

We THINK

We DO

We LIFT

DIECI Magazine

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SaMoTer



SIMA 2017

Spring Fairs!



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DIECI at SaMoTer



Recovery... after the gloomy mood of the 2014 show, the buzzword at this year's Samoter 2017 seemed to be "Recovery". At first only a whisper but then repeated with growing confidence, the fact that the much hoped-for "Recovery" is now underway seems to be confirmed by the figures floating around at Samoter, with 10,984 new construction vehicles sold in the Italian market in 2016 (up by 26% on 2015), and exports standing at 2.07 billion euro, up by 0.7% on 2015. The horizon thus looked much rosier at the Thirtieth Edition of Samoter, which was attended by over 84,000 visitors from 86 nations and confirmed the status of the Verona based trade show as the leading event in Italy for Roadwork and Construction vehicles. The horizon was also brighter thanks to the participation of Iran as Guest Country. The reopening of trade relations with Iran (following the lifting of the international embargo last spring) and its readmission to the SWIFT system (enabling interbank payments to be made) have given access to a booming housing market.

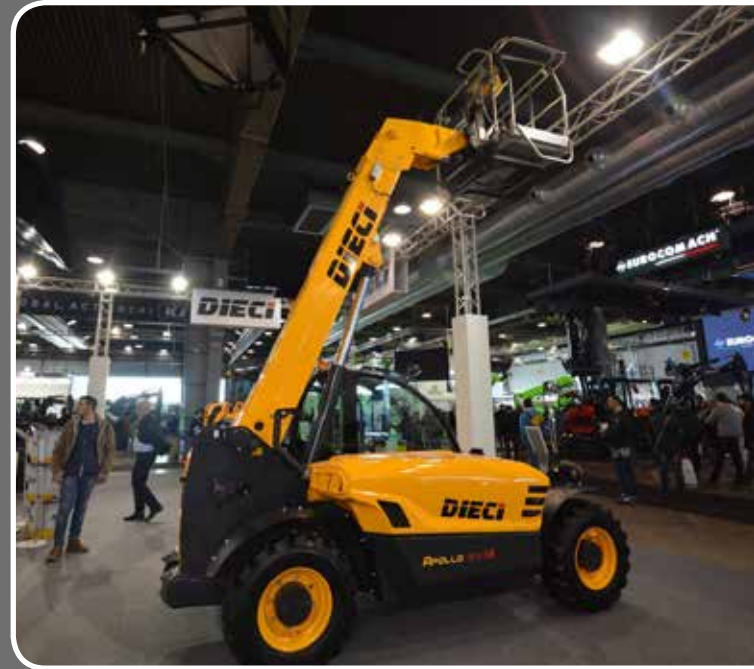
With some 15 million Iranians seeking to become home-owners, a housing development plan has been adopted worth over 154 billion dollars and involving the construction of 750,000 new homes per year, alongside an upgrading plan to increase seismic safety (over 50% of households in Iran are more than 30 years old) and the modernization of two major airports. This creates a strong demand for earth-moving and construction machinery as well as for anti-seismic systems and equipment, the production of which is an area of excellence in Italy's industrial output. This is an opportunity in which, at least for the time being, the





international situation seems to favor the European Union and Italy, since while sanctions have been lifted completely by the EU, they are still in place in the United States where current regulations prohibit American citizens and companies from having direct access to the Iranian market. Due to the great boost it has given to the sector, Iran (present at the show with 15 important buyers) received the Samoter Award, which was presented to the Iranian Consul General in Italy Amir Masud Miri.

The sense of general recovery felt at Samoter was also palpable at the Dieci stand, which in addition to hosting international visitors (met in previous years and back again this year) was pleased to welcome many representatives from Italian companies, a tangible sign that the worst can now be considered to be over for the Italian market, too. According to the organizers, many businessmen from North Africa and the Middle East registered for this year's Samoter, which for the first time also included international exhibitors from Turkey and Japan. At SAMOTER, Dieci showcased the Pegasus 50.21, an outstanding model in the family of telehandlers with rotating boom, all of whose functions are handled by a CANBUS system enabling full control of working conditions in real time. Also highly appreciated were "classic" telehandlers like the Apollo 25.6, the Hercules 100.10, the Icarus 40.17, and the Agri Pivot T70 swivel loader. These vehicles are strongly representative of DIECI's products for the construction industry and have made a significant contribution to the successful outcome of the event, in spite of some concerns prior to the show.



DIECI at SIMA 2017



There was a slight, barely perceptible, drop in the number of visitors compared to previous years, perhaps due to the fact that EIMA was held just last fall. But this drop did not affect SIMA's standing among the other trade shows in the sector. While it is as important as all the others, SIMA has its own particular character as a meeting venue, being a truly international forum in which the players in the agricultural chain get together to consider the future of the sector.

