash water needed

## EVALUATION OF ECONOMIC EFFICIENCY

IN COMBINATION WITH SCREW FEEDER IN "L" OR "T" CONFIGURATION RUNNING COSTS HALVED IN 5 YEARS



# INTERCULTURAL COMMUNICATION

*A WINNING GLOBAL RESOURCE FOR COMPANIES OF THE FUTURE*



*Intercultural Workgroup in the Area of Information Technology*

The online encyclopaedia *Wikipedia* provides the following definition for Intercultural Communication: “Intercultural Communication is sometimes used synonymously with cross-cultural communication. In this sense it seeks to understand how people from different countries and cultures act, communicate and perceive the world around them. As a separate notion, it studies situations where people from different cultural backgrounds interact. Intercultural communication plays a role in anthropology, cultural studies, linguistics, psychology and communication studies”.

Nowadays the term Intercultural Communication seems to be on everyone's lips. No wonder in times of fast advancing globalisation. But what does intercultural communication really mean to a globally oriented group of companies today? Is it just the ability to communicate with people from other countries and cultural backgrounds linguistically? Or is it more than that?

First there is an understanding about habits and traditions, the knowledge of the dos and don'ts when visiting another country. Certainly intercultural communication has to do with local table manners and how to hand out your business card, but obviously that's not all. To finalise a business deal may require some different skills if you are in India rather than in France, or if you negotiate in China rather than in Saudi Arabia. Consequently, the ability of communicating in an intercultural way requires empathy, the capability to share and understand another person's emotions and feelings, in other words, the ability to put oneself into another one's shoes. People who have spent their career in export sales will confirm that it is this ability that has made them successful in closing their business deals. Let's be honest, do we always look for the cheapest price in a product or do we value perhaps even more other aspects such as service, reliability and trust in the person who wants to sell us that product?

In an international group like WAMGROUP® everybody is both sender and receiver, supplier and client. Here intercultural communication, as an every-day reality, needs to be constantly nurtured. For WAMGROUP® this represents an added value, a paramount benefit to customers, virtually in every corner of the planet.

To carry out projects globally, whether developing new products or organising flow charts in information technology, is common practice at WAMGROUP®. The collective development of problem solutions always turns out to be a mutually rewarding achievement. To be able to use the Group's own human resources has been an invaluable advantage since the setting-up of the first foreign subsidiary back in 1984. Today its long-term experience in intercultural communication puts WAMGROUP® in pole position amongst its competitors from any place and from any cultural background.

[www.wamgroup.com](http://www.wamgroup.com)

## RONCUZZI® DOCKSIDE HOPPERS IN TARANTO

*De-dusted Dockside Hopper for ILVA Steel Mill - Part of RIVA Group - in the Port of Taranto, Apulia, Italy*



*Dockside Hopper in Taranto, Italy*

Mobile Dockside Hoppers are an important product from the port equipment range of RONCUZZI®. One hundred and ten years of experience and expertise in the development and supply of ship loading and unloading systems for a variety of bulk solids have led WAMGROUP® member, RONCUZZI®, to developing the present hopper range.

Pollution control becoming increasingly important in sea ports all over the world, was incentive enough for the company's project engineers to design an advanced integrated filtration system to ensure dust-free hopper loading.

Recently RONCUZZI® was awarded an order for a dockside hopper by ILVA in the southern Italian port of Taranto. ILVA, which is part of the Italian RIVA group—among the world's top-twenty

steel suppliers—uses the hopper for iron alloys such as ferrosilicon, silicon-manganese and ferromanganese powders.

RONCUZZI® assembled the equipment on site and successfully commissioned it on time to the customer's total satisfaction.

[www.roncuZZi.com](http://www.roncuZZi.com)



*ILVA steel mill in Taranto*

## WORKSHOPS AND SEMINARS AT WAMGROUP®

*SAN PROSPERO, MODENA - ITALY, JUNE 24TH - 25TH, 2009 - TOREX® FACTORY SEMINAR*

Seminars are an important meeting point for WAMGROUP® sales staff to receive detailed information on new products and to share the corporate marketing strategies for the launch of those products. Workshops, on the other hand, are held in an early phase of development of a new product to analyse whether the chosen design features can be confirmed or if some last modifications are required before starting regular series production.

In June TOREX® organised a seminar to promote worldwide sales of the

company's new VAR-type Diverter Valve and, above all, the entire range of drop-through and blow-through Rotary Valves.

The two-day event included conference-style presentations and hands-on displays at the TOREX® factory in San Prospero, Italy.

