

Start

magazine

N. 07
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INTERNATIONALIZING OURSELVES

werent
SOLUTION ON THE MOVE

**WE ARE PLEASED
TO PRESENT THE
WERENT BRAND**



**THE MARRAFFA
GROUP AT BREAKBULK
EUROPE**



**THE PORT OF TARANTO:
THE KEY PLAYERS**



**CREATING THE FUTURE
BY SHAPING THE
PRESENT**

“Ma dove si trova la felicità? Nei posti belli, nelle tovaglie di fiandra, nei vini buoni, nelle persone gentili”

dal film “La pazza gioia” di Paolo Virzi





EVER MORE INTERNATIONALIZED: WE ARE PLEASED TO PRESENT THE WERENT BRAND

Our Group was involved in Breakbulk Europe; the best way to keep in touch with the network of companies involved in maritime, land and aerial logistics.

We usually tell you about our road trips, our seemingly impossible challenges with heavy transports in confined spaces and lifting operations at height. In this edition of START, however, we would like to talk to you about the importance of shipment by sea and all the unseen work that happens within the port. For example how essential it is to develop the necessary logistics infrastructure, and how important the cross-sector nature of the Port of Taranto is in its role as one of the most important seaports in the Mediterranean.

Breakbulk Europe is the greatest show/exhibition in the world of logistics and also functions as an educational forum, which can meet the needs of companies in the traditional Breakbulk sector; those involved in project cargo and logistics experts. Over 350 stands and 7,200 participants came to Breakbulk Europe 2016, including a stand hosting the port of Taranto, with the aid of a consortium which is already well-known in the market, the "Ionian shipping Consortium", to which MARRAFFA s.r.l. has brought its "know how" and experience, gained in the last five years working as a port authority in the port of Taranto.

Breakbulk is the best way to connect to the logistics network, whether it be by sea, land or air. The exhibitors and sponsors are all specialized companies: couriers, port authorities, logistics suppliers, carriers via land, via air, exporters and other companies specialized in this particular sector.

A huge showcase that gave MARRAFFA and the Ionian Shipping Consortium the opportunity to reinforce existing partnerships and create new ones in order to enlarge the enormous potential of the Taranto seaport in terms of Project Cargo and more traditional standard traffic.

Nevertheless, for MARRAFFA and VENPASUD this is not the only "breath of fresh air", because as part of the process of expansion, which has always been a mainstay of the corporate missions for both companies, the two companies have opened a new outlet in Marghera.

The choice of a new hub for the logistic activities of the two companies stems from a growing customer demand to have a single, professionally valid point of reference in northern Italy. Hence the choice of Marghera, located just outside one of the fastest growing ports on the Adriatic, providing a gateway to many international routes and only a small step from Italy's borders with her northern European neighbours.

At our new site you will find a wide range of vehicles on offer from both MARRAFFA and VENPASUD, whose main objective is to offer a complete package of rental, transport and movement handling services in one simple solution, operating in an area and in a market which grows ever more varied, working in partnership with international companies and different types of manufacturing. This project will concentrate on precisely those companies, who, like us, see in this investment a further step toward internationalization and a demonstration of growth in a market with an increasingly stable percentage of machinery rented abroad.

With this project in mind, VENPASUD has launched its new brand for rental in Northern Italy and abroad: let us present WERENT.

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Periodic free distribution in Italy and abroad
Registration Court of Taranto n. 10/2013 of 26 July, 2013

Printer: Stampa Sud - Mottola (TA)
Publisher: Venpa Sud srl
Graphic design: GFCAssociati
Editorial staff: Massimo Montino - Giovanni Marraffa
Translation: Pasquale Marraffa - Lucy Roberts
Chief Editor: Ottavio Cristofaro

Year Founded 2014 - N.7
Closed in preparation 18 luglio 2016



THE PORT OF TARANTO IS GROWING AND THE TERRITORY IS BECOMING A BIG PLAYER

Data on handling is positive, pending the green light for local consortia to be awarded the concession of the multi-sector quay

Traffic in the port of Taranto is on the upswing, showing its role as one of the most important ports in the country. After a negative 2015, which saw a 19% decrease in traffic compared to 2014 and with a loss of 5,289 million in merchandise value, the data for the first trimester of 2016 broadcast by the Port Authority, compared with the same period in 2015, draws a more comforting scenario. The total amount of cargo loaded and unloaded in the first three months of this year was up 12.6%. A more detailed search shows us that unloading has gone up by 15.6% and loading by 7.8%. Positive data has also been recorded on various other goods with an increase of 20%.

