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Massimo Pollio

Let's bring Italian SMEs abroad

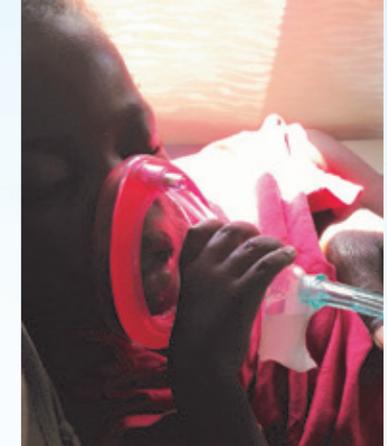
Imagro and its extraordinary business model for Italian businesses who believe in a future abroad

“How can we help excellent SMEs find clients in far off markets? How can we make the saying ‘Italians do it better’ real, helping the best businesses in the country achieve internationalisation? The path taken by Imagro Spa started with these questions and, over time, we became economic and cultural mediators who apply a replicable operational model. The ability to select skills capable

of transforming market information into business development, is the strategic formula for our *modus operandi*.” These are the words of Massimo Pollio, founder and Ceo of Imagro Spa, group leader and company specialised in the sourcing and procurement sector for machine components and the complete management of the supply chain for leading international groups in their industries.

Founded in 1997, the company is based in Genova, with an aggregate turnover of approximately 90 million Euros and one mission: to get the attention of the largest number of foreign multinationals possible on Italian SMEs working mainly in the industries of mechanics, electromechanics, and infrastructure, where Italy is the world leader together with Germany. “After all, Imagro (Italian Manufacturing Group) is global in its

Dna, and came from a very precise idea: Italian small and medium enterprise have, by culture, size, and financial ability, difficulty accessing global clients and markets. These businesses need to be assisted towards those foreign markets through a very specialised and personalised consultation, which resolves a variety of critical issues: the prickly topic of the generation change, the difficulty of investing in new



Flying Angels Foundation Onlus: travelling to save

Helping seriously ill children fly around the world, so they can reach hospitals in which they can be saved or, alternatively, financing the flights for medical professionals departing for healthcare missions: this is the mission of the Flying Angels Foundation, the charity created by Massimo Pollio, who was inspired to create this service after having assisted in the tragic death of a baby only a few days old. Born in Romania, the baby needed heart surgery. “In his country there was no possibility of operating on him, but we had found a solution here in Italy. Unfortunately, the time it took to find the funds to cover the flight costs, was too long and the baby didn’t make it. From that moment on, I understood that something needed to be done to make sure this type of thing didn’t happen again” says Pollio. His dream became a reality when, in 2012, thanks to the efforts of a group of Ligurian entrepreneurs, the Flying Angels Foundation was created. Since then, the generosity of supporters and friends has allowed over 1,600 children, from over 70 different countries, to receive lifesaving medical treatment.

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management, the trying bureaucracy and relations, the inadequate ability of the educational system in preparing a sufficient number of export managers, and the eternal lack of funding - explains Pollio -. Our company can help these subjects identify opportunities in foreign markets, accompanying and supporting the new generations thanks to sales consultancy and related services in all the continents. The fact that Italian production can be made visible by just bidding on an international project, even without winning the tender, means gaining added value, demonstrating they are competitive on the global market.”

Over the years, the company has implemented a replicable business model based on services of excel-



PORT SAID TUNNELS

lence in the supply chain, founding Imagro Construction which, just in 2017 had a turnover of approximately 400 million Euros, with an after-tax profit of over 50 million Euros and projects in their portfolio worth a further 1.5 million Euros. Of the nearly 400 million Euros in turnover, over 70% derive from products and services sup-

plied by Italian small and medium businesses. Even the new projects will be based on the same business model: consolidating the products and services of Italian SMEs to access large-scale industrial and infrastructure projects abroad, in which they would never be able to take part in on their own.

“This is a business model which

supersedes the classic concepts of consortiums or temporary business associations.

The winning formula does not provide for the need to sign an agreement between the different entrepreneurs, who often do not wish to renounce their independence, but leaves each one free to concentrate on their own manufacturing business. All the rest, from finding clients to logistics, and even finance, is curated and managed by Imagro - explains the founder -.

The vision which has made this formula incredibly innovative, has concentrated on the methodology of assigning large international tenders. In the past, the SMEs had no chance of participating in these tenders if not as part of a larger company, - concludes Pollio -. Thanks to our system, in any international tender we give access to the SMEs through a sort of ‘virtual dynamic group’ created specifically by our company, and we are working on supply chain projects in the infrastructure industry in over 30 foreign countries.” ■

Imagro Construction, the evolution of a winning partnership

Imagro Construction Srl, with offices in Milano, is a joint venture set up in 2016 between Imagro Spa and the Egyptian group Orascom Construction with the aim of creating and developing projects in the industries of energy and infrastructure. Orascom Construction is an international group working in a variety of industries from engineering to construction, mainly focused on infrastructure, industrial, and high-end commercial projects in the Middle East, Africa, the United States and the Pacific, for public and private clients. Orascom head offices are in Cairo, Egypt, and it has been working in the construction industry since 1950. It now has 60,000 employees with a consolidated turnover of 5 billion dollars (September 2018). Imagro Construction finished the construction, in Egypt, of two new gas facilities for the production of 4,800 MW of energy each (New Capital and Burullus) in partnership with Siemens, and the conversion from a single cycle to a combined cycle for other two other existing facilities of 750 MW total (Assiut and West Damietta) in partnership with General Electric. The facilities were commissioned by the Egyptian government through the Egyptian Electricity Holding Company, the end client. The 4 projects were fully guaranteed by SACE for a value of 700,000,000 Euros, with a nearly fully Italian supply of parts. Imagro Construction, which already coordinated the different elements of the supply chain and promotes the supply of Italian SMEs, is equally involved in the development of further infrastructure projects which are still being defined in the Middle East and sub-Saharan Africa. Indeed, the structure created is innovative and convenient, and facilitates the relationship between the EPC contractors and SACE, contributing in a significant manner to the success of the activity. In addition, with the vast number of Italian SMEs involved, it offers an unlimited pool of Italian brand products with a high technology content, with noticeable advantages for EPC contractors who intend to interface with the national market and SACE.



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