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Managing Director of A.Raymond Italiana Srl (France)



A.Raymond Italiana designs and produces metal and plastic technical fasteners, is located in Carisio, in the province of Vercelli (northwest Piemonte) and it is the only Italian branch of the French company A.Raymond. It arrived in Italy in 1980, establishing premises in Viverone, not far away, before the Carisio plant was opened in 1987. The location

was chosen in particular for its strategic geographical position on the main road between Torino and Milan, two highly industrialised areas.

The French parent company and head office of A.Raymond are located in Grenoble (Isère). It was founded in 1865 by the Raymond family, which still runs it. It began to specialise in the automotive sector after the Second World War, establishing itself firmly on the market. It subsequently transferred its attention to new markets: industrial equipment, construction, renewable energy, agriculture and life science. The company's philosophy is based on three fundamental themes: a long-term vision, a strong capacity to innovate and the sharing of ideas and skills. The company currently has 20 manufacturing plants and 11 design centres in the world. It employs about 5,000 people, creates an average of 850 new products every year and has collected over 800 patents. The company operates a Centre of Expertise, "RAYCE", in Alsace.

Web site: www.araymond.com

What is your target market and how is the A.Raymond company distributed at an international level?

90% of production addresses the automotive sector, but we are trying to differentiate our target market, exploring the photovoltaic sector and its applications for industry in general, the agricultural sector and animal health. We are present wherever the major carmakers operate, and we have 10-15 competitors around the world, many of which are in Japan. In our sector, we are the most important in Europe and one of the world leaders. The A.Raymond company does not delocalise, but "localises" wherever there is a market that can guarantee a proximity service to the customer: this is a clear characteristic of the company's internationalisation strategies. We do not supply a product but specific tailor-made solutions, often working in co-design with the customer. Each branch of the company is independent and complete in every function.

In terms of competitiveness, what aspects distinguish Piemonte and the province of Vercelli in particular?

Piemonte can boast an industrial fabric and manpower of absolute excellence. The manufacturing sector is the pride not only of this region but of the entire country. The province of Vercelli, in particular, is in a strategic and logistically interesting position, between Torino and Milan, with good motorway and flight connections, not far from the port of Genoa and less than three hours' drive from its head office in Grenoble. There is also a good supply of real estate and property at very interesting conditions.

Many foreign companies complain about the excessive administrative formality and bureaucracy they come up against in Italy. What is your viewpoint?

I fully agree. Excess bureaucracy poses an obstacle in terms of time and costs, and it is often hard to justify with colleagues from other branches or the head office. For example, compared to France, the start of work experience programmes in Italy requires very complex administrative

practices. There are far fewer constraints in France even where construction and environmental formalities are concerned.

Which brings us to human resources ...

Our resources are primarily The labour market in the province of Vercelli as always less specialist from a technical-professional viewpoint. For this reason we train our resources within the company. Targeted professional training is essential to pass on a legacy of skills linked to an industrial fabric that is excellent but threatened with extinction among the new generations. This deficiency could be an obstacle for potential investors and the institutions should take the activation of this type of professional course into serious consideration.