



THE LOCATION COMES FROM OUR MISSION





## AMADA GROUP

Established in 1946 by Mr Isamu AMADA, today's group is composed of eighty companies and subsidiaries all over the world.

Originally dedicated to the production of saws, its founder drove the company to innovate through the design and manufacture of bending machines. Sixty years later, with 3100 patents, AMADA has 6400 employees.

In that respect, Amada has turned out to be one of the worldwide leaders in this field of industry.

Such success still relies on the founding principles of Mr Amada :

- Grow with our customers
- Develop our creative human resources
- Create cutting-edge technology
- Promote ethical business practices
- Respect for the environment and for people

# AMADA PRODUCTION

Sheetmetal



Bandsaw



Power presses



Machine tools



**Mt. Fuji**

**Forum 246**

**Head Office**

**Amada Solution Center**

# PROCESS-ORIENTED APPROACH

Through acquisitions and synergies, the group strategy is focused onto diversification. In particular, robotic welding is growing up, as well as band-saw, grinder and lathe CNC machines segment.



# 'GROW WITH OUR CUSTOMERS'

The customer controls the whole process, from order to delivery

SALES

SERVICE

PRODUCTION

DEVELOPMENT



## ENGINEERING

### Machine



### Automation



### Software



### Tools



### Service

- Operation support
- Operation Service



# The Engineering AMADA



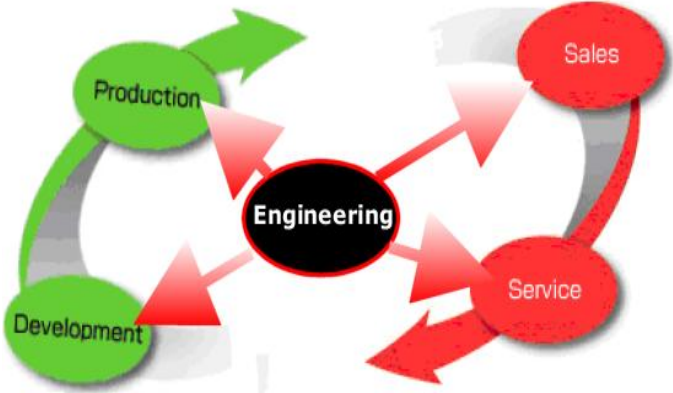
**ENGINEERING** is Amada's guiding principle for becoming a '**comprehensive manufacturer of metalworking machinery**', that applies and utilizes the state-of-the-art technologies of various fields and the know-how we have accumulated by providing them to the customers in the form of **Hardware** (machines and systems), **Software** (which enables integration of entire process) and **Service system** (that realizes full customer support).

# 'CREATE CUTTING-EDGE TECHNOLOGY'

The **ENGINEERING** concept is the guide-line to become a manufacturing Company, which is able to fully understand the day-by-day needs of the customer and to realize an **integrated solution**. It is the necessary feed-back action to 'close the loop' of the customer care process to ensure continuity and one-by-one action, looking to the future.

## INNOVATION

Amada Innovation Center



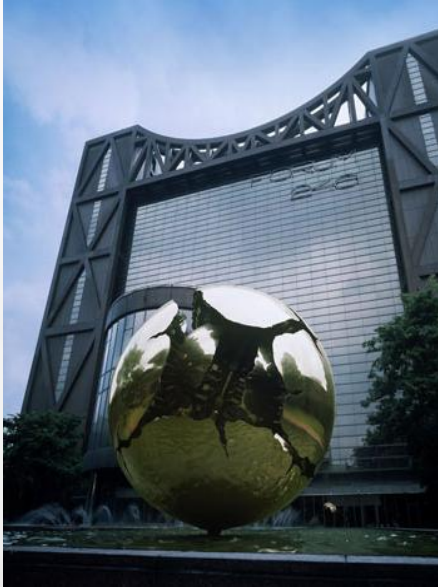
## SOLUTION

Amada Solution Center



# THE LOCAL BUILDING AS 'ENGINEERING SOLUTION CENTER'

It is the place where Amada offers "proposals" to solve customers issues. The Center has multiple functions: as an "**exhibition**" site to show various products, as a place of "**process verification**" to check customers' issues and propose solutions, and as a place allowing the verification of those proposals.