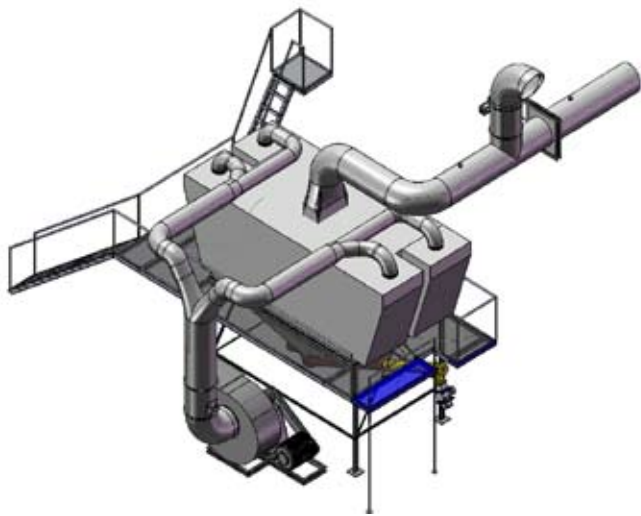
[www.torex.it](http://www.torex.it)





# WAM THAILAND SUPPLYING THAINOX

*WAMGROUP® EQUIPMENT FOR THAILAND'S FIRST AND LARGEST STAINLESS STEEL PRODUCER*



*3 D Animation of De-dusting System at ThaiNox*

**T**hainox Stainless Public Company Limited (ThaiNox), Thailand's only manufacturer and distributor of premium cold-rolled stainless steel sheets and coils, was founded in 1990

as a BOI-promoted joint venture of the world's leading steel industry groups from France (Arcelor), Japan (Nippon Steel), and Thailand (Mr Prayudh Mahagitsiri).

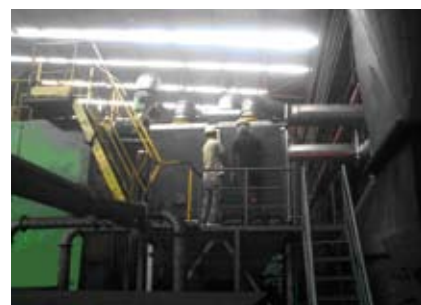
Located in Rayong Industrial Park, 170 kilometres southeast of Bangkok, ThaiNox's manufacturing facility is the first and the most advanced

of its kind in the entire ASEAN region.

For de-dusting of their new shot blasting plant ThaiNox placed an order with WAM Thailand of four 54 square-metre WAMAIR® insertable polygonal

filters, one SU-type single screw feeder fitted on the dust collector hopper outlet, one TOREX® RV10 rotary valve installed on the screw feeder outlet, as well as two MVE-type electric motovibrators by OLI® for cleaning of the dust collecting hopper.

Since commissioning of the plant in March 2009 the equipment has been operating to the customer's complete satisfaction.



[www.wamthai.co.th](http://www.wamthai.co.th)

## WAMGROUP® STAFF TRAINING IN INDIA

*MUMBAI, MAY 18TH - 20TH, 2009*

**S**taff training in a group which has the ambition to provide competent assistance to its customers worldwide is of utmost importance.

For the first time a Basic Level Training Course for sales and marketing staff was held in Mumbai, India in May 2009. The three-day course held by WAMGROUP® Communications Manager, Michael Grass, was attended by employees and managers of WAM India, WAM Far East from Singapore and WAM Thailand.



During this course the participants receive information on basic applied marketing tailored to the specific requirements of WAMGROUP®, followed by an overview of all major product lines.

The sessions on the products are divided into two parts. During the first lecture the design of the product in general, its purpose and function, as well as its historical development within WAMGROUP® are explained in detail. The second part, on the other hand, highlights the specific features of the product as designed and manufactured by WAMGROUP®.



*Staff from WAM India, WAM Far East and WAM Thailand*

Moreover, particular emphasis is placed on the user benefits in comparison to competitors' products.

Even some of the "oldtimers" among the students acknowledged it was worth participating.

[www.wamgroup.com](http://www.wamgroup.com)

# WAMGROUP® AT IPACK-IMA AND PLAST IN MILAN, ITALY

MILAN, ITALY, MARCH 24TH TO 28TH, 2009



Stand at IPACK-IMA

The two main events in Italy in the packaging and food processing industry, on one hand, and plastics and rubber processing, on the other hand, both take place simultaneously at the new exhibition centre in Rho, just outside the city of Milan. IPACK-IMA for packaging and food, as well as PLAST for rubber and plastics, take place once every three years alter-

nating with their German counterparts, INTERPACK and "K" which are also held at triennial intervals in Düsseldorf.

It was a particular challenge to promote the specific product range of each of the Group's members designed for the two industrial sectors. Both industries require the use of stainless steel in a high finishing grade.

At PLAST special emphasis was set on components for pneumatic conveying systems. WAMGROUP® member TOREX® was in time to present its VAR-type Diverter Valve, an additional option to the company's tried and tested VAD model. The other novelty from TOREX® was the top of

the range RVC/RVS 80 Rotary Feeder Valve, 80 standing for eighty litres of body volume.

Highlights at IPACK-IMA were the Group's ATEX-compliant products including, for the first time, Bucket Elevators and Chain Conveyors by RONCUZZI®.

[www.wamgroup.it](http://www.wamgroup.it)



Stand at PLAST

## Next Issue Preview

In 2009 the Group's biggest member, WAM S.p.A. in Italy, celebrates its 40th anniversary. Although against the background of a global economic crisis festive celebrations would seem untimely, 2009 certainly is a milestone that cannot be left



WAM S.p.A. Office Building in Ponte Motta, Italy

unmentioned. In the next issue of the WAMGROUP® Newsletter we will look back on the most significant moments of the last forty years of the company which laid the foundations for what has become a world leader in bulk solids handling & processing.

[www.wam.it](http://www.wam.it)

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

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