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Predictions for 2024?

Let's talk about them with the President.

Like every year, I describe the companies' progress and share my thoughts on the upcoming year's development forecasts. The events affecting the economy and Saima's market are well-known: Covid's impact, the absurd war in Ukraine and the unforeseen conflict in the Middle East, plus tensions in various parts of the world (like in Sudan and Syria, for example), the unpredictable nature of terrorism, and uncertainties arising from upcoming elections in several states. All these factors affect the market, slowing down the global economy. However, Saima Meccanica and Saima Sicurezza have confirmed their turnover, and their order portfolio will ensure stable supplies for the years ahead. If we were to draw up a three- or five-year industrial plan, our future would look more than promising. A wide range of products, our operators' technical skills, and continuous technological development make Saima Meccanica and Saima Sicurezza true leaders in their respective markets, allowing them to participate and succeed in any tender. Our companies' catalogues are more extensive and comprehensive than our competitors', especially multinational companies based outside Italy. Moreover, the long-standing presence of our companies in various markets combined with our corporate culture has paved the way towards sustainability, an asset we want to integrate into our evolution. Our business plan must keep up with the times and foster the survival of our planet. An ethical approach that should involve all companies. Even "maximising profit" should be driven by social responsibility and sustainability. Companies, as culture generators, play a significant role. For example, they promote values, such as diversity, inclusion, and environmental sustainability throughout the territory. In this regard, I'd like to highlight Saima's idea for this year's Christmas gift for our female employees. To contribute to the environment's wellbeing, we are offering them the possibility to adopt a local tree and follow its growth. The generational shift of our Group is gradually proceeding, and it will be completed within the next few months. The second generation has brought a more modern culture and a different, more digitised way of communicating. I'm sure all this will increasingly influence our approach to markets and corporate management. This essential passage will allow us to grow and influence the future of our Group, ensuring even more stability.

My sincerest wishes for a happy 2024, and congratulations to all stakeholders working within our companies.

Paolo Moretti

WE HAD THE PLEASURE TO TALK WITH ALEC ROSS ABOUT HIS BOOK “THE RAGING 2020S:

Companies, Countries, People – and the Fight for Our Future”.

What role does Italy play in these massive changes?

Let’s discover if “humanising innovation” is possible, according to Alec Ross’ book, “The Raging 2020s”. Alec Ross is a young, distinguished American professor who has successfully worked for Obama for 4 years. During the meeting at Palazzo Borghese in Florence, in front of a large audience of entrepreneurs, Alec declared to be free from any political alignment: an American in love with Italy, who spends many months here. His talk highlighted the ongoing changes taking place everywhere, including Italy, to see if we can “humanise” innovation. Over the next 10 years – he explained – Italy will experience disruptive changes, for better or worse. He also talked about significant epochal changes: the end of World War 2 in 1945, the fall of communism, and the great geopolitical revolution. From 1990 to 2015, the world witnessed the triumph of the “American model” – capitalism/democracy, sponsored by the USA. Now we are living in a world that he calls “G0” (Gzero): we switched from G20 to G0, where Americans no longer have supremacy, since China also controls India, Africa, and South Africa. The question is: can we still talk about “local leadership”? Capitalism – free market: right now, the world is like 196 countries on a chessboard. What role will Italy play?

