MILAN - Resilient during the pandemic and rebounding in a 2021 that has seen a reduction in the impact of the Covid emergency on the economy, Biesse Group is focusing on innovation to consolidate its world leadership in technology for processing wood, glass, stone, plastic and metal. As Paolo Tarchioni, Group Chief Innovation, Social Responsibility & Quality Officer of the company explains "it is the tool we are using to achieve sustainability and quality". The company was founded in Pesaro in 1969 by Giancarlo Selci and is led by CEO Roberto Selci and, since September 2020, by co-CEO Massimo Potenza.

The company can be considered as a pocket-sized multinational of Made in Italy, it designs, manufactures and distributes machines, integrated systems and software for manufacturers of furniture, door and window frames, building components, marine and aerospace. With 85% of revenues (578 million in 2020) generated abroad, it has 11 industrial plants (including one in India), 39 offices (with recent openings in Israel, Japan and Brazil to strengthen its presence in strategic markets) and around 4,000 employees. Being an economically sustainable group also means being sustainable on the social and environmental front, from the use of 100% of electricity from renewable sources to the 534 million of economic value distributed. There is a strong focus on the supply chain and the local area, with 89% of purchases from local suppliers and 95% of employees employed on a permanent basis.
"Internationalisation, openness to the outside world, a desire to experiment and teamwork are the characteristics that have always guided Biesse Group's growth strategy. The digital transformation that started some time ago," Tarchioni emphasises, "has opened up new paths and new possibilities".

How much has the pandemic affected the digital transformation?
"The health emergency has speeded up processes that were already taking place in industry and in the group, primarily the digitisation of factories. Advanced technologies, smart-working, video-assistance and remote demos are the ingredients that have allowed us to continue to be operational and remain in contact with our customers, both commercially and technically, while keeping the relationship active at all times".

What are your objectives now?
"Given the difficulties of 2020, 2021 is off to a good start. Our vision for the future focuses on the assets that have ensured the group's success in recent years. New services and IoT platforms will increasingly simplify and streamline work management, optimising the performance and productivity of technologies. At the same time, thanks to investments in Research & Development, which is and will remain in Italy, product innovation will continue to guarantee new solutions for the Biesse Group. We are also ready to participate in any projects related to the NRP in the field of innovation and digitalisation that could have a positive impact on the company, its customers and the country".

You have also opened up to innovation abroad, starting with the partnership with the Marche Polytechnic.
"An Open Innovation project has been launched. This is a major step forward in the field of innovation that is set to serve as an accelerator for new ideas and start-ups of the highest quality. It's a stimulating and dynamic environment that will cultivate connections with academia, universities, research centres and with other accelerators, venture capital firms and companies, to further enhance the Group's innovation ecosystem. Open-I was created in accordance with a number of objectives based on high-level innovation, with the intention to seek solutions both inside and outside the organisation, through interaction with its points of reference in Israel, with the AdlerInlight Technology Observatory and in Italy with the support of Manifaktura, a company experienced in implementing open innovation".

What projects will lead to increasingly intelligent machines?
"Intelligence 5.0 was recently launched as part of the innovation and digital transformation process that the company has been promoting for several years, with the aim of creating increasingly digital factories. This project is part of Open-I and originated from a Mise call for tenders. The application area of this project is the smart factory, and we are awaiting approval from the ministry. In particular, Intelligence 5.0, an advanced IoT solution based on a network of collaborative sensors applied to numerical control machine parts for predictive diagnostics. Not only does the system provide predictive analysis for possible machine breakdown or malfunctions, but it also acts as a smart user interface for the operator, enabling optimal use of the machines and the use of a less qualified workforce".