

## WAM MIDDLE EAST - SKY-HIGH IN DUBAI

*Born in Faenza, Italy, Alfredo Baioni (57) got his diploma in electrical engineering from the IPSIA technical college in Lugo di Ravenna. His twenty years of experience as a sales representative in the construction machinery sector qualified him to join WAMGROUP® in 2004. One year later he moved to Moscow, where he was entrusted with the management of the newly founded trading subsidiary, WAM Moscow, which achieved great success within a very short time. After leaving Russia, in search of new challenges, Baioni took over the management of the new SAVECO Middle East in 2017 and in 2020 that of WAM Middle East, the latter being operational since 2004.*

**Newsletter** Could you tell us about the situation in your market before the arrival of Covid-19?

**Baioni** Definitely a struggling market but in need of good machinery and serious partners such as WAMGROUP®, a market ready to recognize professionalism and competence, which distinguishes us from many competitors present in this area. Saudi Arabia will be certainly the most interesting market for the next few years. This is where

we will focus our energies.

**Newsletter** What distinguishes the Middle East market from others?

**Baioni** The countries of the Gulf boast more than 100 different nationalities of people living and working here. From the point of view of human relations, it's a unique crossroads that provides the opportunity to work with multi-ethnic, multi-cultural customers originating from many countries.

**Newsletter** What are the major challenges for you and the company in times like these?

**Baioni** The challenge for me and my

considerable potential.

**Newsletter** Any specific opportunities in the short and medium term?



**Baioni** As mentioned, the biggest opportunity these days is the Saudi market but let me assure you that right now I can see the greatest potential in my team. They are highly motivated and prepared to work hard to take every opportunity offered by the market. They are definitely our greatest asset in times of general uncertainty.

### CONTENTS

Editorial	2
"Beyond the Beyond"	2
Welcome to the Middle East	3
The Middle East by SAVECO™	4
The Middle East by WAM®	5
Construction Chemicals in Dubai	6
Building the Beaches of the Emirates	6
Event Reviews	7
Hosting 'Associazione Meccanica'	8
Next Issue: WAM Ukraine	8

***"Our team is certainly our greatest asset in times of general uncertainty."***

team is to make WAM Middle East and SAVECO Middle East the undisputed market leaders, consolidating the concrete and asphalt markets, and then become a reference partner in the food and chemical industry, the wastewater treatment sector, as well as in any other industry where there is

## EDITORIAL



Dear Reader,

*In times like these, editorials inevitably deal with the pandemic and its effects. As soon as the lockdown was over, people ran the risk of picking up old habits pretending that the virus had disappeared. The sad truth is that as I am writing these lines in mid-August 2020, the virus is still among us. However, by now we have learned to live with it and to act with caution.*

*Of course, WAMGROUP® is also affected by the economic consequences of the pandemic, more or less depending on the geographical area. The fact that the loss of consolidated revenue in the second quarter was only in the single-digit range is due on the one hand to the fact that the lockdown was ended earlier in various countries, such as China. Another decisive factor was the rigorous enforcement of a comprehensive security protocol in all WAMGROUP® companies. The corporate management is therefore looking forward to the coming months with subdued optimism hoping with the rest of the world for an early vaccine.*

Best wishes,

Michael Grass

**WAMGROUP®**  
Public Relations Manager

## “BEYOND THE BEYOND”

### ITALIAN AMPUTEES NATIONAL FOOTBALL TEAM WINTER CAMP

*San Prospero, Italy, 7th December 2019*



On a cold but dry winter day, when nobody knew about a certain virus in faraway China, WAMGROUP® board member, Elena Marchesini, had an idea. A friend of hers, Renzo Vergnani, coaches the Italian amputees national football team and also takes care of disabled children and adolescents on behalf of FISPE, the Italian Federation of Paralympic and Experimental Sports. The idea consisted in organising a tournament in which first the team of disabled children played against the kids of WAMGROUP® employees, followed by a match between the adult amputees' national squad and a works team.

The motto of the federation, “Beyond the Beyond” was brought to life after the referee had blown the whistle.



Nothing could stop the allegedly disabled. On the contrary, they gave the other teams a lesson in football technique.

For the cheering crowd of relatives and friends it was an experience as unforgettable as for those on the pitch. As Renzo Vergnani put it in the interview after the matches, “disabilities don't really exist, they are just in our heads”.





# WELCOME TO THE MIDDLE EAST

*Jebel Ali, Dubai, United Arab Emirates, Summer 2020*



Backed by the world's seventh-largest oil deposits, and thanks to considerate investments combined with decided economic liberalism and firm Government control, the UAE has seen their real GDP more than triple in the last four decades. Nowadays the UAE is one of the world's richest countries, with GDP per capita almost 80% higher than OECD average (source: [www.emptyrean-advisors.com](http://www.emptyrean-advisors.com)).