Where will Italy invest? In France? In Britain? In the US? It's like a football match between two great teams – America and China – where the referee (the one who never wins) could be Europe. Alec Ross has invested considerably in Europe but never in Italy, even if he loves this country. In his opinion, Italy's challenge will be choosing between Team USA and Team China. The author of this book – presented for the occasion with Ambrosetti – collaborated with famous scientists affiliated with British and American companies. In his book, Ross also writes about artificial intelligence. After his encounter with Italian Prime Minister, Giorgia Meloni, in the US, he tried to introduce Italy to this international chessboard. In this case, the "players" are Italy's companies, even if – he admits with a smile – being an entrepreneur in Italy is like running a marathon with a backpack full of heavy stones. Today, "Digital" is no longer a sector because it involves all sectors. The development of robots is revolutionising the processes of many companies. According to Ross, these technologies will considerably improve the conditions for many Italian companies. At some point, In Italy, one person will be able to take on the workload of at least 10 individuals in India or China. Prices and costs have risen, but the new technologies will allow those working in the fields to use 70% less water, achieving the same result! Everything is changing, and, according to Ross, Italy can be the world's number one in terms of production. In addition, the "American dream" can become the "Italian dream" because many Italian inventions have made history. Ross mentioned the example of Germano Scarpa, who, in 1987, established BIOFARMA, which was represented in the room. Today, this company employs 1,000 people, including his daughter, who studies molecular biology at Harvard University. A question from the entrepreneurs in the room: "Will AI and robotics steal many jobs?! His answer was emblematic: "We should worry more about natural stupidity! If we don't want to become slaves to robots, we must learn to master AI, and we'll need specialised workers for that. This way, robots will serve us rather than the other way around. Optimists – he concluded – will change the world, not AI."

OUR TRADE FAIRS FOR SAIMA MECCANICA

Suitcase in hand, sometimes a bit jetlagged, always busy between airports and stands: this is the identikit of the standard salesperson who promotes Saima Meccanica and Saima Sicurezza products at the most important and representative international trade fairs. Attending these events is an opportunity to discuss our products or allow industry insiders to experience firsthand their standout features. So, here we are at **Automekanica Dubai**, one of the industry's prominent trade fairs, where we were invited by our importers. We participated in several meetings aiming to promote the latest from the automotive sector.

In Dubai, amid bustling booths and meetings to personally witness the success of an event that gets better year after year.

Saima in Las Vegas for the Sema Show, invited by our long-standing importer, Guido Pippa Junior.

The event in Las Vegas was a success and an opportunity to forge friendships that, as always, fill us with pride. At **Sema**, Vincenzo Scoscini, General Manager of Saima Meccanica, was happy with the "American tour". "A crucial event – he said – to verify the interest in our products. Thanks to Accudraft Paint Booths, this event has confirmed our position as exporters of painting systems in a competent and demanding market like the American one."

Guido Pippa and Vincenzo Scoscini. In the background, a plant Made in Saima Meccanica in Las Vegas.

A detail of the Accudraft Paint Booths stand, which was one of the most visited.

OUR TRADE FAIRS FOR SAIMA SICUREZZA

Going beyond the door and lock systems in Dallas for the **GSX**, where the stand of Saima Sicurezza and Saima of North America have showcased one of our most representative mantrap doors: the *Commodoor Light*.

At our stand, a team of Italian, American, and Canadian experts presented the range and assisted both new and existing customers in making the best choices.

In the photo, the teams of Saima Sicurezza and Saima of North America in Dallas.

Saima Sicurezza in Orlando, Florida, for the **APTA** (Mass Transport Market), the largest trade fair in the US, to showcase its range. Our gate aroused considerable interest. Attending this trade fair allowed us to consolidate our collaboration with Saima of North America. Our synergy with Guido Pippa Junior has fuelled our team's growth and helped position our products as the most innovative and high-performing in the access control industry in the United States.

Moments at the trade fair in Orlando, Florida.

Let's not forget that: Saima attended the TransMea trade fair in Cairo and is looking forward to seeing you at:

INTERSEC DUBAI
***Stand S1E 4S* (16-18/01/2024)**

ISC
LAS VEGAS (9-12/04/2024)

PASSENGER TERMINAL
FRANKFURT (16-18/04/2024)

MIDDLE EAST RAIL
ABU DHABI (30/04-01/05/2024)

China, a privileged market where Saima Sicurezza wants to play a key role in promoting Italy's products

China is one of the most attractive markets for any company. It's a country with a different culture and a market like no other. However, before the pandemic struck, Saima Sicurezza had the opportunity to install some of its products in strategic locations, such as in the airports of Chengdu and Nanjing. Thanks to the synergy with specialised local agencies, Saima Sicurezza can now take a step further, collaborating with Michele Taccetti, CEO of China 2000, to promote our products. We believe that this partnership can lead to long-lasting results. As part of the various initiatives, an interview was featured (in Italian and the local language) in the Chinese magazine "*Lifestyle & Culture*." Here's an excerpt:

"Saima products are successful in various areas. Our models stand out for their reliability as we strive to find new, well-designed solutions. Saima is a mix of precision and flexibility, rigour and adaptation, professionalism and creativity, which don't emerge easily in large environments, such as multinationals. We like to think of Saima Sicurezza as a company with an Italian heart and arms and an international head.

