

# Press Release

19/04/2023

## Congratulations to ELESa France!

The French subsidiary of the Italian parent company ELESa turns 40

Forty years of business of a foreign subsidiary is an exceptional event and a success that a company can celebrate. Affirming that this is not the finish line, but a new starting point requires determination and a team that knows the value of this result and is ready to take it forward to future challenges.

It was 1983 when ELESa founded the Group's first foreign subsidiary in Paris. Today the company has 14 subsidiaries worldwide and a network of distributors in over 60 countries. The growing demands of the French market, which became familiar with the Elesa range of products in the 1960s through a local distributor, was the perfect opportunity to take the first courageous step towards extending our presence on the international market.

ELESa France immediately stood out as a true stronghold of the Italian parent company and its customers were quick to recognise all its advantages: local stocks of the entire product range optimised to meet the needs of the market and offer fast deliveries, as well as a qualified technical sales team capable of advising customers and proposing new special solutions developed in collaboration with the R&D department in Italy. All in the name of geographical proximity and ease of communication thanks to the staff, who are all French, and therefore capable of interpreting customer's requests in the best possible way.

Today, ELESa France is recognised by customers as a reliable, growing partner, that has successfully penetrated the main industrial markets of various sectors that, in addition to the more traditional machine tool and packaging sectors, include agri-food, agricultural and earth-moving machinery, medical and hospital equipment, food service industry, and entertainment.

*"The strategy of delivering our authentic Made in Italy values, appreciated by the most respected machinery and mechanical equipment manufacturers, sees France as the first country to have one of our direct subsidiaries. We can only look at this important anniversary as a success that we must share with our colleagues across the Alps and for which we must thank the French customers who have placed their trust in us" - explains Carlo Bertani, Managing Director – General Manager of the Elesa Group - "Our strategy has always proved successful" – adds Andrea Bertani, Executive Director – Finance & Administration of the Elesa Group – "Over the years we have never shied away from taking on new challenges and investing by gradually expanding our presence abroad with our subsidiaries. Also, in 2021 we opened a subsidiary in Switzerland – Mozair, An Elesa Company – taking over the business of our distributor with whom we had been collaborating for over 50 years. And in 2022 Elesa Canada was born".*



## Press Box

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