

WAMGROUP® NEWS

TO RUSSIA WITH WAMGROUP®

Anna Fedorova (35), who became the third general manager of WAM Moscow in January 2021, comes from Kurgan in Western Siberia, 150 kilometres from the border with Kazakhstan and 2000 kilometres from Moscow. While still a student, Alfredo Baioni, the general manager at the time, brought her to the WAMGROUP® subsidiary as an intern in 2006, where she was given the post of Deputy Manager in 2009 after graduating with a Master's degree in world economy from Moscow State University.

Newsletter What is the market situation in your territory since you've been in charge?

Fedorova Well, I've been in charge only for a couple of months, but compared to previous years, 2021 started remarkably well for us despite the challenges by Covid-19.

Newsletter What do you think is special about your market?

Fedorova WAM Moscow covers an extremely vast territory stretching

across Russia, Belarus, Kazakhstan, Armenia, Kyrgyzstan, and Tajikistan. Each of these markets is different,

but these countries have a common history, related economies, Russian is spoken everywhere and consequently the mentality of the people is quite similar. Since the creation of the Eurasian Economic Union in 2015, there has been an integrated single market with free movement of goods and services, with customs and technical regulations that differ from those in Europe. At 20.2 million square kilometres, the territory of the EAEU is twice as large as that of the USA or China.

"We are a young team of ambitious people full of energy, great ideas, and passion."

Newsletter What about the major challenges and opportunities?

Fedorova To be as close as possible to our customers, be it through our headquarters with a large warehouse here in Moscow, or through our three

regional offices in St. Petersburg, Rostov-on-Don and Ekaterinburg. Our aim is to establish lasting partner-



Anna Fedorova

ships with plant manufacturers and strategic end users in all industries relevant to WAMGROUP®. Quite a challenge with eleven time zones.

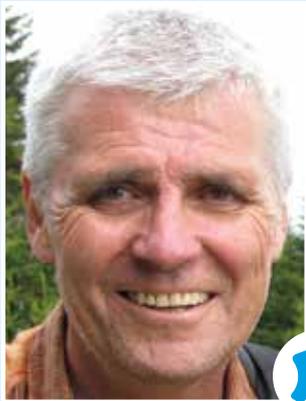
Newsletter What resources do you have at your disposal?

Fedorova We are a young team of people full of energy, ideas, ambition and a passion for work. My personal goal is to give my people the opportunity for professional self-realisation and to further develop the potential of the team.

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EDITORIAL



Dear Reader,

What can you do in times of a pandemic to effectively present your brand and product range to potential customers? After all, there are no trade fairs at the moment, not to mention business trips to visit customers.

That's where creativity is required. As a result of the epidemic, we have all got into the habit of engaging with our customers via Zoom or similar platforms. Technical training sessions are now delivered as webinars, order negotiations are handled via web portals. So why not host an in-house exhibition online?

No sooner said than done. At the beginning of December 2020, we streamed our first in-house exhibition dealing with machines and solutions for wastewater treatment. A second event followed in mid-April this year, which focused on animal farming and biogas.

The consistently positive feedback prompts us to plan further events of this kind for this year.

Best wishes,

Michael Grass

WAMGROUP®
Public Relations Manager

“NOI PER LORO”

ASSOCIATION FOR PERSONS WITH DISABILITIES

Staggia (Modena), Italy, 28th June 2020



“Noi per loro”, which means “We for Them”, is an association of families with disabled people from the village of Staggia in the Modenese lowlands, whose chairman is Lamberto Vincenzi, a former WAMGROUP® employee.

With the arrival of the 2020 summer season, after a complete lockdown due to Covid, the association wanted to take the opportunity to organise an outdoor party. WAMGROUP® sponsored the event with a personalised adventure kit for everyone consisting of a backpack, a water bottle, face masks, hygiene wipes and a rain jacket.

As an ambassador of the corporate values, it was a desire and an honour for Elena Marchesini to personally hand over the gifts to the pleasantly surprised recipients. Everyone had a great day.