And the topic of the future was the main driver at this year's event, providing a window on what the evolution of the agricultural sector might look like during the next ten years, immersed as we already are in an ever-expanding digital era and projected towards a future focused on Robotics, Bioeconomy and Genomics. In a word: Innovation, as illustrated by side-events like the "Startup Village", dedicated to digital innovations, Simagena, showcasing genetic innovation applied to animal husbandry, Sima Dealer's Day-ting, focusing on the interaction between the exhibitors and dealers, and the Sima African Summit, dedicated to the future of the agricultural sector in the African continent. The latter two events were particularly successful, so much so that they have already been included in the 2019 program. SIMA, alongside Agritechnica and Eima, thus confirmed its position among the leading events in the sector, with over 230,000 visitors (23% of whom were international visitors) over the 5 days of the show, and 1,770 exhibitors from 42 different countries. The Dieci stand showcased the best of its Telehandlers for agriculture: Mini Agri 25.6, Agri Farmer 30.7VS, Agri Plus 40.7 VS Evo2, and the Agri Pivot swivel loader, in the versions T60, T70 and T90 Plus, the flagship vehicle





in DIECI's production in the near future. Thanks to their versatility and incremental performance levels, the 6 models in the range can satisfy any operating requirement: starting from the compact T40, ideal for working in confined spaces and for users looking for a high-performance vehicle with very low operating costs, up to the T90, which tops the range in terms of weight, dimensions, and performance, and which is the only swivel loader in the world capable of reaching lift heights of up to 7 meters with a 2 section boom.

The DIECI vehicles featured at the show attracted considerable interest from many visitors, particularly from Belgium and French-speaking African countries. This was due to the attendance of numerous representatives at the Sima African Summit as well as to the growing importance of Telehandlers in recent years, as vehicles that are essential in the modern working cycles of the farming industry, where handlers now operate side by side with (and in some cases replace) tractors in all the earth-moving and materials lifting activities that are now part and parcel of daily farm work.

On the other hand, anyone who's had the opportunity of using a telehandler has been able to appreciate its qualities and exceptional versatility, thus quickly coming to understand that it's absolutely irreplaceable for their daily work and sharing their experience with others, thus ensuring that the level of interest and curiosity soon starts to rise among potential users. All in all it was a positive experience.

All the visitors who attended SIMA looking for technological innovation were certainly satisfied, even more so those who visited the Dieci Stand!



DIECI at



Last Saturday 11 March marked the end of the 2017 edition of Conexpo, the high-profile Las Vegas international trade show held every three years and the highlight appointment for building construction industry professionals. The exhibition was unanimously acclaimed for its expression of unrestrained optimism, with a net increase in attendance (more than 120,000 visitors), exhibitors (from more than 150 countries) and, above all, in sales, as confirmed by the press releases issued by the organizers. And with typical American pragmatism, rather than mere feel-good sensations the optimism unleashed at the fair was based on a solid economic footing. The main source of this positivity can be found in the fact that recent months have seen the start of the implementation of one of Obama's final acts before leaving office: a bill that defines a wide-ranging overhaul, modernization and maintenance package for all major infrastructure in the US. This project owes its beginnings to a warning call sounded by the 2013 Report Card for America's Infrastructure. The report, submitted by the American Society of Civil Engineers to the White House every four years, defined the level of maintenance of roads, ports, airports, bridges, dams, energy sources, drinking water sources, levees, schools, gas pipelines and all possible types of infrastructure throughout the US as "mediocre", "poor" and even "critical" in some cases. The package will involve an impressive number of companies of all sizes, including banks, trusts, federal agencies, state agencies and local institutions, managing a budget of more than 305 billion dollars until 2020. It's a massive economic opportunity that's surfaced precisely in the days when the Trump administration is pushing hard for the controversial renegotiation of NAFTA, the agreement governing free trade between the US, Canada and Mexico that was put in place in 1992 by the Bush administration and that Trump is keen to reshape in order impose tariffs on trade with Mexico (and hence with the Latin-American area) while removing barriers to trade with Canada, thus leading to a significant expansion of the market. This situation was undoubtedly a positive factor driving sales at Conexpo, where construction companies started purchasing new plant, tools and technology to handle current projects and prepare for future contracts.





