

PRESS RELEASE

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BIESSE

BIESSE GROUP: THE EXCELLENCE OF BIESSE MACHINERY AT TECHNODOMUS ANNOUNCEMENT OF THE OPENING OF NEW SUBSIDIARIES IN SWITZERLAND AND THE MIDDLE EAST

The management of Biesse presents its corporate re-organisation programme and short term Group strategy to combat the current global market crisis at the Technodomus trade fair (11-14 March 2009) in Rimini

Rimini, 11 March 2009 – The inaugural **Technodomus** trade fair, the new and eagerly anticipated exhibition of woodworking technology and building components opens its doors for the first time today. The exhibition is dedicated to the entire woodworking value chain and to all operators, from producers of door and window fittings to furniture producers, from artisans to designers and distributors who, until 14 March, can meet up with the leading Italian producers in the Rimini trade fair, to discover the latest technological innovations in the world of woodworking.

At Technodomus, the **management of the Biesse Group**, one of the world's foremost leading producers of machines and integrated systems for working wood, glass and stone, **presented** to the press and sector operators its **commercial projects** and **short term strategic guidelines** to combat the current global market crisis. The company from Pesaro headed by Roberto Selci and quoted on the Star segment of the Italian stock exchange announced the **opening of new commercial subsidiaries in Switzerland and the Middle East** for the sale of the **products** of its **Wood Division**, confirming the investment plans that were projected during 2008 to allow the Group to reinforce its presence in strategic markets. *"The entry into, and the reinforcement of our commercial presence in, markets that show strong potential such as the Arabian market, through our Dubai subsidiary, and the Swiss market, with our branch in Lucerne," stated **Riccardo Quattrini**, Sales and Marketing Director of Biesse – 'guarantees us a **strengthening of our extensive commercial coverage** with the objective of seizing every opportunity to **develop** and **increase** the quantity of **orders** which will also generate strong benefits for the production facilities in Italy."*

In particular the **Biesse Schweiz** subsidiary, operational since mid-March, will employ about 16 people and will aim for greater penetration and the creation of commercial and service synergies with the two subsidiaries already operating in the German market. In addition, the new subsidiary, **Biesse Middle East**, will be operational in Dubai from April 2009 with the objective of reinforcing the Biesse Group's presence in the developing markets of the Arabian peninsula, in order to be closer to clients and to respond more effectively to their requirements: from purchase to after-sales service.

The commercial expansion strategy, the industrial re-organization and renewal programme orientated to the "Lean Company" initiative taken up two years ago and the continuous investment in Research & Development, represent Biesse's response to the serious global crisis and to ensure that it remains a leader in the market.

Biesse will be present at Technodomus in Pavilion D3 of the Rimini exhibition and trade fair area, where clients and sector operators guided by company personnel can participate in live demonstrations of the innovative technological solutions being presented. Amongst the products being exhibited are products for the working of panels and the production of window



and door fixtures, new BiesseArtech entry level products conceived to satisfy the requirements of artisans and small and medium sized businesses. In addition, in the engineering field, the Group will be presenting Biesse Simtrack, the 3D process simulator for the analysis of production processes.

"We believe that it is important, above all in the current economic environment, to participate in events like Technodomus in order to take advantage of new opportunities to improve visibility and to meet our clients" stated **Riccardo Quattrini**, Sales and Marketing Director of the Biesse Group. *"A 'flexible' fair in terms of exhibition space, competitive in terms of hospitality and customer relations. We are convinced that **Technodomus** has all the characteristics to become **a national and international focus** on one of the most important **Italian furniture producing districts**, as well as one of the largest world centres for the production of woodworking machinery. The current negative economic climate has certainly severely affected the woodworking value chain which has already shown signs of slowdown"* continued Riccardo Quattrini *"but an increase in orders from developing markets such as Eastern Europe, the Middle East and China could be a relevant factor for our Group. With the opening of the Biesse Manufacturing production facility inaugurated in India last November we are in a position to respond to demand in the Asian and Chinese markets with technologically avant-garde machinery at competitive prices and an efficient after-sales service."*

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.

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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