Last May there was an overall increase in traffic in the Port of Taranto of 29.8% compared with the same month last year, with a total of 2,476,243 tons handled (+586,862 tons). The greatest increase came from the handling of solid bulk goods, which saw a 54.2% growth (+427,792 tons). As for liquid bulk goods, there was a growth of 13.4%

(+92,721 tons). The number of ships arriving and departing from the port amounted to, up to May 2016, 906 units (33 more than in May 2015).

Taranto, has now reached a point of great economic potential, capable of attracting considerable attention, though there is still the need for further investment. The Ionian shipping Consortium is fully committed to this project and for the first time in the history of the port, it has brought together all of the seaport companies, which now have a leading role in developing the infrastructure.

The Board of the Port of Taranto Authorities, in the meantime, has formalized its response regarding the announcement of a tender, launched a few months ago, for the assignment of one of the docks of the multi-sector quay, as the current management under TCT (Taranto container terminal) comes to a close. Negotiations for the concession of the infrastructure, which is the heart of the container port, will continue over the

coming months uniquely with the Ulisse consortium, whose members include Saga Italia, a part of the international group Bolloré, the Ionian shipping Consortium, Taranto Iniziative Produttive and Tecnomec Engineering.

The Ulisse Consortium, however, while proposing a new set of business activities, has also expanded its original offer, increasing the site it will manage from an initial 150,000 square meters to 300,000. Proposed employment opportunities have also doubled from a starting point of 40-50 units. In addition to handling containers, it will attract to Taranto ships that currently use other ports. The consortium would also like to introduce industrial logistics handling in the dock of the multi-sector quay, involving parts and components of the oil and gas industries and this idea has subsequently been given more impetus since the initial schedule was drawn up.



CREATING THE FUTURE BY SHAPING THE PRESENT

School-work placements for students and training opportunities for employees



The importance of training in a company has now become one of the most important factors in achieving success, so much so that it offers a real competitive advantage over competitors. Training plays an indispensable role in terms of usefulness and benefit, which provide benefits for all involved: on the one part the worker feels more appreciated and relevant for the company's growth, and on the other side the company also benefits as the worker will consequently be more motivated enough to work harder and show more commitment. Nevertheless, investing in training also means investing in workplace safety, a commitment that MARRAFFA and VENPASUD have been determined to carry out for years. A real school of continuing education can be found at our Headquarters in Martina Franca, with an interactive multimedia classroom, with a team of educators who are committed to enhancing our employees knowledge on issues of safety and training. Human resources are undoubtedly one of the instruments with the most powerful influence over the companies' growth and the importance of training guarantees an ongoing level of improvement among the entire workforce. But it doesn't stop there. MARRAFFA and VENPASUD also look to the development of a culture of professionalism, starting with young people from our local area. Following recent school system reform, the "L. da Vinci" technical institute in Martina Franca has expanded its educational portfolio by opening a new specialized course in "Transport and Logistics"; a project that includes a mix of traditional school-based learning, together with work placements. Last year 12 students had the opportunity of acquiring new skills and abilities in the transport sector, all thanks to the partnership offered by the MARRAFFA and VENPASUD group. Students worked side-by-side with established workers of the two companies, who accurately, reliably and professionally, helped students gain the necessary basic skills for handling goods safely and efficiently, while respecting environmental issues. The students also attended seminars with the Marraffa Group vice-president Giovanni Marraffa. Michele Marraffa, CEO of the Marraffa Group, firmly believes in this project and has made safety, training and the development of the local resources of young people a personal way of life for himself.

NOT ONLY HEAVY LOADS: FOR US NOTHING IS IMPOSSIBLE



Our experience is always on hand, even managing transportation in confined spaces

A delicate project to transport and lift into position a 28-ton piece of machinery at the premises of an important mechanical company in Brindisi was recently carried out by MARRAFFA and VENPASUD. The project was divided into a number of handling procedures. It began with the preparation of the final site using aerial platforms and telehandlers, then followed the transportation by road from Parma to Brindisi using a semitrailer, and lastly the cargo was lifted onto an SMPT to permit the very tight access into the warehouse in Brindisi. It was then unloaded and lifted into position with the aid of a 130-ton crane and correctly levelled.