Amada also hold events, and introduce its **Solution Package** and **Digitalized Sheet Metal Factory**, from every point of view. What's more, the Solution Center is equipped to enable customers to use any Solution Package at any time. Here customers can **actually process their products, experience the differences compared with their traditional processing and verify proposals**, all before introducing Amada machines.



# AMADA ENGINEERING SOLUTION CENTER IN ITALY



- **120 employee**
- **1400 mq test area**
- **1800 mq offices**
- **3500 mq exhibition**

The **Amada Italian headquarters**, strongly thought and wanted by Amada Co., is located in the **core of the main Italian mechanical production area**. **Easy and quick to reach** by more than 80% of Italian sheet-metal customers, it is located close to one **important highways cross**.



Here the **Engineering team (AEE)** will be able to carefully listen the day-by-day requests and feedback of the **European Sales Companies**. **Taylor-made solutions** will be created for a total quality service.

# WHY PIACENZA?

Amada is **present in Piacenza since +20 years** (it was Amada-Schiavi).

Since 2004, Amada Italia is fully belonging to Amada Co. in order to achieve the main group guidelines (Engineering) and **distinguish from competitors**, using a **'production-oriented and verification approach'**.

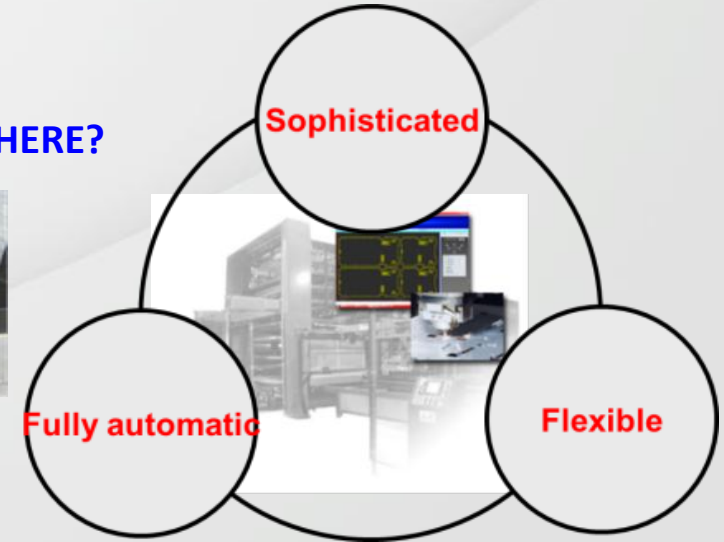
**New premises were necessary** after separation from Schiavi.

Consequently, Amada decided to realize a Solution Center: **WHERE?**

SALES → Amada Italia  
SERVICE → Amada Italia

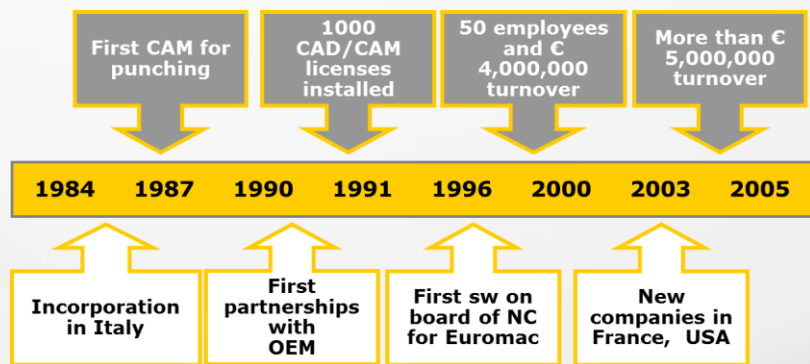


But **'DEVELOPMENT'** and **'PRODUCTION'** were missing still to realize the **'ENGINEERING'** approach...



# WHY PIACENZA?

In Piacenza Amada was also working with **Computes**, an independent **software house** developing, producing and selling software solutions for sheet-metal market all over Europe. Thanks to this co-operation, the Amada **Engineering strategy** could have been fully carried out **through software production and development**.



