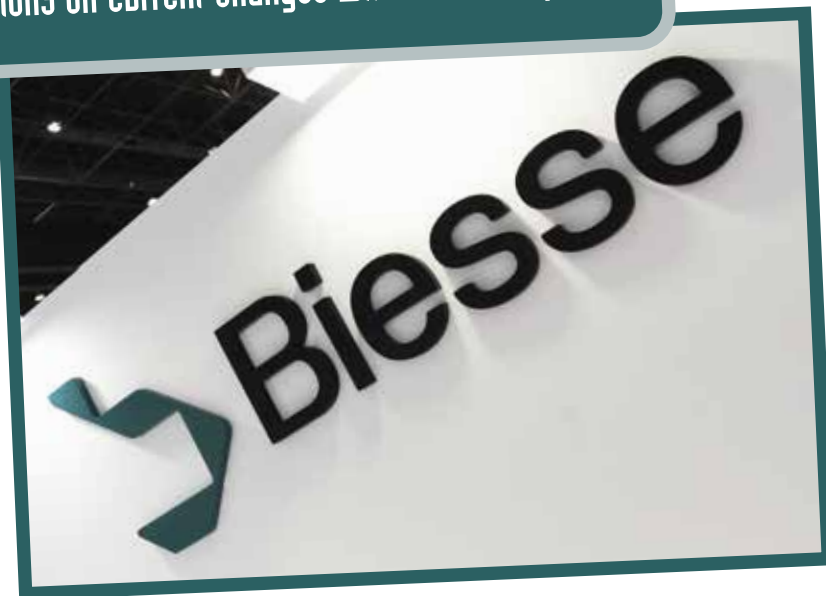


Raphaël Prati of BIESSE reflects on the Group's recent makeover

At Glasstec 2022 last September our editorial team took the occasion to talk to BIESSE's Raphaël Prati who, as a senior member of his company's leadership team, shared some considerations on current changes within the Group.



GLASS-TECHNOLOGY INTERNATIONAL:

Raphaël, you're Chief Marketing & Communications Officer at Biesse. What can you tell us about

today's transformation in Biesse?

RP: Biesse Group formerly comprised various companies: Intermac, Forvet, Movetro. We thought this was actually a limitation for our customers. Here

the concern was that, rather than sharing experiences, there was more a kind of 'silo' approach. In order to be beneficial to the customer we realised we needed to bring everything under one brand. And that's exactly what we did. What you see here

isn't really a rebranding per se. Instead it's a new brand of a fresh company.

GTI: How are customers reacting to this change?

RP: In the main, customers are positively curious. Here the objective was to invite them to embrace the



this it's not only a matter of selling abroad. It's also a matter of merging cultures and experiences from all over the world in order to meet the expectations of our customers - which, even amongst themselves, are very different from one place to another.

GTI: Raphaël, Biesse recently expanded into Brazil. Any comments there?

RP: Yes, another of our current challenges. It's an example of how internationally native we strive to be at Biesse. As you mention we opened a new subsidiary in Brazil, where we also have a showroom. We really want to serve customers in the glass industry there - but

