

AIC announces the opening of AIC SOUTH AMERICA

AIC is continuously making stronger its presence in America and after the opening of AIC North America in 2011, this year the new company AIC SOUTH AMERICA ENGENHARIA E COMERCIO DE ELETROELETRONICOS E LTDA (AICSA) was opened, in collaboration with the partners Jose Martinez Inocência Puga, Fernando Cesar Dutra Vieira and Daniel Stephan Stigelius Pedreira.

A qualified and specialized team with many years of expertise in the steel industry is for AICSA an opportunity to apply the AIC technology, based on more than 40 years of experience, in the Latin American territory. The main target is thus to ensure added value to the activities of its customers and offer new solutions and a quick and efficient service. The secret is think globally and act locally: the new AIC branch has been thought to stay close to the customers and the choice of Sao Paulo, the biggest city in Latin America, allow immediate connections throughout the world as well as fast and efficient level of assistance.

The new subsidiary will be responsible for complete automation projects, power control, electrical cabinets, MCCs, safety systems, data acquisition, level 2 systems, energy consumption analysis and management, small revamping, technical assistance, spare parts as well as MV switchgears and substations. AIC SA will be focused on technical assistance, engineering, supervision to erection, commissioning and fine tuning.

The extensive worldwide growth of the AIC group started about ten years ago and after India and the USA, AIC has decided to invest in Brazil. It is not an hazard, because AIC boasts a significant and important customers in the South American area, therefore a basis for being a growing player in this country is actual. The year 2015 the South American market accounted for AIC 10% of the total, therefore a direct sales presence is fundamental to maintain the strategic position already achieved and to especially increase the turnover, thanks to stronger relationships with customers and research of new partners.

The target of this new opening is the continuous innovation and improvement of the internationalization process that characterizes the AIC company.

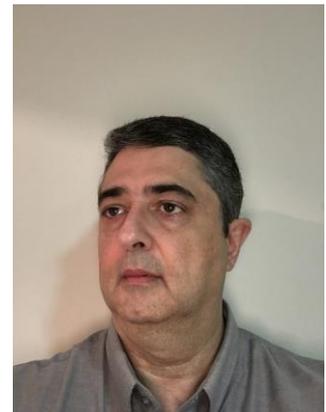
Partners profile

Fernando Cesar Dutra Vieira

Technical Director

With almost 30 years of experience in the industry automation, process control and optimization, Mr. Fernando is a guarantee of **deep knowledge in rolling mill profile process and automation** with huge experience with both ABB and Siemens automation equipment.

Its skills cover project management, control system overview, process optimization, team leadership, business development, process improvements, field engineering, training and customer care. In his career he commissioned solutions, applications & process optimization in Brazil, United States, Canada, Mexico, Chile, Argentina, Spain, Portugal, Wales, Luxemburg and India, working with Customers like Gerdau, Arcelor Mittal and Votorantim.



This multi-tasking **know how is based on a different experiences**, such as Mills Project Coordination @ ABB Ltda; more than 12 years spent in the rolling mill profile project development/coordination (automation levels 1 and 2) followed by more than 10 years as consultant for Industrial Automation @ Gerdau S.A., focused on industrial automation for CAPEX and process automation improvements at Gerdau Corporate worldwide.

In the last 4 years Mr. Fernando has been working as engineering Manager @ System Integrator Company, where he was responsible for engineering at an international system integrator company in Brazil, with a direct involvement on basic and detailed engineering, commissioning, optimization and after sales maintenance of rolling mill profile plants.

José Inocência Martinez Puga

AIC Automazioni Industriali Capitania sites:

- Italy (Headquarters & Workshop)
- United States of America (Sales & Service)
- India (Sales & Service)

Administrator

Mr. José Puga is an industrial electrical engineer with a Master in industrial processes automation.

Its educational background affect both project management systems and executive updating program (Dom Cabral Foundation) and he can also boast of a Postgraduate in International Marketing @ Ibmecc (Sao Paulo).

Its experience is based on **more than 30 years of activities in the E&A field**. Started in Telefunken at the beginning of 80's as engineer, he moved few years later in ABB where he was working as senior engineer and then as steel sector sales manager. At the end of 90's he became director of after sales services for Groupe Schneider and, few years later, director of Russula do Brasil Ltda. In the last four years he was in charge as Chief Executive Officer at Siderúrgica Latino Americana S.A.



A brief description of its **main assignments** includes the development and implementation of strategic and operational plans, definition of policies and specific objectives, keep in touch with the client companies' management to identify opportunities for the expansion or improvement, coordination of negotiations for acquisitions, mergers, associations, keep in touch with the management of other companies, professional associations and government agencies.

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