FROM RUSSIA WITH PASSION

Moscow, Winter 2020 - 2021



millennium was dedicated to a rapidly growing customer base in a booming market.

With rapidly increasing sales, the number of staff grew accordingly. By 2013, WAM Moscow had become WAMGROUP®'s third largest subsidiary in terms of turnover with 32 employees and three regional sales offices in

the market dropped significantly. In 2015, OLI Russia was spun off as an independent company.

With the current staff of 29 and the relocation of the Smolensk office to St. Petersburg, WAM Moscow is well positioned to meet present and future challenges.

www.wammoscow.ru

The story of WAM Moscow begins in the autumn of 2005, when Alfredo Baioni, by now

General Manager of WAM Middle East and SAVECO Middle East in Dubai (see Newsletter No.2, 2020), was entrusted with the task of promoting the WAMGROUP® brand on the Russian market, which he carried out successfully. With an initial staff of four, the first decade of the new

in addition to the Moscow headquarters in charge of central-European Russia: in Ekaterinburg to serve the Urals and Siberia, in Rostov-on-Don for the southern regions and in Smolensk to cover Belarus.



After the Crimean crisis, when the Euro exchange rate doubled and economic sanctions kicked in, the buying potential of



A STRONG TEAM AT ALL TIMES



Giovanni Tacchi and Anna Fedorova

A man for all seasons, Giovanni Tacchi has made his mark on WAMGROUP® in several ways, first as general manager at WAM Shanghai (see Newsletter No. 1, 2013) and from the beginning of 2017 until the end of 2020 with the management of WAM Moscow, before he was drawn to Paris in 2021 to take up the post of general manager of WAM France. During his time in Russia, he was not only a teacher and inspiration for the team but also mentor to Anna Fedorova who took charge in January 2021.

“When I first arrived at WAM Moscow at the beginning of 2017, I found a great team with an average age of just over 30, who were full of verve and enthusiasm.

It was great to be able to pass on some of my knowledge to them and see that they enjoyed learning. I also got back a lot from them: their strength, their resilience in the face of difficulties, their ability to struggle in an environment that can be quite challenging, with temperatures often

dropping below minus 25 degrees Celsius.

A close relationship based on mutual appreciation and cooperation has developed over time. We have survived the collapse of the rouble, the “mutiny” of our biggest distributor, the challenges posed by Chinese competitors and, last but not least, the Covid pandemic. In all that, we still managed to grow considerably. Eventually we moved to new premises in Moscow with our own ware-

house, which enhanced our corporate image and the quality of company life in general.

So, after four years it was time to say goodbye, which of course causes a bit of a lump in the throat when you have worked together on a project for so long. At the same time, it fills me with pride to see how Anna and her team are facing the tasks ahead, in the old WAMGROUP® tradition of strong ethics and winning spirit.”

Giovanni Tacchi

WAM MOSCOW GOING FOR GOLD

Sochi, Russia, 2010 - 2014



involved set up various building materials processing plants.

It surprised the world that the Games were to be held at a resort on the Black Sea coast, where the mild climate evoked images of a beach holiday rather than a winter sports tournament.

When it was announced that the 2014 Winter Olympics would be held in Sochi, Russia, the construction companies

In 2010, WAM Moscow was awarded the contract to supply various equipment for the Sochi cement terminal

of the Russian railway. The terminal served to realise various infrastructure projects for the upcoming major event.

In addition to 30 BELLOJET™ Loading Bellows and SILOTOP® Venting Filters, WAM Moscow supplied a large number of Cement Screw Feeders and Conveyors as well as Butterfly Valves with different types of actuators. During several years of continuous operation of the terminal, our products demonstrated total reliability, as confirmed several times by the satisfied customer.

www.wammoscow.ru

EXCELLENCE IN WASTEWATER PRE-TREATMENT

Gvardeysk, Russia, since 2015

The town of Gvardeysk in the Kaliningrad region, in the far west of Russia, received a government grant in 2015 for the construction of a new municipal wastewater treatment plant for some 13,500 inhabitants and a planned daily wastewater volume of around 5,000 cubic metres.