We're ready to seize the opportunities China has to offer. The collaboration with China 2000 is the step that will allow us to position ourselves even in that segment".

Our boarding gates installed in China.

Boarding gate approved in China.

Let's talk about female entrepreneurs who have been collaborating with Saima for years: Leticia Suarez Pippa – Saima of North America

We were very young when we met Guido, Carlos, and Leticia Pippa. Our first encounter was in Bologna at one of our trade fairs dedicated to Saima Meccanica's painting systems, the flagship of an increasingly global automotive market. Guido and Carlos Pippa were born in Ecuador but have Italian roots on their father's side (Leonidas Pippa from Tolentino, in the Marche region), and have lived in the United States. In particular, Carlos lived in New York and Guido in New Jersey. They were the Americans interested in importing our products. . Carlos and Guido spoke Italian with Paolo, while Leticia Suarez, Guido's wife (from Guayaquil, Ecuador) talked to me in a mix of Spanish, Italian, and New York English, which isn't easy to understand. You can imagine the amusement when Leticia and I inadvertently swapped one word for another, significantly changing the meaning! Over the years, we became more than business partners. We became close friends. Leticia Pippa, former Miss Ecuador (The Pacific Pearl, 1967) – with her beautiful face, perfect features, and expressive eyes – has always been a powerful ambassador for us in the US. She and her husband symbolise years of enduring friendship and stand as a testament to reliability, valuable expertise, and strong ethical values. Leticia's studies and family experience with three children to raise – Guido Junior, Giovanna, and Lorena – have made her the perfect company administrator. I still remember little Guido sitting on his high chair in their New Jersey home, smiling at Paolo and me while Nikki "Nicolassa", their old white dog, wagged her tail festively to get noticed and earn a piece of fried chicken. Time flies! Today, Saima of North America stands as a well-established business, setting the standard for our painting systems in the United States, a growth that has paralleled the strength of our friendship. Leticia has been with Guido for more than 48 years and the two are our point of reference in the US. Meanwhile, Giovanna has become the President and COO of Saima of North America, Lorena the CFO, while Guido Jr has become a successful entrepreneur.

These brilliant people, who were raised on bread and Saima, are the glue that holds Saima of North America together, and keep it growing.

"Today, " says Leticia, " Saima of North America aims to become the No. 1 brand of painting systems in the United States, and ACCUDRAFT will always remain a family business. "**Family**" can have several meanings. You don't have to be a blood relative to be part of the ACCUDRAFT family. You just have to be eager and passionate about what you do. Today, the company is made up equally of women and men. Our team would not be so successful if it weren't for these two women who keep us together. Saima of North America will always be dedicated to one word: "forever". It was conceived to survive us all and be a benchmark for future generations. We were tenacious and intelligent immigrants living the American dream. We loved working hard and never considered being complacent. That spirit still drives us today. Our true goal is to be good at what we do. Money and success are pleasant by-products of our passion for Saima of North America.

First and second generation, always together. From left to right: Guido J., Leticia, Guido, Lorena and Giovanna Pippa.

SAIMADAYS

Now and forever... Saimadays! Importers, new clients and distributors cannot miss this event at Saima, where training and information make all the difference.

Jad Kamoun, the Horus IT representative visiting from the Ivory Coast, and our engineer Alfredo Soderi.

