

Libertà

Industry, from Piacenza to the world

Nordmeccanica has expanded.

# Giorgetti: enterprise which supports the whole country is based here

by Patrizia Soffientini

Italy's minister for Economy and Finance inaugurates the new premises, praising entrepreneurs "who give it their all each and every day to win the race"

Italian Minister for Economy and Finance Giancarlo Giorgetti arrived punctually at Nordmeccanica's plant at Via Ranza, Piacenza, awaited by a crowd of businesspeople, civil and religious leaders, suppliers and customers of the company and bank representatives, as well as large numbers of employees.

Awaiting him was the Cerciello family – company president Antonio, his sons Alfredo and Vincenzo (with their own wives and children) – who yesterday inaugurated the plant expansion of over 2,500 square metres. Giorgetti had the honour of cutting the ribbon, after a blessing from bishop Andrea Cevoli.

The atmosphere was that of a family party, shared with the Piacenza business community. *"I've already been here as a minister, back in 2021, and now I'm back as a friend as well,"* Giorgetti began, immediately declaring himself to be wedded to a certain idea of development and a certain size of company. *"The creation of prosperity is something mysterious, lying in the ingeniousness of someone who has accepted the risk, has courage, invests their own money, and increasingly with the collaboration of banks, which does not always happen."*

The sort of enterprise that the minister likes is linked *"to the courage to innovate, invest and take on challenges, entrepreneurs who compete on the market each and every day to produce polished products and make comparisons with competitors on price."* The dimension of medium-sized family-run companies, such as Nordmeccanica, is the ideal formula in certain respects.

*"The Italian economy is successfully supported by this model,"* quite different to companies run by far-off funds and investors.

*"When there are no entrepreneurs this creates a trauma, there are only those looking for immediate profit, looking for income every six months or every year."*

The model based only on returns is a "dangerous" one. What counts, on the other hand, as part of the country's economic backbone, is *"a fabric of innovative SMEs, and here in Piacenza we find thriving and resilient companies, able to take on and win challenges"*. The government, he explains, is committed to creating a favourable environment for all those who have accepted and continue to accept the challenge of enterprise: *"we need new entrepreneurs, regardless of their formal qualifications"*.

We can't move forward if *"there's no one who sets up in business and goes for it, we don't need accountants any more, we're trying to facilitate this world"*. The proposed tax reforms, including flat tax, are not to pay less tax, he warns: *"for me it comes from a vision aiming above all to reward work, those who want to work and earn more, that's what entrepreneurs are made of"*.

The government has every interest in encouraging and motivating those aiming for economic success, and therefore to redistribute income to the less fortunate and to support health and care.

With the ambition of cutting red tape, reducing the overbearing bureaucracy, so that *"our entrepreneurs can compete on the international markets like everyone else without having that weight around their necks"*.

Finally, a nod to the current uncertainty: *"many are worried about the financial cracks appearing around the world, but here I see lots of green shoots coming up, which will continue to grow and be good for everyone"*.



The ribbon-cutting and blessing  
PHOTO CAVALLI



Antonio Cerciello and the Minister for Economy and Finance, Giancarlo Giorgetti

## Another step forward with 5,000 square metres of production space and 3,000 square metres of office space

In 2021 strong growth was forecast, and indeed the company has increased its turnover from 85 million to 110 million Euros

The new 2,500 square metres of space is just a taster for Nordmeccanica, which has purchased another 20,000 square metres of land to build 5,000 square metres of production space, announces Alfredo Cerciello, responsible for the finance sector, and another 3,000 square metres of office space. A significant leap.

Company president Antonio Cerciello, hosting proceedings, had highlighted the drive for growth and the certainty of succeeding in this endeavour: *"In 2021 we told the minister that we would grow our turnover from 85 million Euros at the time to 110 million, and that's exactly what we did"*. The company based at Strada dell'Orsina then committed 7.5 million Euros of investment in innovation.

### Improving

*"Even at times when work is a little slow, we continue improving," the president underlines. "We have three hundred employees and workshops working for us alone, other two hundreds collaborations."* But it's also true that businesspeople expect the greatest help from the government.

Then councilman Christian Fiazza took the stage wearing a tricolour sash, in place of the mayor, Katia Tarasconi, who was otherwise engaged with the city council: *"Nordmeccanica represents a project, a dream and a vision for the whole local area – it represents true excellence. Piacenza is second to no other area."*

The day saw numerous Nordmeccanica products presented – machines for laminating, coating and metallisation, used to produce packaging primarily for the production of food products, but also used in the pharmaceutical and solar PV sectors.

### Four Thousand Machines

Alfredo Cerciello summarised some important milestones, such as the 2014 agreement with "Galileo Vacuum Systems" of Prato, engaged in the flexible and pharmaceutical product packaging sectors, and highlighted the company's strong foreign penetration (representing 70 per cent of its business): *"a company with our foreign turnover has five times more employees than us,"* and reasserted his pride at the company achieving a triple-A rating.