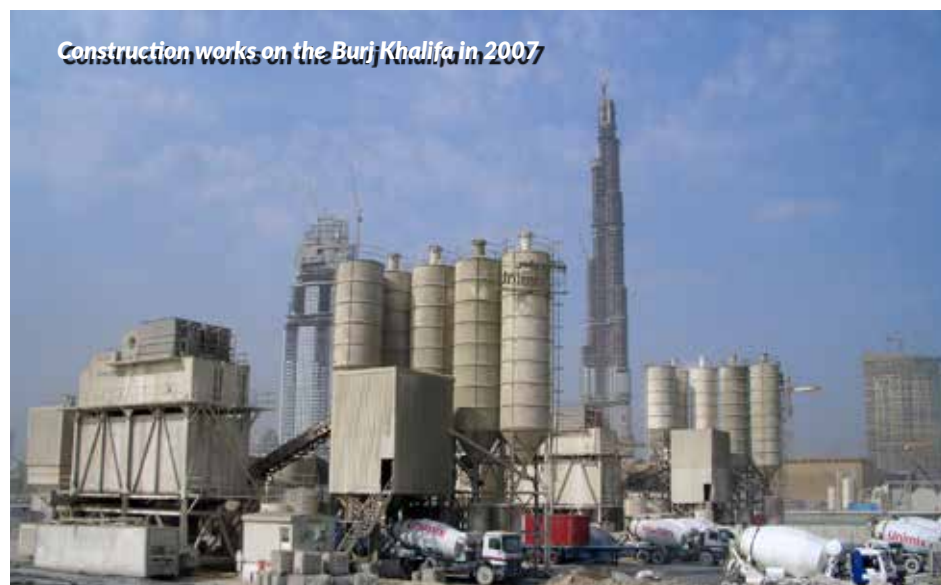
In 2004, WAMGROUP® decided on Dubai as the location for its new subsidiary in the Gulf region in order to be able to supply all countries of the Arabian Peninsula, from Saudi Arabia, Kuwait, Bahrain, Qatar and Oman to Jordan with the Group's products.

Around the turn of the millennium, numerous construction projects skyrocketed and led to the transformation of the former fishing village into a modern, still fast-growing metropolis with currently about 4 million inhabitants and the largest airport in the world in terms of international passenger numbers.

At the beginning, WAMGROUP®'s

core sector, the concrete and asphalt industry, offered enormous growth opportunities. WAM® cement screw feeders and silo venting filters were used in large numbers in the con-

plete machines at short notice. Other sectors should soon follow and enrich the company's portfolio. In the course of the Group strategic separation of the bulk solids handling and waste-



struction of the world's tallest building, the Burj Khalifa.

Soon WAM Middle East had to rent additional storage space in order to be able to deliver not only components and spare parts, but also com-

water treatment divisions, SAVECO Middle East was founded in 2017 and has been operating successfully in the same territory as its sister company ever since.

[www.wamgroup.ae](http://www.wamgroup.ae)





WASTEMASTER® Compact Plant, Riyadh, Saudi Arabia



WASTEMASTER® Compact Plants, Muscat, Oman



Sand washers, Oman



Dried sludge storage, Saudi Arabia

## THE MIDDLE EAST BY SAVECO™

As everywhere else in the world, wastewater treatment and waste management is an important environmental issue and a fundamental part of major infrastructure projects. The intensive construction projects on the Arabian Peninsula since the turn of the millennium have resulted in massive municipal and industrial wastewater treatment projects. In addition to large plants for the metro areas of megacities such as Riyadh or Jeddah in Saudi Arabia, Muscat in Oman, and Abu Dhabi or Dubai in the Emirates, there is a considerable demand for smaller plants for residential compounds and tourist resorts. Thanks to international references from globally operating engineering companies with their own operations in the region, SAVECO Middle East succeeds more and more often in being considered for projects.

[www.saveco-water.ae](http://www.saveco-water.ae)



Lime dosing, Bahrain



SPIRAMATIC™ Fine Drum Screens, Palm Jumeirah, Dubai





Concrete batching plants in Abu Dhabi

## THE MIDDLE EAST BY WAM®



Drymix processing

Since 2004, WAM Middle East has been supplying industry-specific problem solutions and plant components to a constantly growing customer base throughout the Middle East. Initially, the

concrete industry played the most important role followed by the asphalt industry, since nowhere else in the world at that time, apart from China, was so much construction going on as in Saudi Arabia and the Gulf region. Not a week went by without new superlative references. However, the Emirates were not spared the effects of the global financial crisis in the late 2000s. Since then, WAM Middle East has concentrated on diversifying as much as possible in terms of products and industries. In addition to admixtures for ever more sophisticated building materials, it is now the food industry that is given special attention.

[www.wamgroup.ae](http://www.wamgroup.ae)



Silo filling



Coffee processing



Mixer dedusting



Cement tanker loading



Concrete recycling in Jebel Ali, Dubai



## CONSTRUCTION CHEMICALS FROM DUBAI

*Dubai Investment Park, since 2017*



In 2016, WAM Middle East supplied an equipment package for a new construction chemicals plant of a renowned German chemical giant in one of Dubai's recent investment parks. The supply consisted of a number of WAMFLO® bin vents, VCP-type pressure relief valves, SBB-type FIBC dischargers, some heavy-duty vertical and tubular screw conveyors

and feeders, HOPPERJET™ weigh hopper venting filters, as well as a number of pinch valves and butterfly valves.