Four identical WASTERMASTER® TSF2 Compact Pre-treatment Plants in special design were supplied. According to the strict Russian guidelines, all wastewater treatment plants must have a generously dimensioned reserve. In this case, two plants are operated, with the other two serving as backup.



Each compact pre-treatment plant has a capacity of up to 30 litres per second and offers the operator optimum efficiency in mechanical pre-treatment and grit separation, which greatly ben-

efits the subsequent biological and chemical treatment steps of the effluent in its purification process.

www.wammoscow.ru

WAM MOSCOW - PURIFYING POWER

Nevinnomyssk, Russia, since 2012

As a Russian-owned Swiss company, Eurochem Group runs 13 non-organic fertiliser producing plants in four countries.

One of these plants, Nevinnomyssky Azot in Southern Russia between the Black Sea and the Caspian Sea, operates a full-scale wastewater treatment plant for industrial and municipal wastewater whose daily flow rate amounts to 69,000 cubic metres with hourly peaks of 4,300 cubic metres. In 2012, the company started a lengthy process of upgrad-



ing their plant. Initially, five shaftless screw conveyors with a total length of 50 metres were installed to trans-

port dewatered sewage sludge through a special tunnel into containers.

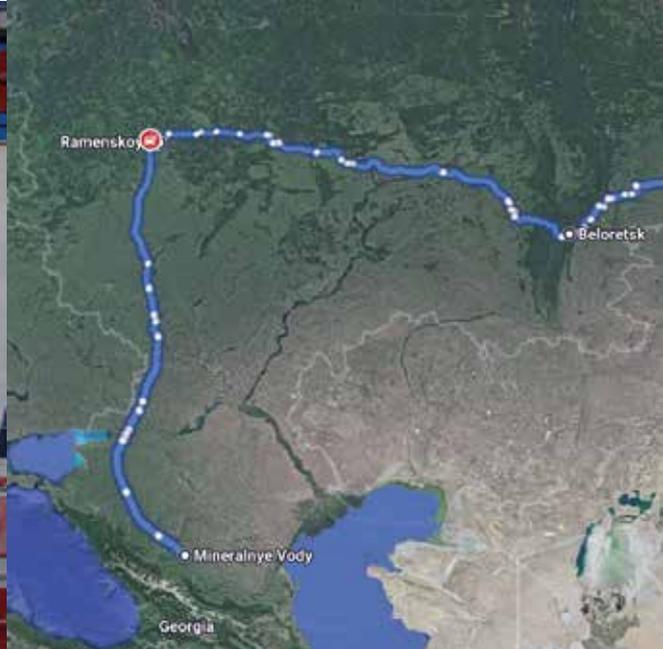
As part of further investments, WAM Moscow received additional orders in 2019, including five WASTERMASTER® TSF3 Compact Mechanical Pre-treatment Plants with a capacity of up to 250 litres per second, three LCS Compact Sand Washers and eight PTP Peripheral Traction Clarifiers for primary wastewater treatment.

Commissioning is planned for late 2021 to early 2022.

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KAYMINSTEKLO, Mineralnye Vody, Russia