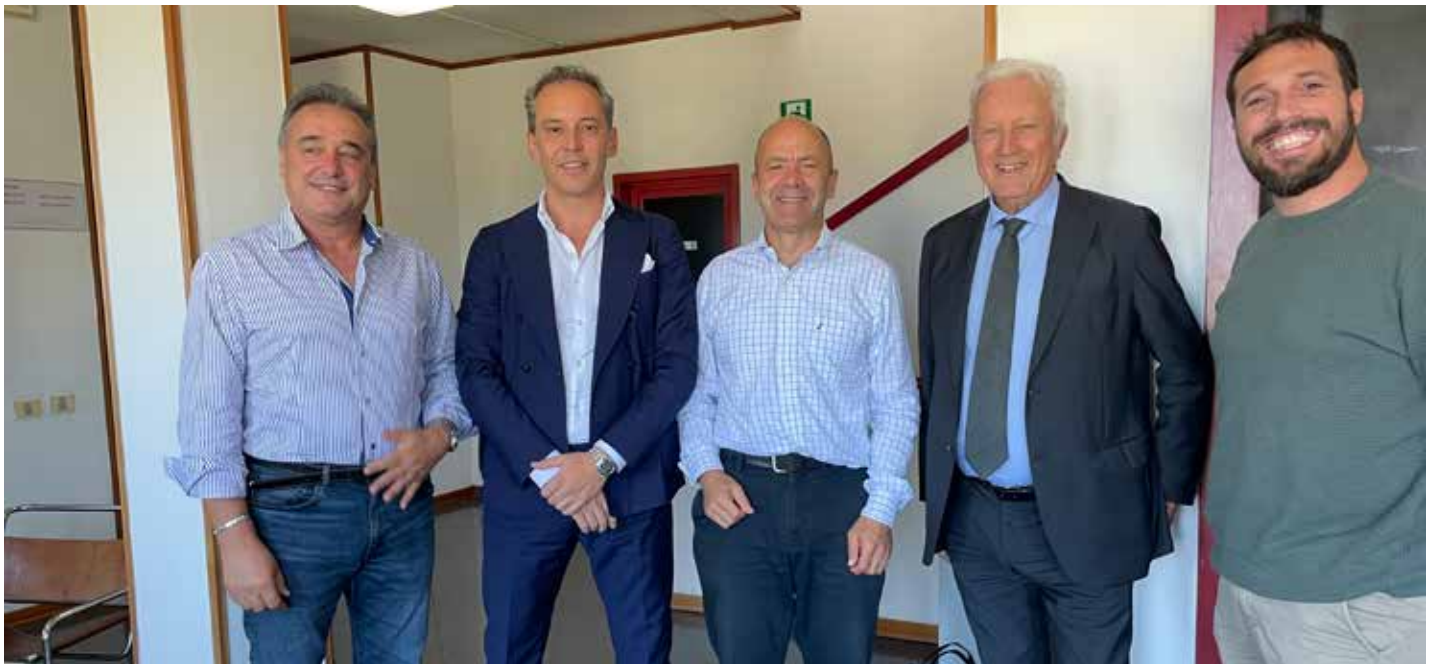
Massimo Sabatini, Archea's architect, came to test the design and reliability of our most popular gates. Thank you for the visit!

A visit from Mrs Buithi Phuong, the representative of Tan Path, Saima Meccanica's official distributor for the Vietnamese market. Doing the honours, Vincenzo Scoscini, Paolo Moretti, and Salvatore Antonucci, our sales representative for the Asian market.

SAIMADAYS

A visit from Stefano Triacca from the purchasing department of Cantieri Sanlorenzo. At our headquarters with Luca Agnolozzi, from the sales department of Saima Meccanica's Italian branch. He visited our showroom and took a look at our latest products.

A delegation from Lithuania represented by SLIDA, our importer, and BMW clients welcomed by Massimo Valeri. A pleasant visit that certifies the presence of Saima Meccanica's painting systems and our house organ in Vilnius.



And finally, a visit from Austria! The presence of Saima Meccanica in this country is synonymous with quality thanks to our importer, Mr Beat Spillman, representative of Belfa.
It was a pleasure to have him with us.

Did you know?

Luca Andreozzi has joined the Saima Meccanica family. Thanks to his experience and industry knowledge, Luca will help us expand our markets, between confirmations and new horizons to be reached.

