



Talks

LET'S TALK WITH...

Claudio Gazzaniga

"The cosmopolitan of industry "

In Duplomatic since 2008, I joined Duplomatic to boost the internationalization of the company's sales force. Previously I had held similar roles in other companies in the hydraulic sector, and it was an activity that I cared a lot about and to which I still dedicate myself with passion. Even today my mission is to export Duplomatic know-how and excellence abroad, following the commercial development of both the Duplomatic MS offices in South East Asia and China, and training the staff of the Group and of the Hydreco Hydraulics and Continental Hydraulics brands in the world about our products, to expand the knowledge of our offer for the mobile and industrial sectors.

International development

Duplomatic approached foreign markets with multiple strategies, to get the best from various geographical areas. **In Europe** we started with distributors and kept this model until the acquisition of Hydreco. Since that time, we have decided to implement a boosted synergy between Hydreco's European offices and our local sales offices to create stronger structures, including technical ones. **In the USA**, due to the characteristics of the market and the specificities of the products, in order to be competitive, we have chosen to enter through the acquisition of a solid local reality with a widespread presence in the area. Continental Hydraulics, active since the 1930s, thanks to its production of vane and piston pumps, that were not present in the Duplomatic portfolio, and to its 68 regional distributors, was the right choice. Just like Duplomatic added the Continental pumps in its catalog, so Continental began to successfully sell our proportional valves throughout the United States, guaranteeing us, even in the challenging 2020, a solid result. Finally, our presence in the US also allows us to collaborate with OEMs. In recent months, Hydreco Inc. and Continental Hydraulics Inc. merged their North American operations, creating synergies for the distribution network. **In China** and in the Asian area we wanted to be present with a Duplomatic plant and sales office, in order to locally manufacture products, guarantee adequate delivery times and service performance on site. In addition to the Shanghai sale team we have been working through commercial offices in Malaysia and very close collaborations with local distributors for many years. Of course, the world includes other regions. Duplomatic Group is in fact also present in **India, Oceania** and it is also organizing its activities in **Brazil** for **South America**... .but we will talk about this in a next episode.

Training about synergistic solutions

In 2020 and 2021 my main activity has been and will be the training of the Group's sales personnel, so that the in-depth knowledge of our solutions for industrial and mobile applications is shared by everyone in equal measure. Training, video calls, online presentations are my daily activity to best present the Group's portfolio .



Claudio Gazzaniga,
Export Sales Director,
Duplomatic MS Spa

He has a long experience in the commercial approach to foreign markets.

He is in charge of expansion and international penetration of Duplomatic MS, and its role today is also to build a shared competence within the Group in the reference sectors: Industry and Mobile.

What keyword does represent 2021?

#motionwillkeepusttogether:
in the double meaning of
industrial and mobile
solutions e
of the new concept
represented by the skills
and people who come
together to form an
international Group

Communicating
motion