RUSEAN, Ramenskoye, Russia

WAM MOSCOW'S

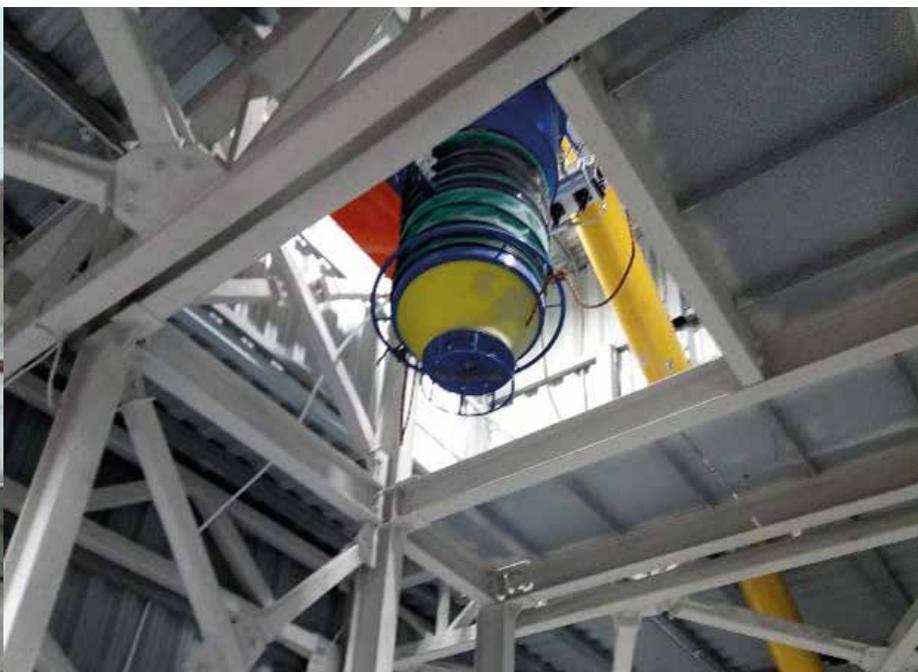
What it means to serve customers in a country with eleven time zones is illustrated by the map above, using five reference installations of WAM Moscow as an example. Lined up end to end, they stretch over 6,000 kilometres, which corresponds to a car journey without unforeseen interruptions of eight to nine days.

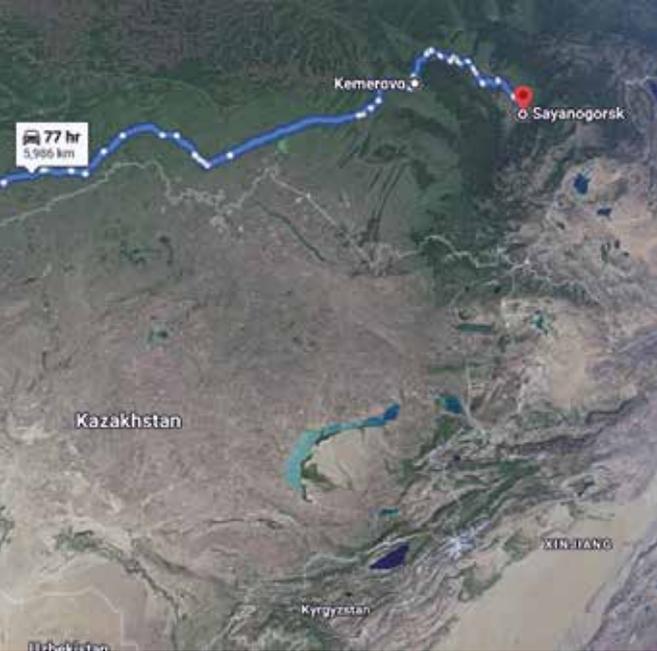
Our journey begins in Mineralnye Vody in the southwest of the country, not far from the border with Georgia, with the use of WAMFLO® filters in a glass packaging factory belonging to the French Verallia Group.

1,500 kilometres north, just outside Moscow, lies Ramenskoye. In 2018, WAM Moscow supplied Rusean, a manufacturer of dry mix building materials, with a 2,000-litre batch mixer as well as numerous screw feeders, rotary valves, micro-batch feeders, and silo accessories for a new production line.