The DIECI vehicles at CONEXPO

There was a clearly perceptible sense of optimism also on the DIECI stand, which attracted North American buyers and operators from the Latin-American area (especially Mexico, Chile, Peru and Colombia) where the mining sector is booming, who will inevitably have a part to play in the US “general maintenance” plan. Buyers, visitors and aspiring dealers arrived also from historic US trading partner Argentina, a country that seems to have finally embarked on a path of recovery following the recent period of economic turmoil. There was a high level of interest in the six DIECI models specifically designed for the US market: the I-12.56-C / I 12.56-O, I 9.44-C / I 9.44-O, and A 55.19-C / A 55.19-O. To make an imperfect analogy to encapsulate the general idea, we’ve all seen American movies and TV serials over the years with cops and robbers hurtling down the interstate free-ways in huge overpowered gas guzzlers: the situation on US job sites used to be somewhat similar, with oversized machinery (by European standards) offering a weight/lift capacity ratio far in excess of the real requirements of the job. The construction philosophy was similar to the approach in the automotive sector: little space awarded to aesthetics, features and versatility, and an over-emphasis on the invasive safety systems dictated by US regulations. Design characteristics of this type meant that job sites needed several different equipment models with varying features and performance characteristics to handle different work requirements. Now, as in Europe, also the North American market has woken up to the benefits of the compact telehandler, which can offer the same performance as its mastodonic counterparts but with higher build quality and greater versatility, so a range of different jobs can be tackled by a single machine with consequent big savings in terms of operating costs. Dieci decided to address this market demand



with six “American” models: all top-level machines that retain the full benefits of DIECI’s hallmark Italian-made concept in terms of versatility, agility, compactness and safety equipment, while also offering a range of features designed specifically to meet the approval of American customers. The new I 12.56 is a machine designed to handle the specific requirements of construction and industry thanks to its unique characteristics of ruggedness, high power and lifting capacity. Both the I 12.56 and its little sister model I 9.44 are equipped with the powerful 85 kW KUBOTA Tier 4i engine combined with hydrostatic transmission with a two-speed gearbox (chosen specifically for its high power transmission capabilities), offering a top travel speed of 19 mph (30 km/h). Model A 55.19 is a fixed boom telehandler with characteristics of excellence, extreme versatility and incredible manoeuvrability, a “mini handler” designed to meet the needs of small-scale jobs, able to work in confined and difficult spaces (such as cellars, parking lots, tunnels or basement floors). The telehandler is equipped with a 55.4 kW Kubota Stage IIIb engine, allowing it to reach a top travel speed of 19 mph. All the vehicles can be supplied in a version with open cab and with closed cab, and both the engine compartment and the electrical system have been redesigned to make them compatible with the fire-prevention prescriptions of UL/CSA, the organizations responsible for issuing product certifications on the North American market.



DIECI funds medical response vehicle for Val d'Enza



A handover ceremony was held during the Festival of San Marco in Montecchio to present a new emergency medical response vehicle to the Croce Arancione (Orange Cross) ambulance service, which was made possible by the contribution of DIECI companies Fasma and Zecchetti. The vehicle was delivered on 24 March by Francesco Manghi and Ciro Correggi (representing the sponsoring companies) to the Vice-President of Croce Arancione, Cristina Fantesini, at the DIECI headquarters.

It is worth noting that Italy's first non-transporting emergency medical response vehicle entered service in 1988 in nearby Parma thanks to Paolo Zuccoli and Luigi Jannaccone, two volunteers working for the ambulance service Assistenza Pubblica di Parma. Drawing inspiration from a first-response medical service established in the German city of Lübeck, the two doctors proposed to set up a similar service in Parma, using a vehicle equipped with portable hospital equipment and carrying a resuscitation specialist. Since then, medical response vehicles have become a standard tool of the Italian emergency services and are mobilised whenever a call to the emergency services number (118) fulfils the criteria stipulated in the emergency management protocol. The new medical response vehicle is a Volkswagen Caddy outfitted by ambulance coachbuilding firm Aricar in Cavriago and equipped with all the necessary equipment to carry out its role as an Advanced Rescue Vehicle, as defined by Italian law. It differs from normal ambulances (which are classified as Basic Rescue Vehicles and intended for emergency rescue and subsequent transport of patients to a medical centre) insofar as the crew of the medical response vehicle can provide rapid emergency medical assistance in critical situations where on-the-spot treatment is required. The vehicle generally carries a team of three, including a paramedic (resuscitation specialist or at least a doctor with first-aid experience), a critical care nurse and a qualified ambulance driver. The medical response vehicle is fully equipped with emergency care equipment including a defibrillator, materials for vascular and intraosseous access and airway management, and immobilisation systems for trauma patients, such as neck braces and spinal kits.

The vehicle will be based at Ospedale Franchini di Montecchio and may be called out to any serious emergency occurring in Val d'Enza (municipalities of Canossa, San Polo, Montecchio, Bibbiano, Cavriago, Sant'Ilario, Campegine and Gattatico), and the surrounding areas (Quattro Castella and the Via Emilia districts of the local capital), in conjunction with other emergency vehicles operated by Croce Arancione and ambulance services Croce Bianca and Croce Rossa di Cavriago.

The sponsorship underlines DIECI's credentials as a leading international company with strong links to the local territory and its inhabitants.



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