The plant receives raw materials both via bulk tankers and flexible inter-

mediate bulk containers. The materials are stored in large cylindrical silos from where they are fed and conveyed to a series of weigh hoppers, which unload into a large-capacity horizontal, single-shaft shovel mixer. The final mixture is discharged into high-performance bagging machines.

[www.wamgroup.ae](http://www.wamgroup.ae)



## BUILDING THE BEACHES OF THE EMIRATES

*Ras Al Khaimah, Autumn 2019*



Ras Al Khaimah, the northernmost of the seven Emirates, promotes classic relaxing holidays on its over 60 kilometres of silver sandy beaches.

One might think that here, where the border between desert and beach is supposedly fluid, sand is abundantly available, but this is far from being the case. With beaches being eroded everywhere and a big appetite for sand by the industry worldwide, the material has become a valuable resource.

Last year WAM Middle East supplied a number of heavy-duty screw feeders and slide gate valves for a plant in Ras Al Khaimah where dolomite rocks are crushed and screened to a grain size appropriate for being spread on the local beaches.

[www.wamgroup.ae](http://www.wamgroup.ae)



# EVENT REVIEWS +++ EVENT REVIEWS +++ EVENT REVIEWS

## Exhibitions and Conferences



CEMENT-CONCRETE-DRY MIXTURES, Moscow, Russia, 2019

Yes, there were times when trade fairs and conferences were still held. However, since the Coronavirus pandemic almost all events worldwide have been postponed—some of them several times—or even cancelled completely.

In view of this situation, WAMGROUP®, like many others, is considering how exhibitions and conventions can be for the time being at least partially replaced. WAMGROUP® is currently trying to find out how modern information technology can be used to operate virtual communication that imitates real events to some extent.

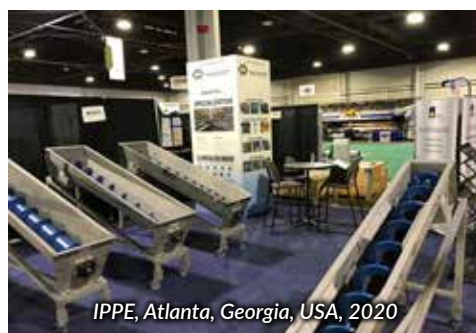
[www.wamgroup.com](http://www.wamgroup.com)



BIOGAS ITALY Convention, Rome, Italy, 2018



POULTRY INDIA, Hyderabad, India, 2019



IPPE, Atlanta, Georgia, USA, 2020



AGRO-PROD-MASH, Moscow, Russia, 2019



# WAMGROUP® HOSTING 'ASSOCIAZIONE MECCANICA'

*Ponte Motta, November 2019*

The mission of *Associazione Meccanica* from Bologna is to develop a culture that reflects the values and professionalism of a company, to raise the profile of technicians, to contribute to their continuous training and professional updating. Among the 400 members of the association are executives, professionals, managers and technicians.



*Visit of the showroom*



*Presentation of SEPCOM® separation and micro-filtration system*

The *Associazione Meccanica* organises some 25 events a year, including visits to companies, conferences on mechanical, mechatronic, automation, organisational, management, plant engineering, regulatory and innovation topics, courses on matters of professional interest, as well as social and cultural events.

WAMGROUP® had the pleasure of presenting application technolo-

gies and its wide range of products to the members of the *Associazione Meccanica* at the Technology Centre in Ponte Motta.

As well as providing an opportunity for a lively exchange of ideas, the event also served to promote the WAMGROUP® Technology Centre beyond the Modenese lowlands in the entire Emilia-Romagna region.

[www.wamgroup.com](http://www.wamgroup.com)

## NEXT ISSUE PREVIEW

At the time of the Soviet Union, Ukraine had a high economic standing thanks to its capabilities, as for example in the field of aviation technology. The name Antonov makes aviators' hearts beat faster to this day.

In 2005, WAMGROUP® decided to open a subsidiary in the country, which as one of the major refiners of metallurgical products in Eastern Europe has a large heavy industry base.

In the next issue of our Newsletter you will find detailed information on WAM Ukraine.



*Kiev on the Dnieper river*

## IMPRINT

Published by:  
WAMGROUP®  
Communications Centre

Via Cavour, 338  
41032 Ponte Motta  
Cavezzo (MO) - ITALY



WAMGROUP®  
[www.wamgroup.com](http://www.wamgroup.com)

Tel.: +39 0535 61 81 11  
Fax: +39 0535 61 83 43  
[info@wamgroup.com](mailto:info@wamgroup.com)

C.F. e P.IVA 03017030366  
R.E.A. 350973 (MO)  
Cap. Soc. € 10,000,000.00 f.p.