

## THE DECADE OF THE CHINESE DRAGON

Before joining WAMGROUP® in November 2004, Gianfranco Sabatini (45) spent eleven years in the petrochemical industry followed by three years in the chemical industry where he developed his management skills in planning, controlling, sales and legal matters. His profound knowledge of China and its culture, combined with his work experience of many years in the country of the rising sun, certainly made him fit for the job of general manager of WAM Shanghai. However, who could predict that since his appointment the company would have quintupled its turnover?

**Newsletter** Mr Sabatini, did you expect such a development when you joined the company five years ago?

**Sabatini** If I said I did you would probably ask me why I'm still working as a manager given my clairvoyant power. Joking apart, the speed of development is breathtaking.

**Newsletter** What do you mean by breathtaking?

**Sabatini** In 2004 we manufactured 2,700 screw conveyors in our former premises here in Shanghai. For 2010 we forecast ten times as many.



**Newsletter** What distinguishes WAM Shanghai from other suppliers?

**Sabatini** The Chinese market is extremely demanding in terms of quality and service. To match those demands WAM Shanghai takes pride in providing the best quality products and service available combined with reliable on-time delivery.

**Newsletter** How do you manage such a vast market?

**Sabatini** We are trying to do our best in being market-oriented. Our organisation includes two manufacturing plants in Shanghai and Wuxi. In addition, we have branch offices in Beijing, Guangzhou, Chengdu, Qingdao and Changsha.

**Newsletter** What do you think the future will bring for WAMGROUP® in China?

**Sabatini** The crystal ball again? Well, with public and private investment still increasing, I believe we can expect continued growth for at least another five years.

**Newsletter** Anything you intend to improve?

**Sabatini** The big challenge in this market is to excel in everything. And there is always room for improvement. We simply need to be the best at taking care of our customers and supplying top quality products and services.

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## EDITORIAL



Dear Reader,

There is more than one answer to the question: is the crisis is over? While in western Europe signs of recovery are only faint, they are more clearly perceptible in eastern Europe including Russia, as well as North and South America with Brazil going particularly strong.

A totally different story is happening in Asia, especially in India and China. After the abrupt slump of the Indian economy in the first half of 2009, the current GDP growth rate is coming close to 9%. China, on the other hand, has returned to a double-digit growth rate, which places WAMGROUP® in the fortunate position of a global turnover projection at 2008 levels.

With the focus of the global economy inexorably shifting towards those two countries, this is reason enough to introduce the WAMGROUP® subsidiaries there in detail, starting with WAM Shanghai and OLI Wolong in this issue.

Best Wishes,

Michael Grass  
WAMGROUP® Public Relations Executive

## NEW MANAGEMENT AT WAMGROUP® HOLDING

PONTE MOTTA, ITALY, MAY 6TH, 2010

Given the size and complex structure of the Group, in order to make the organisation more effective and efficient and able to respond adequately to all the different demands of the market, the Board of Directors of WAMGROUP S.p.A. decided that from June 1st, 2010 a new function of general management of WAMGROUP S.p.A. would be established which has direct power and responsibility towards all the companies of the Group.



Stefano Baraldi

Stefano Baraldi, formerly general manager of WAM S.p.A. (see Issue No. 2, August 2007), has been awarded the post of General Manager of WAMGROUP S.p.A.



Enrico Storchi

The function of Chief Financial Officer of the Group will continue to be covered by Enrico Storchi (see Issue No. 3, December 2007). They will both report directly to the Board of Directors of WAMGROUP S.p.A.

The WAMGROUP® Newsletter editorial staff wishes both colleagues all the best for their future tasks.

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

## WAMGROUP® WINNER AT CHINA AWARDS 2009

MILAN, ITALY, NOVEMBER 25TH 2009



The fourth edition of the China Awards was held last November at Palazzo Mezzanotte in Milan, Italy. The event was organised by the Italy-China Foundation and Milano Finanza under the patronage of the Italian Ministry of Economic Development and the Ministry of Foreign Affairs, and with the partnership of the Italian Chamber of

Commerce in China and the contribution of the Intesa Sanpaolo Bank.

The event was aimed at rewarding those Italian companies which have managed to grasp the opportunities offered by the Chinese market, as well as Chinese firms which distinguished themselves in Italy.

