

May 2014

**ITEMA PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

**Itema exhibits its latest technological advancements in Brazil  
in Open House at SENAI School in Americana, Sao Paulo**



Colzate (Italy) – **Itema S.p.A.**, the leading global provider of advanced weaving solutions, including best-in-class weaving machines, spare parts and services, organized an Open House in Americana, Sao Paulo, from May 15th-17th. During the Open House, Itema proudly unveiled its latest advancements in weaving technology, both in airjet and rapier machines, to allow Customers to produce high quality fabrics and achieve higher levels of success. Itema exhibited three machines in total, two airjet weaving bed-sheeting and denim and one rapier weaving upholstery.

The Italian privately held multinational Company closed 2013 with stellar results and a +50% YOY increase in weaving machines turnover, being the only manufacturer in the world to provide all three weft insertion technologies: rapier, airjet and projectile, with an ample product portfolio and a strong commitment to continuous innovation.

Latin America is a big and important market for the Company, which counts many valuable Customers with strong and long-lasting partnerships across the continent.

The Open House was hosted by SENAI School, an important textile institution dedicated to turning its students into textile experts and specialists of the weaving industry.

Fulvio Carlo Toma, Itema Group Sales & Marketing Director wholeheartedly thanked the SENAI School by saying: “For us, being here in Brazil is a great opportunity to meet our valuable Customers and to show them our latest innovation, and SENAI School is the absolute perfect location. Itema and SENAI share many strong values, such as our commitment to continuing education, training, expertise and innovation. Our Company has recently launched Itema Academy, a highly rated apprenticeship program to recruit and retain talented new graduates in our headquarters in Italy.”

Prof. Adao, coordinator at SENAI School, also comments: “We, in SENAI, dedicate ourselves to teaching our students how to become textile experts in order to bring textile companies in Brazil high-level graduates. Hosting IteMa Open House Brazil gives us an invaluable opportunity to let our students come face-to-face with the latest technological advancements in weaving machines and meet many important textile companies visiting the exhibition.”

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**Notes to Editors:**

**About IteMa**

*IteMa is a leading global provider of advanced weaving solutions, including best-in-class weaving machines, spare parts and integrated services. The Company is the only manufacturer in the world to provide all three weft insertion technologies: rapier, air jet and projectile, with an ample product portfolio and a commitment to continuous innovation and technological advancement of its weaving machines. For more information about IteMa, please visit [www.itemagroup.com](http://www.itemagroup.com).*

**About Fulvio Carlo Toma, Group Sales & Marketing Director**



*Mr Fulvio Carlo Toma is the Group Sales & Marketing Director at IteMa S.p.A. since April 2013 leading the corporate marketing and commercial departments and setting the strategy geared to consolidate and grow the global weaving manufacturer's competitive position worldwide.*

*A high-profile manager with a long track record and broad expertise, Mr Toma built up his experience holding key roles in leading international companies.*

*Prior to IteMa, from 2010 onwards, Mr Toma was Chief Commercial Officer at Elettronica Santerno S.p.A. with the task of coordinating and managing the commercial network and all the Santerno branches in Italy and abroad. In particular, he was in charge of the organization's business and development strategies in the fast-paced renewables market.*

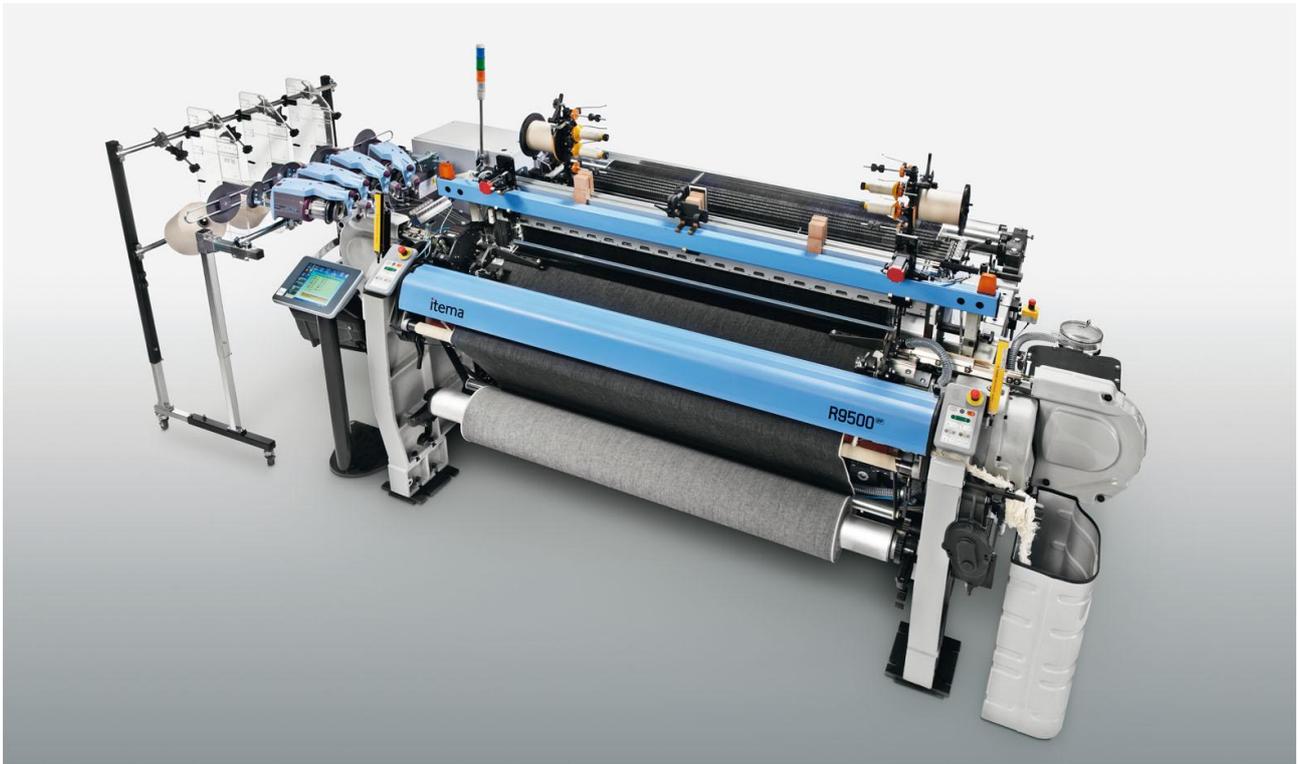
*From 2008 to 2010, Mr Toma worked in Siemens first in Business Development and later appointed Sales & Marketing Director for South Europe and South America. Mr Toma held also a number of leadership positions in other major international companies, such as Cap Gemini and General Electric.*

*Mr Toma has a degree in Physics from the University of Milan, and advanced Master's degrees and specialization in business strategies from Universities in Madrid and the USA.*

*Mr Toma is also an acknowledged journalist enrolled in the Italian National Register of Journalists and the author of more than 200 publications, which resulted in professorships in Italy and across Europe, as well as cooperation with Universities and Research Centres in the United States.*

*Mr Fulvio Carlo Toma has a daughter, Martina and a son, Alessandro. His wife Blanca is Spanish. He is fluent in English, Spanish and Italian.*

- Itema **R9500 Rapier** Weaving Machine – the 2013 best-seller. The new flagship which now represents one-third of the revenue from weaving machines for the Italian privately held multinational group, Itema.



itema

R9500<sup>QRP</sup>

**-Itema Open House Brazil - Pictures**





Itema Headquarter, Colzate, Italy