

## BIESSE GROUP LAUNCHES ITS NEW WOODWORKING MACHINERY MANUFACTURING PLANT IN INDIA

*The Indian Biesse factory is able to supply the Asian markets and be closer to the customers needs*

*New Biesse Manufacturing: world class people, high quality standards of technological solutions and great service team in India*

Nelamangala (Bangalore) - November 20th 2008. Biesse SpA, the Italian Group leader in the manufacturing of integrated machines and system for wood, glass and stone processing, has inaugurated its new manufacturing plant in Nelamangala (Bangalore).

The Biesse Group is a worldwide company headed by Roberto Selci and listed on the STAR segment of the Italian Stock Exchange. With its eight productive plants, over 210 industrial patents and 2,500 employees, Biesse is the first operator in the world for the creation of numerically-controlled work centres (wood and glass) and second for lines and turnkey system for great industries. Present in over 100 countries, Biesse markets its products and offers an after sales service worldwide through a network of 30 subsidiaries, sales offices and agencies, with over 300 agents and retailers. "The distribution diffuse nature of our products has always been a critical success factor" says Roberto Selci "and our strategy for the next three years includes a spreading to other strategic markets to support and consolidate growth. This is why the investment of the Group in India is absolutely critical".

Stefano Bartolini, *Industrial Director Biesse SpA*, Riccardo Quattrini, *Sales and Marketing Director Biesse SpA*, Sergio Mina, *Director Biesse Manufacturing*, Sayeed Ahmed, *CEO Biesse Manufacturing*, Stefano Bottene, *Sales Director Biesse Manufacturing*, have participated today at the press conference in Bangalore to introduce the new plant to the Indian market. Riccardo Quattrini said "*The mission of Biesse Manufacturing is to produce locally and sell in Indian and Asian markets a range of high quality woodworking machines, providing at the same time an excellent service support to the customers*" - Sergio Mina added - "*We strongly believe that it is our commitment to provide our customers with not only machines but with solutions too. In this regard our high level skill Indian service engineers and technicians get trained in Italy for guaranteeing installation and service at Biesse global quality standards*".

After the press conference the Biesse management have inaugurated the productive plant of 5800 sq. mtrs. in Nelamangala. The management have guided the participants through the factory, the Tech Center, the office building and the other new facilities. **Biesse Manufacturing Pvt Ltd** is an Indian company wholly owned by Biesse Spa. The Group is the first multinational company which manufactures woodworking machinery in India. This new factory is a state-of-the-art facility set to build high-tech products in a modern environment that ensures the highest quality standards.



Besides Biesse Manufacturing opens its doors on November 21st and 22nd inviting all woodworkers at the **BiesseInside** event. During the open-house the visitors can see the new plant, live demos in the Tech Center and attend technical seminars held by Biesse experts and partners.

The strategic investment of 5,7 million Dollars (4,5 million Euros) in the productive plant is part of the 2008-2010 Biesse industrial plan and it allows the Group to supply the Asian markets, to be closer the customers needs facilitating the products development.

Biesse's choice to manufacture in India was driven by several benefits. One of these is the availability of world class people: Biesse has identified and employed highly skilled operators and qualified engineers from India to consolidate an unique team to bring out a local product with global quality. Other plus of Indian investment are definitely the suppliers of critical components and the possibility of search and provide locally the raw materials and parts needed for the machines construction.

The Biesse products are highly quality oriented and utmost care have been taken before marketing our products in India; high standards have been set to pass through Biesse unique quality system. The start-up production plan of Biesse Manufacturing is focusing on Edge banding machines, CNC machining centres and Beam saw machines, planning 50 machines for the 2008, 180 for the 2009 and 280 machines for the 2010.

Biesse Manufacturing was incorporated on February 2006 under 100% share holding of Biesse SpA, starting work of the new site in 2007 and the inauguration in 2008. It has 86 employees in the new facility.

Biesse is Glocal: "global" through a worldwide distribution network and "local" seeing as it is always close to customer needs; this attitude is visible in the after sales services, the Open Houses and the Tech Tours, open venues welcoming thousands of customers to the Conference Centre and to the Tech Centre in Pesaro and in its branches. Lastly, in order to beat the increasing competitive market pressure, the Group has decided to engage in the reviewing of internal processes by going from the current organizational model to Lean Company. Thanks to the application of Lean Manufacturing principles (echoing the Toyota Production System model) and the methods which via Value Flow Analyses enable to identify and eliminate the productive and organizational wastes, Biesse will be able to strengthen its leadership and anticipate new market demands.

***The Biesse Group***

*Biesse operates in the market for machinery and systems for working wood, glass, marble and stone. Founded in Pesaro in 1969 by Giancarlo Selci, Biesse S.p.A. has been listed on the STAR sector of Borsa Italiana since 2001.*

*The Company offers modular solutions from the design of turnkey plants for large furniture manufacturers to individual automatic machines and work stations for small and medium enterprises and the design and distribution of single highly technological components.*

*As a result of its attention to research and innovation, Biesse can develop modular products and solutions capable of responding to a vast range of requirements from clients.*

*A multinational company, the Biesse Group distributes its products through a network of branch offices and subsidiaries located in strategic markets.*





# press release

*The subsidiaries guarantee specialized post-sales assistance to clients whilst at the same time carrying out market research in order to develop new products. The Biesse Group has over 2,500 employees in its main production sites in Pesaro, Novafeltria, Alzate Brianza, and Bergamo, Turin, Ravenna, Bangalore and the 30 subsidiaries and sales office in Europe, North America, Asia and Australasia. The Group also has no less than 300 distributors and agents which enable it to cover more than 100 countries.*

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