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

# WAM SHANGHAI - MARKET LEADER IN CHINA FOR BULK SOLIDS HANDLING EQUIPMENT

*EUROPEAN TECHNOLOGY MADE IN CHINA SINCE 1995*



*WAM Shanghai in Ji Chang Town near Shanghai-Pudong International Airport*

As one of the foremost manufacturing subsidiaries of worldwide operating WAMGROUP®, WAM Bulk Handling Machinery (Shanghai) Co. Ltd., which was set up in 1995, has manufactured since 1997 various WAMGROUP® components and equipment destined to distribution first in China, then also for export to other surrounding countries.

WAM Bulk Handling Machinery International Trading (Shanghai) Co., Ltd. is a wholly owned subsidiary of WAMGROUP®.

Since its foundation in 1995, the company has enjoyed a steady development.

In November 2005, WAM Shanghai moved production to new premises in Ji Chang Town, literally a stone's throw away from Shanghai's International Airport in Pudong. The newly built ultramodern factory equipped with state-of-the-art production machinery, occupies a total area of 48,000 square metres (12 acres) of which 16,000

square metres (4 acres) are roofed.

In November 2008 the first of a 3-stage multi-million-dollar construction project of a sec-

ond manufacturing plant was opened in the Huishan Economy Development Zone of Wuxi, some 150 kilometres west of Shanghai. Once the plant is finished the factory building will cover 43,000 square metres (10.6 acres) of



*WAM Wuxi*

100,000 square metres (25 acres) of land.

As the WAMGROUP®'s production hub in the Asia-Pacific area, WAM Shanghai aims at supplying the market with a comprehensive equipment range for the construction industry. The exceptional price-quality ratio of WAMGROUP® products has resulted in a long-standing, extremely stable business relationship with the most renowned concrete and asphalt plant manufacturers

in the Asia-Pacific region.

Moreover, WAM Shanghai is also dedicated to product solutions for waste water treatment, the chemical and plastics industry, food processing and environmental technology.

WAM Shanghai's highly skilled staff backed up by branch offices in Beijing, Guangzhou, Chengdu, Qingdao and Changsha guarantee their customers top quality products, short delivery time and a second-to-none round-the-clock after-sales service.

While WAM Bulk Handling Machinery International Trading (Shanghai) is exclusively in charge of the domestic market, the Shanghai and Wuxi manufacturing plants serve WAMGROUP® trading subsidiaries all over East Asia and Oceania.

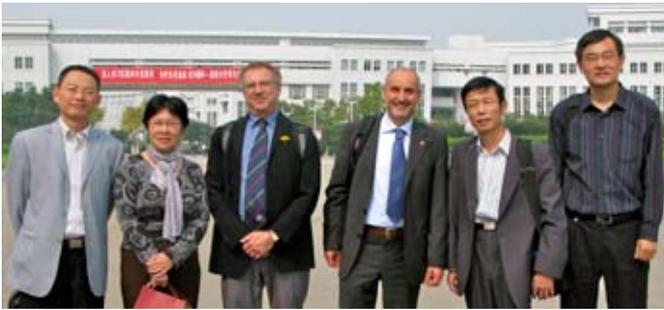
[www.wamshanghai.com](http://www.wamshanghai.com)



*Bird's-eye View 3D Animation of WAM Factory in Wuxi (final stage)*

# UNIVERSITIES ON THE MOVE

THE UNIVERSITY OF MODENA AND REGGIO EMILIA HAS ENTERED A SUCCESSFUL PARTNERSHIP WITH CHINESE UNIVERSITIES



UNIMORE Language Centre Director, Marc Silver, and Vice-Chancellor, Sergio Paba, with representatives of the University of Shanghai and USST

The University of Modena and Reggio Emilia (UNIMORE) is taking a special interest in China for two reasons. Firstly, more Chinese students aim to study abroad; secondly, China wants to create partnerships with businesses in the Emilia-Romagna region. In fact, trade between Modena and Reggio-Emilia and China is growing fast and some companies, like WAMGROUP®, have begun offshoring their production to China.

Currently UNIMORE has links with eight major Chinese universities, including the University of Beijing, BLCU and the University of Shanghai for Science and Technology (USST).

any other Italian university.