"The Italian Mind, One Off" conference was held at the Chamber of Commerce auditorium in Florence to celebrate Anna Fendi and Italian excellence.
We thank the President of the Tuscany-USA Association, Maurizio Mancianti, for the invitation.

Here's Anna Fendi sharing her story: 100 years of Fendi, the most luxurious Italian brand.

Congratulations to Massimo Perotti, CEO and President of Sanlorenzo, on receiving the lifetime achievement award at #BoatBuilderAwards 2023. Under the leadership of Massimo Perotti, the youngest person to receive this prestigious award, Sanlorenzo's turnover went from € 42 million in 2004 to € 740 million in 2022. Hats off to that!

Did you know?

Did you know that Stefano Sarrini represented Saima Sicurezza during the recent Rally in Dubai?
And of course, we rooted for him!

Saima Sicurezza's medical device, **Next To Me**, was recently presented at the Risk Management Forum, the Italian healthcare benchmark event for 18 years. The President of the Tuscany Region, Eugenio Giani, was among the visitors.

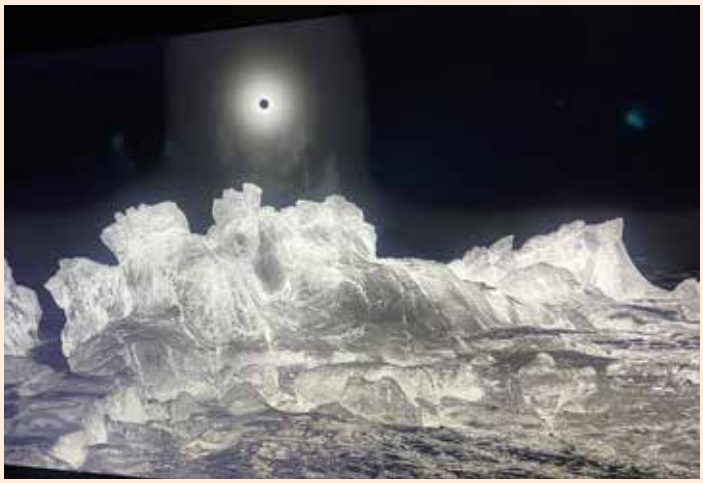
Saima was at the 14th edition of "I AM YOU", the International Exhibition of Contemporary Art and Design held in Florence, with Milena Lehman from Chile for a genuinely outstanding journey through art.
Amidst the stands of numerous contemporary artists from every corner of the world, Milena Lehman, a celebrated sculptor from Chile, enjoyed continued success. Her works of art undeniably capture the essence of our era with a distinctive and unique style.

A touch of Tuscany...

The “Digital Refuge”
Florence’s futuristic Archive-Museum for emerging artists and photographers

Visiting the Museum of Digital Art in Via della Fornace in Florence is a nice surprise. This is where lifestyle, culture, design, art, publishing, and architecture come to life in exhibitions featuring some of the world's most prominent artists and photographers.

The event we participated in, organised by ARCHEA and Rotary Club Fiesole, gathered a large number of visitors, not only from Florence. Not everybody knows that with Margot's expert guidance, one can explore numerous themed exhibitions along the long corridor, without enduring long and stressful queues. Extraordinary artistic photos portraying nature, old age, sustainability, or lack of light, seamlessly unfold one after the other. Many themes are wonderfully expressed in the various exhibitions offering an all-digital view of emerging Italian and international talents.

What one can view today is archived and will remain accessible for the years to come. The “Digital Refuge” in Florence is the brainchild of the architect Marco Casamonti. The renowned Florentine architect told us that, before envisioning this project as a “Digital Archive”, he thought of turning this unique location into a wet leisure centre or a futuristic garage.

But both these ideas presented considerable challenges. That’s why, in the end, the creative art of Marco Casamonti succumbed to the temptation to create an innovative hub for emerging digital artists and photographers. It’s like a glimpse into a future filled with endless innovation, capturing today's and tomorrow's essence.