This successfully completed project is further proof that the challenges of the lifting sector are not only a matter of weight and dimension, but more specifically revolve around the difficulties in operating inside confined spaces, an area in which Marraffa and Venpasud have gained considerable experience.

The synergy between the two companies, our team work and the desire to accomplish new challenges in the field of industrial handling means that we continue to increase our customer portfolio and improve the level of technical know-how of the entire organization.

OUR MACHINERY BOTH IN ITALY AND ABROAD



To continue searching for solutions which meet and exceed the expectation of our clients; this has been VENPASUD's mission since 1996, as a company specialized in the rental and sale of aerial platforms, while providing an efficient service of customer assistance.

With a fleet of over 600 machines, which are fully compliant with regulations and are constantly subjected to thorough technical checks, VENPASUD is able to provide solutions to any kind of problem with regard to the lifting of persons or objects.

Over the years the company has been able to increase its turnover in operations carried out abroad, confirming its commitment to the internationalization process, and with the result that the VENPASUD vehicle fleet can now be found all over the world.

In Denmark at the biomass plant in Lisbjerg one of our Merlo Roto 45.21 telescopic handlers has been used. Another telescopic handler, a Merlo Roto 38.16, has been used in France for assembling the electrical infrastructure at the Denox Martinica installation, and for the installation of the electrical systems on two new boilers, on the GTA plant and on the ash disposal line at the incinerator in Annecy, France. In the U.K. one of our Merlo Roto 45.21 telescopic handlers was involved in the installation of electrical infrastructure for the installation of low voltage electrical systems in the Wilton incinerators at Ridham Dock, Battlefield Shropshire, Cardiff, Suffolk and Lincoln.

A JLG 1500 JS was used during the assembly of a cement-making plant which was first disassembled in Savona and then re-assembled in Luxembourg, whereas another two JLG 860SJ vehicles have been used in Geneva, Switzerland, for the metal sheet cladding of the facade of a research institute.



AMATORI BASKET MARTINA Campione 1^a Divisione A.S. 2015/16



SPORT AND SOCIAL EVENTS: BASKETBALL IS ALSO ONE OF OUR CHALLENGES

Vittoria del campionato per la Amatori sponsor Marraffa

There is one thing that links MARRAFFA and VENPASUD with basketball and that is the challenge faced against the forces of gravity. For this reason the decision by MARRAFFA to sponsor the "Amatori Basket Martina Franca" over the years has led to the creation of a young, vibrant and brilliant team which is achieving significant results on the court. A sports project which is also highly social and culminated in an amazing victory in the 1st Division championships this year.



ECONOMIC DEVELOPMENT HAS TO BE SUSTAINABLE

Venerdì 17
Giugno 2016
ore 18,00

Federmanager promoted a seminar in collaboration with the "Asterisco" association

"Management culture for the development of sustainability" was the theme of the convention organized by the "Federmanager Puglia-Delegazione in Taranto", by the "Associazione Culturale Orizzonti" and by CIDA Puglia, in collaboration with the Martina Franca-based association "Asterisco" and the patronage of the Italian Houses of the Parliament.

Too often we see policies issued by the Government without the necessary involvement of the social partners and thus we are not able to share the economic objectives and decide how those objectives are going to be achieved.

"We have involved institutions and politicians" – says Piero Conversano, engineer and President of the "Federmanager"

and "Associazione Orizzonti" – "in order to draw attention to the necessity of moving the culture of Management into a more centralized position, so that private company executives and Public Administration managers can find the most effective tools to address those with decision-making power towards more sustainable and achievable objectives".

"It is essential for culture to be at the heart of the issue" – reiterates Professor Roberto Romito, Regional Secretary of CIDA Puglia – "we need to start with the schools and universities, enhancing them to educate the right behaviour and techniques for integrated, shared and cohesive planning for Sustainable Development".

The convention was attended by Professor Federico Pirro from the

University of Bari; Professor and Engineer Eugenio Di Sciascio, Rector of the Polytechnic University of Bari; Pierino Chirulli, President of Finindustria in Taranto, Donato Pentassuglia President of the Council Committee for Economic Development in the Puglia region, the Hon. Gianfranco Chiarelli, a member of the Justice Commission in the Houses of Parliament and the convention was concluded by Doctor Giorgio Ambrogioni, President of the CIDA. The event was organized by Engineer Antonio Colucci, regional councillor of Federmanager Puglia and the management appointed delegate for the Quality, Safety and Training systems for the MARRAFFA and VENPASUD Group.