

China Awards 2013: Prima Electro among the winners for the “ Creators of Value” category

- During the eighth edition of the China Awards, Prima Electro has been category "Creators of Value", as a company that has achieved the best performance in the Chinese market, operating in sectors having high export growth potentiality.
- The event, supported by major Italo-Chinese institutions, awarded the Italian companies that were best able to take the opportunities offered by the Asian market

Moncalieri, 5 December 2013 - The China Awards were held on the 28th November in the evocative setting of the “Leonardo Da Vinci” Science and Technology Museum in Milan. The event was organised by the Italy-China Foundation and MF / Milano Finanza under the patronage of the Ministry of Foreign Affairs, the Ministry of Economic Development, the Ministry of Environment and the Chinese Chamber of Commerce, the partnership of the Italian Chamber of Commerce in China and the invaluable help of Air France, Intesa Sanpaolo, HSBC, Prysmian and Italian Strategic Fund.

The ceremony which was supported by major Italo-Chinese institutions, awarded the Italian companies that were best able to take the opportunities offered by the Asian market and also the Chinese multinationals that have invested in our country, despite the current difficult economic environment. The award gave visibility to several successful business cases not particularly known by the public.

Prima Electro has been recognised in the “Creators of Value” category, grouping all the Italian companies that achieved the best performances, working in Chinese districts and sectors with high export potentiality. The award, assigned by an important jury chaired by Cesare Romiti, President of the Italy-China Foundation, and **Paolo Panerai** “Class Editori” Vice-Chairman and CEO, rewards the entrepreneurial efforts of Prima Electro in the creation and development of China's Guangzhou branch, opened in 2011.

Federico De Sario, Prima Electro S.p.A. Sales & Marketing VP and Prima Electro China Co. Ltd Chairman, dichiara: *“We are glad such a prestigious jury gave us this recognition. This award shows the excellent work done by Prima Electro in China, demonstrating the continuous commitment in grasping the opportunities offered by a rapidly growing market”* says Eng. De Sario *“No doubt the Chinese market offers to Prima Group the opportunity of affirming abroad the value of the Made in Italy products”*.

Prima Electro, founded in 1978, is 100% owned by Prima Industrie, a company listed in the STAR segment on the Italian Stock Exchange. Prima Electro designs, manufactures and sells industrial-grade electronics and is prominent in the market with three different brands: DOTS®, OSAI® and CONVERGENT™ lasers.

DOTS Electronics (Dedicated Off-The-Shelf): is a pioneer in this sector; PRIMA ELECTRO offers “dedicated” solutions for specific customer applications at the top industrial level, with highly competitive prices and fast time-to-market. Electronics DOTS solutions are installed in many principle Italian and international cities specialising in the motion-control, automation, energy and transport industries. Thanks to its OSAI CNC product family, a leader in the field of wood, glass, stone and special metal working machines, Prima Electro S.p.A. is today Italy's main manufacturer of computerised numerical controls. The company product range is further enhanced by a network of technical support facilities providing maintenance and retrofit services for numerical controls and machine tools. The acquisition of the CONVERGENT lasers brand has enabled Prima Electro to gain a leading role in the industrial lasers market with more than 5000 installations currently.



PRIMA INDUSTRIE heads a leading Group in developing, manufacturing and marketing of laser systems for industrial applications, sheet metal processing machinery, as well as industrial electronics and laser technologies. The parent company Prima Industrie S.p.A. is listed on the Italian Stock Exchange since 1999 (MTA - STAR segment). With 35 years of experience the Group can count on over 10,000 machines installed in more than 70 countries worldwide and is among the main worldwide manufacturers in its own reference market. The Group has about 1,500 employees and manufacturing sites in Italy (PRIMA INDUSTRIE S.p.A, PRIMA ELECTRO S.p.A, FINN-POWER Italia S.r.l.), Finland (FINN-POWER Oy) and USA (PRIMA ELECTRO North America LLC., PRIMA POWER LASERDYNE LLC.). Remarkable is as well its direct commercial and after-sales presence in BRIC, NAFTA, European Union and other emerging Asian countries, serving more than 70 countries worldwide.

The Prima Industrie Group is structured on 2 Business Units:

Laser and sheet metal processing machines (Prima Power): including design, manufacturing and marketing of:

- Laser machines for cutting, welding and drilling of 3D and 2D components.
- Machines for sheet metal treatment by means of mechanical tools (punching machines, combined punching/shearing systems, combined punching/laser cutting systems, panel benders and automation systems).

Industrial electronics and laser technologies (Prima Electro): including development, manufacturing and marketing of power and control electronics, and of high-power laser sources for industrial applications, destined both to the Group machines and to third parties.

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