From its beginnings as a high-quality artisan concern, the company gradually transformed into a multinational, with 4,000 machines installed all around the world and

coverage in 80 different countries including the Asia-Pacific region and North and South America; of particular significance is the company's investment in China, where it owns

a plant: *"where we compete with companies who have costs much lower than ours"*.

Also particularly impressive is the rapid growth in turnover, which has shot up to 110 million from the equivalent of half a million in 1978.

### Workshops for Us

Today the company employs numerous people directly, many of whom took part in the presentation and heard the speech from the minister, but it also benefits from other two hundreds collaborators who work exclusively for the company in external workshops, generating value in the dependent supply chain: *"I had banks open their doors when I started saying that we would have workshops working only for us, a lot of companies didn't believe us,"* recalls President Antonio Cerciello. The visit to the expansion of the Via Ranza premises, the Economy and Finance minister with brothers Vincenzo and Alfredo Cerciello and president Antonio Cerciello.

"The only way to become a leader is to innovate, make faster and more competitive machines. Luckily, my competitors are all multinationals, and while they're arguing, I get on with things." And the crowd applauded. As a side note, Nordmeccanica's social commitment was also discussed, which once meant sport, but now also includes health. It was announced that on the 15th of June, in Piacenza's Piazza Cavalli, the company would be supporting Fondazione Humanitas foundation's project for the fight against pancreatic cancer, involving 500 people.

## 500

**Nordmeccanica has 300 direct employees and around 200 collaborators working exclusively for the company in local workshops**



The visit to the expansion of the company's premises on Via Ranza, the Economy and Finance minister with brothers Vincenzo and Alfredo Cerciello

## The era of recyclable packaging "It will revolutionise the market"

A milestone to reach before anyone else. "Today, it's your reputation that counts"

Nordmeccanica's latest frontier is called Remopack. This is the project being worked on with the interdepartmental research centre for packaging (Cipack) at the University of Parma (represented by the rector): the goal is to create systems for the production of totally environmentally friendly and recyclable food packaging.

Investments total around 6 million Euros, with a government contribution from the "Ministry for Business and Made in Italy" of 2.7 million Euros "It will revolutionise the market within two or three years," says Vincenzo Cerciello, technical director of the company, continuing: "we have invested in engineering and research, in innovation and sustainability with innovative, solvent-free adhesives". Now we are aiming to achieve, within a couple of years, totally recyclable packaging which is still able to guarantee the safety of foodstuffs, for example. Other European directives in this area will be coming out in 2025, industry needs to be ready, and Nordmeccanica does not want to let this world-first get away from it.

The company already partners with the large chemical companies which test and develop their adhesives on machines coming out from these plants, and Nordmeccanica's competitors then make use of these products.

"The word which we like nowadays, the one which counts, is "reputation", supplying the best of the technology that's on the market." The five per cent of turnover invested in research is proof of this.

Then a mention of the lack of competent technical figures who are needed, showing a photo of three children with a light bulb coming on in their head. "We need to go into the nursery schools," Vincenzo says, jokingly, "to find skilled young people, and we need to present innovative projects to young people so that they feel part of the enterprise, where everyone moves together." Even during the two years of the pandemic 500 machines were delivered, managing installation and commissioning remotely where required:

"without even one delay or penalty; Siemens also supported us, like the small workshops, a solid supply chain. In one case, we delivered before the customer had their building ready to house it!" Every aspect of the Piacenza-based company was recounted, starting with its six plants – four in Italy (three in Piacenza, for a total of 30,000 square metres of floor space), one in Shanghai, China, and one in New York.



The guests, at the front Members of Parliament  
Tommaso Foti and Elena Murelli

## MARCH DEADLINE FOR ENERGY SUPPORT MEASURES

# “The banking issue? The government is monitoring the situation”

Minister of Economy and Finance, Giancarlo Giorgetti, also took part in the convivialities following the cutting of the ribbon for the expansion of the Via Ranza plant, answering some questions from journalists.

Some fear that, after the banking turmoil of the last few days, that the deadline of 31 March for confirming the commitment to cutting energy costs for companies will be more problematic, that it could have an impact on state coffers. *“We’ll be looking at the energy measures in Wednesday’s cabinet meeting, but we’re used to external shocks, then there’s the actual economy and the financial economy.”* So no concerns then? *“I wouldn’t say that, but we’re alert to the situation.”*

In terms of tax reform, he reiterated that the government’s primary motivation is *“not the ambition to reduce taxes but to reward work,”* giving rise to the need to “cosset” SMEs who, despite the difficult predicament, have had the strength to compete and overcome the international challenges. One step involved the energy transition, which Giorgetti has always urged prudence about. Someone asked if it would be like running the hurdles. *“Hurdles is an Olympic discipline, with lots of obstacles to clear ... The important thing is that we’re all competing on an even footing, the European Union, Italy, China, Korea, everyone on an even footing.”*