Therefore Amada bought Computes to realize the new Engineering Company into the new Solution Center local building.



- 20 software developers, +65 employees
- Certified as R&D technological lab
- Development branch in Poland (Compdata)
- Direct branch offices in France and USA

# 'AMADA HEARS THE VOICE OF THE CUSTOMERS'



創造

*Creation*

Products localization & certification  
to satisfy customers' demand



Complete proposals of Hardware, Software, Automation  
and control/management technologies

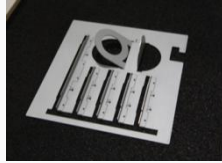
Organization to improve the Amada  
approach to the customer

Establishment of **AMADA ENGINEERING EUROPE S.p.A.**

AEE **expresses** the **united power** of a solid structure in EU, strictly co-operating with Amada Co. It **solves** the **customer problems** through **Engineering** processes. It contributes to **create** and **enhance** the Amada **market share** and to allow customers verifying the proposal in the local Solution Center building.

# MAIN ACTIVITIES OF AEE

## Software Service



- Remote & on-site Software support to Amada Sales Companies and to Italian end-users
- Product test and verification

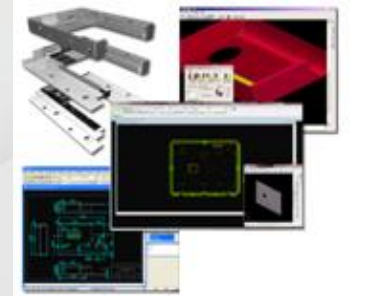


## Software Development

- Localization of CAD/CAM solutions from Amada Co.
- Maintenance and development of CAM solutions (Linea5-based)
- Development of software solutions for robotics and engineering

## Engineering Promotion & Development

- Promotion and development of engineering solutions to the Amada Sales Companies and to the Italian end-users
- Analysis and optimization of the production processes, together with Amada and AEE partners



## Engineering Support

- Study and implementation of engineering solutions
- Certification of Amada solutions for EU

## Key-Account

- Sales to Amada SBUs
- Direct sales to end-users in Italy
- Sales back-office support