UNIMORE has five main aims in China. First, to boost the number of Chinese students enrolling in UNIMORE master's degree programmes. Second, to enable UNIMORE students to conduct some of their studies or research at a university in China. Third, to create opportunities for joint research projects, particularly in UNIMORE's top research areas, and to exchange professors and researchers, thus attracting more PhD students to UNIMORE. The fourth is to develop common training programmes such as joint degrees, especially in international business, engineering, biotechnology, medicine

The UNIMORE Language Centre holds Chinese courses for its Italian students and also provides intensive Italian courses for Chinese students, which allows them to enrol at UNIMORE or join courses at

and languages. Finally, the fifth goal is to promote cultural and economic relations and opportunities for industrial cooperation between Italy and China. The aim is to propose specific programmes to develop business links between the Italian and Chinese business communities.

Drafting the constitution of the "College of China - Section of Modena and Reggio-Emilia" is the most important strategic goal in fostering and developing UNIMORE's overall commitment to China. In proposing this project to institutions, UNIMORE recognizes that relations with China should not be confined only to the academic world, but that they are vitally important for the whole territory.

UNIMORE has reached an agreement with the China College of Bologna which provides for the establishment of the College of China Association - Section of Modena and Reggio-Emilia (MORE). The UNIMORE project has a similar mission but is focused on Modena and Reggio Emilia, with the active involvement of local authorities, institutions and business associations

## WAMGROUP®'S LIAISON WITH THE UNIVERSITY

"ENZO FERRARI" FACULTY OF ENGINEERING, UNIVERSITY OF MODENA AND REGGIO EMILIA, JUNE 28TH 2010

For its 20th anniversary the Faculty of Engineering of Modena University invited WAMGROUP® Chairman, Vainer Marchesini, to talk to professors and postgraduates about the value of research for enterprises.

"In China the relationship between University and Industry seems to be very strong and this helps to close the technological gap with the West.

At University one should be able to foster the skills to develop products,



Chancellor Aldo Tomasi and Vainer Marchesini

processes and organisational schemes for managing international market-

ing activities. Collaboration with the University could consist in research contracts, consultancies, internships, workshops, scholarships or degree prizes."

Since WAMGROUP® started its collaboration with *UniMoRe*, there has been great enthusiasm from either side to find formulas for the achievement of corporate objectives.

[www.unimore.it/en](http://www.unimore.it/en)

# OLI WOLONG - MOTOVIBRATORS FOR THE WORLD

*WORLD LEADING MANUFACTURER IN LESS THAN A DECADE*



*OLI Wolong Premises in Shangyu (Shaoxing), Zhejiang Province*

Only one year after WAMGROUP® had taken over the Italian vibrator manufacturer OLI®, in 1998 a joint venture between WAMGROUP® and the Chinese WOLONG Group was



*OLI S.p.A. GM, Giorgio Gavioli,  
OLI Wolong GM, Zhou Jun*

established in Shangyu near the city of Shaoxing in Zhejiang province, a three-hour car journey from Shanghai.

With the clear ambition

of becoming the world's number one manufacturer of electric motovibrators before 2010, in 1999 production of OLI®'s MVE models began in a small workshop with fifteen employees.

In 2004—the number of employees had risen to 125—a brandnew six thousand square-metre factory building was inaugurated.

By 2008, two years earlier than scheduled, OLI® had reached its goal of becoming the world's leading manufacturer of motovibrators delivering more than 200,000 units only that year.

In 2010 vibrator sales at OLI Wolong have kept increasing at a breathtaking rate. Since the early days of selling to the construction industry, new applications for OLI® vibrators have

been discovered. Some of them may be a surprise, such as money counting machines, tobacco processing machines, or massage chairs.

The first phase of a comprehensive investment programme in automation and control of all production processes nearly completed, the company now employs 210 people.

However, this is just the beginning of OLI Wolong's future which in 2011 will move to new premises, a green-field project including 18,000 square metres (4.4 acres) of factory buildings and a fully automatic warehouse.

Today OLI Wolong is the top supplier of the domestic market in China.



*Motovibrator Production at OLI Wolong*

[www.oli-wolong.com](http://www.oli-wolong.com)  
[www.olivibra.com](http://www.olivibra.com)

## WETMIX® FOR CHINESE BUILDING SITES

*SHANGHAI MORTAR PRODUCER CONFIRMS GREAT SAVINGS IN MAINTENANCE*

Asked what had convinced him most of WETMIX®, Mr Liu Yu Min, General Manager of Shanghai Cao Yuan Dry Powder Construction Material Co., Ltd. pointed out the extremely easy cost-saving maintenance features of this machine.