RUSAL, Sayanogorsk, Russia



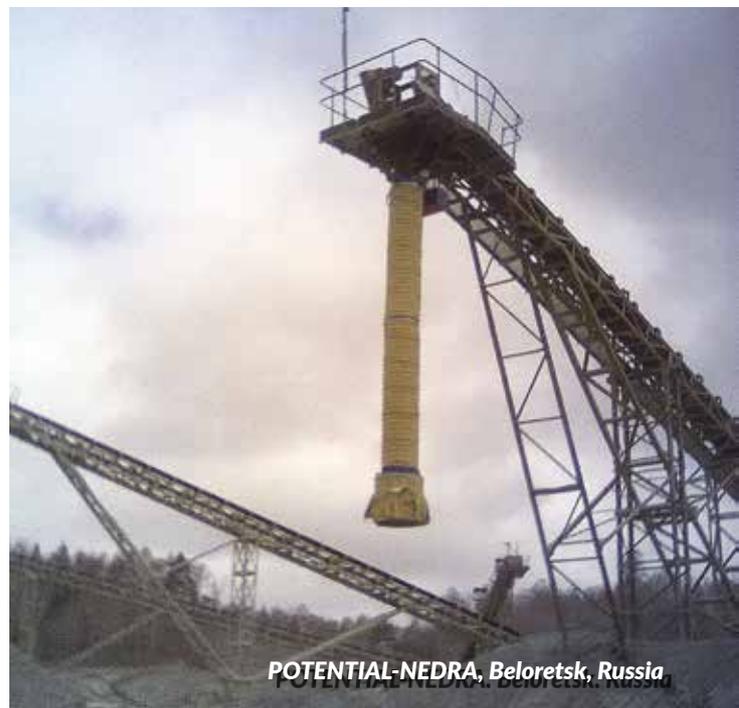


LONG WAY ROUND

The journey continues, 1,600 kilometres to the east, to Beloretsk, where Potential-Nedra operates a quarry with a TOREX® telescopic loading bellows in heavy-duty design, which has been working successfully in extreme climatic conditions down to -45 degrees Celsius since 2019.

2,000 kilometres further east, in Kemerovo in deepest Siberia, the company Kuzbassenergo has been successfully using MBF micro-batch feeders for its test laboratory since 2020 to enrich coal from its mine with an associated processing plant.

The destination of our journey, Sayanogorsk, lies another 800 kilometres southeast on the Yenisei river. Rusal produces aluminium here. For the storage and supply of raw materials, in 2020, WAM Moscow supplied the screw feeding system in addition to all silo accessories including a SILOTOP® ZERO venting filter.



RPB KUZBASSENERGO, Kemerovo, Russia Thailand

PRODUCT TRAINING THROUGH WEBINARS

Ponte Motta, Italy, February 2021

In February 2021, WAM® FEEDERS Product Manager, Davide Papazzoni, impressively demonstrated how a new product can be brought closer to colleagues from sales in the form of a webinar on the introduction of the MBH-type Micro-batch Feeder.

In ten sessions separated by time zones, between 13 and 20 participants each were presented with the product in all its details in a three to four-hour training. In addition to the classic webcam, a mobile, high-resolution video camera guided by Papazzoni's co-worker, Amrit Pal Singh, was used as an aid to explain the individual components of the feeder. The high level of interactivity showed that even four hours can fly by. Participants could give instructions to the cameraman to bring technical details into focus. In addition, video material and animations were used both during the presenta-



Davide Papazzoni and Amrit Pal Singh during the webinar

tion and in dialogue with the course participants as needed.

On average, 80 % of the webinar was devoted to technical topics and the remaining 20 % to commercial questions.

Both the organiser and the participants shared the consistently positive assessment of the initiative and feel energised by the prospect of taking part in further events of this kind.

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NEXT ISSUE PREVIEW

Bolesławiec, market square and town hall



The medieval town of Bolesławiec, known for its centuries-old tradition of producing artistic ceramics, is the home of WAM Polska and its general manager, Fryderyk Jarosz.

With the fall of the Berlin Wall, the change from a state-planned economy to the establishment of numerous private companies found its way in Poland too. In the next issue of the WAMGROUP® Newsletter we will deal in detail with the development of the Polish market and the WAM® subsidiary there in various articles and case histories.

IMPRINT

Published by:
WAMGROUP®
Communications Centre

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C.F. e P.IVA 03017030366
R.E.A. 350973 (MO)
Cap. Soc. € 10,000,000.00 i.v.