# THE ITALIAN SC: PONTENURE (PC), EMILIA ROMAGNA



RECEPTION



LOBBY 1



SE STUDIO



SHOW ROOM



P&P ROOM



TRAINING ROOM



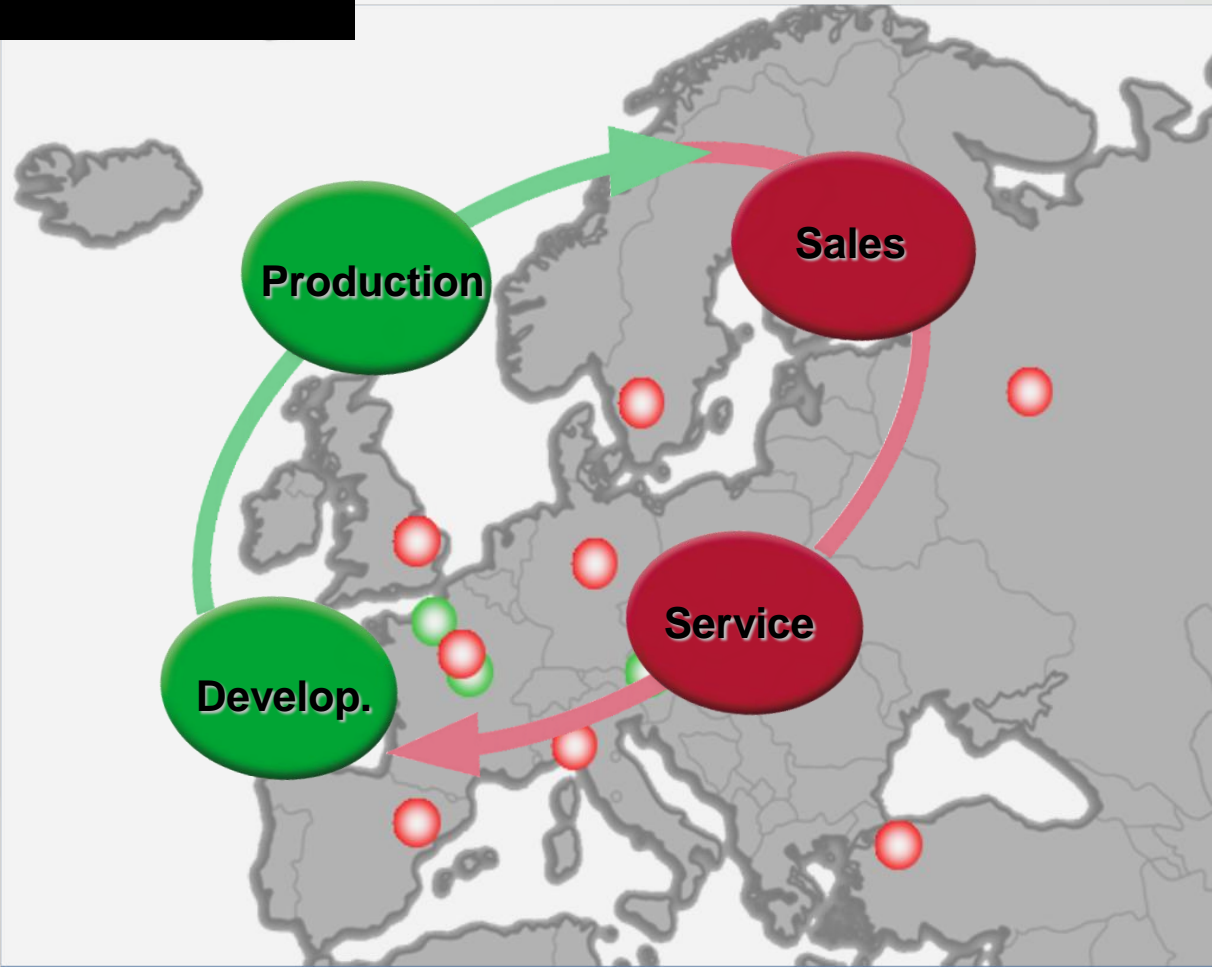
JAPANESE ROYAL ROOM



LOBBY 2

# ENGINEERING TARGET: AEE

AEE has been established as Amada “**EUROPEAN SYSTEM ENGINEER**” with the target to provide **COMPLETE** and **TAYLOR-MADE SOLUTIONS**, highly qualified and certified, to solve **PROBLEMS** and satisfy **SPECIFIC NEEDS** of the customers’ production process for the Italian and European market.





# SALES TARGET: AMADA ITALIA SRL

## Italy & ex-Yugo



Installed NCT 1.200



Installed LASERS 420



Installed P/B + Astro 380



80 Employee

# 1.000 Customers



# DEVELOPMENT TARGET: AEE

Amada Engineering Europe develops, produces and sells **software solutions** for the **sheet metal** industry, both through self-developed products for the EU market and by localizing the solutions produced by the Amada Co. Development Team. As a natural consequence, AEE has been required to add to this core-business the new and fundamental mission of **engineering**, to provide solutions for the more and more demanding needs coming from the customers.



AEE works in the Amada machines **automation** field both in Blanking and in Bending areas as well as on special projects, in co-operation with the Finnish company **LKI**.

- 7.500+** *BLANKING CAD/CAM*
- 800+** *BENDING CAM*
- 9.000+** *TRANSMISSION*
- 50+** *SPECIAL PROJECTS*

# PRODUCTION IN EUROPE

## Machines



AMADA EUROPE S.A.