*Mr Liu Yu Min*

“We only started our dry premixed

mortar business last year.” Mr Liu continued. “With conventional mixers entirely manufactured from steel we ran into a lot of trouble when we needed to clean them or if worn parts had to be replaced, not to mention if mortar had hardened inside. The self-cleaning properties of the SINT® engineering polymer components of the WETMIX®, in addition to the possibility of easily and quickly substituting the mixing tools one by one, I can only compliment WAM® on this product.

We are also delighted with the excellent support we are getting from WAM Shanghai in terms of after-sales service and spare parts availability.”



## WAM®'S SUCCESSFUL FIGHT AGAINST AIR POLLUTION

Case History on an Installation of TECU + RECOFIL™ + EASYFILL™ in Modena, Italy

*The following is a transcript of an interview from a film (available on the WAMGROUP® website) in which Guido Agazzotti, MD of sheet metal processing company, LAMIERAL, gives testimony of how they have managed to solve a serious problem of health hazard and environmental pollution by installing an innovative system supplied by WAM®.*



Guido Agazzotti, Managing Director of LAMIERAL

In our factory we use five plasma cutting machines, six hydraulic presses and one striking shear.

On average we work between twenty and thirty sheets per day, the equivalent of about thirty tons. This means that we produce a large amount of smoke and dust, so we have to suck fumes and we have to collect and dispose of the dust, which is obviously a big problem.

The problem of emissions in the environment is a serious one because



TECU + RECOFIL™ + EASYFILL™ Installation at LAMIERAL

with five plasma machines which generate a significant amount of smoke and dust, we need a good suction system

including dust collectors. The big challenge is the disposal of the dust collected by the filters, keeping in mind that, on average, we collect about forty litres of dust from each filter twice a day. That dust is filled manually into sealed containers and then disposed of. This requires a lot of money and time. It's a problem of downtime too because disposal of the dust keeps the operators busy. They

also complain about inhaling fumes and dust. Besides all that, the work environment is extremely dirty.

For the collection of the dust we accidentally discovered that when the dust stays in storage containers and takes rainwater it becomes very compact. So we were very interested in finding a system for conditioning and compacting the dust before transfer and disposal. On the other hand, this caused a huge problem of pollution and dirt

in the yard and it was certainly not a very convenient and efficient way to operate.

At that point we were lucky enough to come across WAM® through one of our machinery suppliers. Together with WAM® we analysed the problem.

WAM® has faced the issue with the right concept. They've developed a system which we have applied and tested with great enthusiasm. The dust is now automatically

sucked from the filter hopper and collected in a bulk bag. And there is a double advantage. Not only does the dust no longer get into the atmosphere, but it is actually compacted automatically.

The RECOFIL™ recovery system is giving us some further advantages:

There is no more dust on the floor,



RECOFIL™ Dust Recovery System

... and no more dust washed into the drains by rain water.

But the greatest advantage we've found is that the dust is now becoming automatically compacted.

Before, we used an impressive number of closed containers for disposal at the landfill. Now, with only one bulk bag we do the same job that before we needed 50/60 containers for.

There is also WAM®'s TECU filter. Actually, it all started with our machine supplier informing us about WAM® when we had a filter problem. WAM® supplied us with a smaller filter. However, it is more efficient than the ones we've used so far. Obviously we are extremely satisfied about that. Then we've added this RECOFIL™ system which enables us to solve the dust pollution problem. So quite frankly, we are 100% satisfied.

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

# DRY MORTAR PRODUCTION MIXER

WAM SHANGHAI SUPPLIES BOMB-BAY DISCHARGE MIXER MANUFACTURED IN WUXI

Chengdu  
XinZhu  
Road & Bridge  
Machinery Co.,  
Ltd. has recently  
commissioned a  
3000-litre Batch  
Mixer with bomb-  
bay discharge  
for dry premixed  
mortar for a the  
production line at SI CHUAN EFOX  
in Chengdu. The WBHT-3000 Mixer  
is the heart of that production line  
designed by Mr Cai Li who comments  
on a mixing technology that was new to  
him before he was introduced to it by



Mr Cai Li (Engineer)

WAM Shanghai's staff.