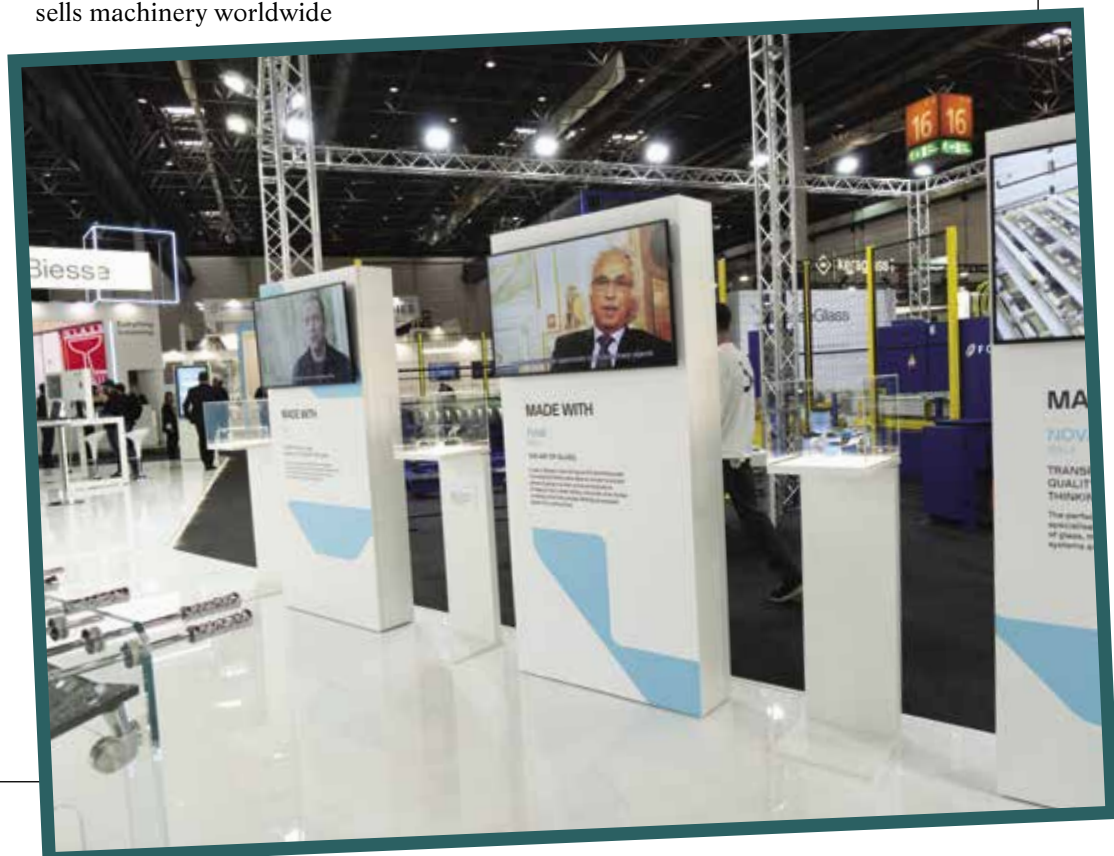
change. Needless to say, transformation is clearly necessitated by the existing context. Everything is changing rapidly and, of course, we need to adapt. I think that's what customers need to do as well. Indeed the first thing they did when they came here to Glasstec was to ask questions, which is really great. It means that you can actually give them an answer that has them realising that things are going to be easier with Biesse in the future.

GTI: How does it feel being back at Glasstec after these years of pause?

RP: We're really delighted to be here, particularly because it's important to demonstrate our new approach to stand visitors. Glasstec is an internation-

al trade show and by the same token we're trying to aim at becoming not only an Italian company that sells machinery worldwide

but to actually become an international company. That's the big advantage of being here. To achieve



also those who work in stone and in the world of advanced materials.

GTI: Can you tell us anything about the challenges you faced in 2022?

RP: Besides the evolution within the company, we're of course also enacting that evolution within a very complex environment - which must take full stock of energy costs and customer expectations, among other variables. We really need

to reassure customers that we're there for them. Working with our suppliers made that possible, too because -to be very honest with you- we're managing the shortage of raw materials in the best possible way (even if that doesn't really impact us). What's particularly important now is to continue in this direction to support the

creativity of our customers - not only in terms of affording them possibilities to design masterpieces like the extraordinary 'ghost chair' we have here at our stand at Glasstec. We're also here to support the industrial creativity of our customers by really simplifying their manufacturing processes.

GTI: Finally Raphaël, any thoughts on what 2023 holds in store for you?

RP: Certainly next year is a further challenge beyond the ones we've already cited. I'm sure that, thanks to the new company we're building together with our employees and customers, we'll be able to face those

challenges in the best way possible whilst still maintaining our role of simplifying our customers' manufacturing process going forward.



ABOUT BIESSE S.P.A.

BIESSE S.p.A. - Biesse is a global leader in technology for processing wood, glass, stone, plastic and metal. It designs, manufactures and distributes machines, integrated systems and software for manufacturers of furniture, door/window frames and components for the construction, ship-building and aerospace industries. Biesse S.p.A. invests an average of EUR14 M per year in R&D, boasting over 200 registered patents. The company operates through 12 industrial sites, 39 branches, and 300 agents and selected dealers, exporting 90 percent of its production. Its customers include some of the most prestigious names in Italian and international design. Founded in Pesaro in 1969 by Giancarlo Selci, Biesse S.p.A. has been listed in the STAR segment of the Italian Stock Exchange since June 2001 and is currently included in the FTSE IT Mid Cap index. It currently has 4.300 employees worldwide.

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