## Automation



LKI

## Consumable



AMADA AUSTRIA GmbH

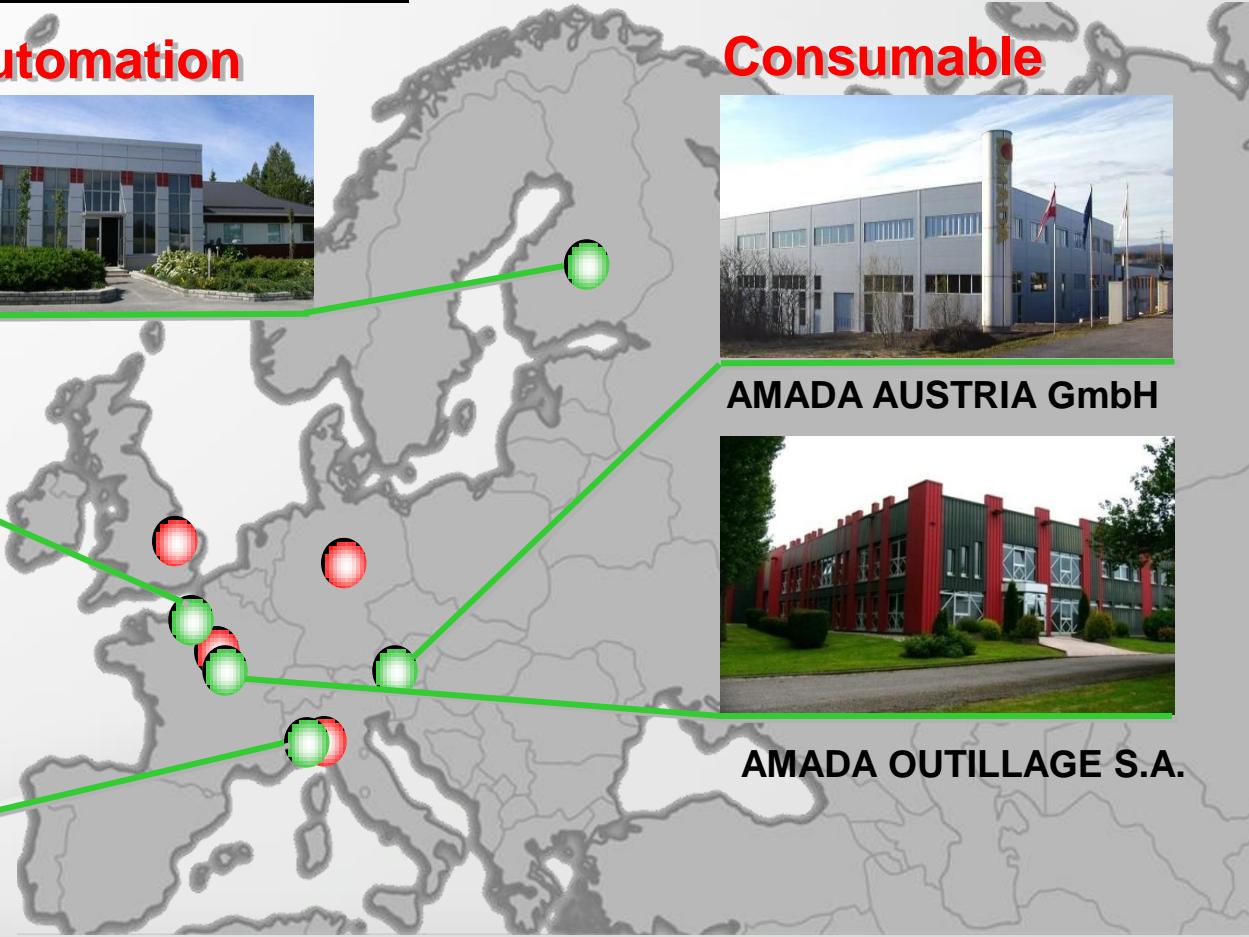
## Software



AEE



AMADA OUTILLAGE S.A.





Amada invests in the present to prepare the future. In particular, Amada will continue the effort to lead the change, adapting both the structure and its values to customers' needs.

Amada leads the sheet-metal manufacturing sector world-wide, achieving continuous structure investments all over the world

INNOVATION

ECOLOGY

32.500 NCT

8.500 Laser & Combi

93.000 Press-Brakes

Italy –  
PONTENURE (PC)

Germany

Under construction  
Osaka

U.S.A.

Vietnam

Thailand

Oceania

Under construction  
India



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