"Since I didn't know this type of horizontal single shaft mixer for this application I trusted the advice of WAM Shanghai. I can say that we are pleased with the performance of this machine. It mixes extremely quickly, the homogeneity of the mixture is excellent and, thanks to the bomb-bay outlet door, discharge time is very short."

Asked what had particularly attracted him about this mixing machine, Mr Cai adds: "It was certainly the combination of Italian technology with the outstanding reputation of the WAMGROUP® brand in China and a fair price for such a technology."



# OLI® WEBSITE UNDER SCIENTIFIC ANALYSIS

AN ITALIAN RESEARCHER MAKES THE OLI® WEBSITE SUBJECT OF A CASE STUDY

*Ira Torresi teaches Translation from English to Italian and Interpreting between Italian and English at the Advanced School of Modern Languages for Interpreters and Translators (SSLiMIT) of the University of Bologna, Forlì, Italy. Her research publications include studies on intercultural issues in the translation of advertising material. She also works as a freelance interpreter, and has considerable experience in the promotional and advertising sector.*



In the chapter on product promotion through websites of her book TRANSLATING PROMOTIONAL AND ADVERTISING TEXTS, Ira Torresi describes the linguistic structure of the OLI® website in detail highlighting the fact that the product pages can be accessed in various languages.

Five years after its publication the scientific interest in the WAMGROUP® web portal by an academic confirms that the choice of global communica-



tion was, to say the least, trendsetting. It all started with the idea of addressing customers around the world in their own native language. The aim was to make them feel completely at home on a local website, and find all the information they were looking for tailored for them. Currently the showcase of the WAMGROUP® web portal is published in fourteen languages. Meanwhile, because of its clear and simple, easy-to-translate, sentence structure, English has become the language of origin for all texts.

Making sure that all this information is always updated simultane-

ously is a continuing challenge for the corporate Communications Centre of WAMGROUP®.

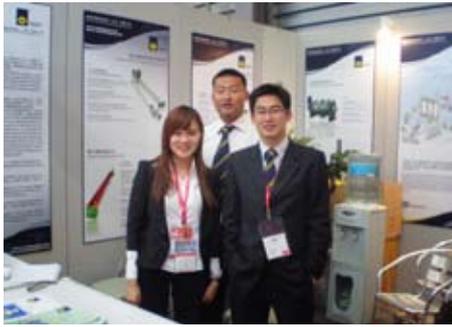


Chapter on OLI® in Torresi's book

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

# WAMGROUP® EXHIBITING AGAIN AT CHINAPLAS

SHANGHAI, PEOPLE'S REPUBLIC OF CHINA, APRIL 19TH - 22ND 2010



WAM Shanghai Staff at CHINAPLAS 2010

In the EXPO year, Asia's leading trade fair for the plastics processing industry, CHINAPLAS 2010, was once again held in Shanghai. By now CHINAPLAS is also considered as one of the premiere plastics exhibitions worldwide. Backed with years of expertise, the show is characterised as an important meeting point and is playing an imperative role in the development of the plastics industry. Among others, around 1,900 exhibitors displayed

blow moulding and injection moulding machines, extruders and ancillary equipment.

WAM Shanghai took the opportunity to present the Group's new Sector Kit for the Plastics Processing Industry to international visitors. This kit is the result of an in-depth analysis of the requirements of key users all over the world. It is supposed to give customers the assurance that the equipment they are choosing from this special catalogue has been tried and tested especially in connection with applications as the ones they are planning.

For the majority of WAMGROUP® equipment the sector specialisation process consists of a specific, limited number of possible machine configurations. Another way of

expressing this concept is the reduction of options included in the modular system design. The objective is not only to make product selection easier but also to make cooperation between customer and supplier in general more economical. CHINAPLAS was the first occasion where this new WAMGROUP® concept was experimented.

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



## Next Issue Preview

If it is true that the centre of global economy is moving from west to east, we must not only think of the People's Republic of China. The other surging giant is India. Despite a brief dip in 2009 the subcontinent's economy is back to an impressive growth rate. Particularly in WAMGROUP®'s core business, building and construc-

tion, WAM India reports steadily growing numbers of machines manufactured in the company's factory in Mumbai.

The outlook on 2010 being promising, WAM India does not forget to take care of the other industries in which WAMGROUP® takes a particular interest.

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



Anil Manduskar, General Manager of WAM India

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*strong ethics ....*

*.... winning spirit*

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