



10
CASAPPA
 FLUID POWER DESIGN
 流体动力设计
CHINA 2007 - 2017

65
 ANNIVERSARY
 1952 - 2017

20
 YEARS
 ANNIVERSARY
IKRON
 Fluid Filtration

This year, Casappa, the family-owned multinational that will bill € 125 million in the world this year, boasting about 750 employees in three production plants and a high-profile position in the hydraulic parts sector, is celebrating its 10th anniversary in China.

To mark the occasion, it has opened the doors to the Shanghai plant, announcing an expansion phase with the acquisition of new production spaces for high-tech parts.



A moment of the event in the Casappa Shanghai production plant.

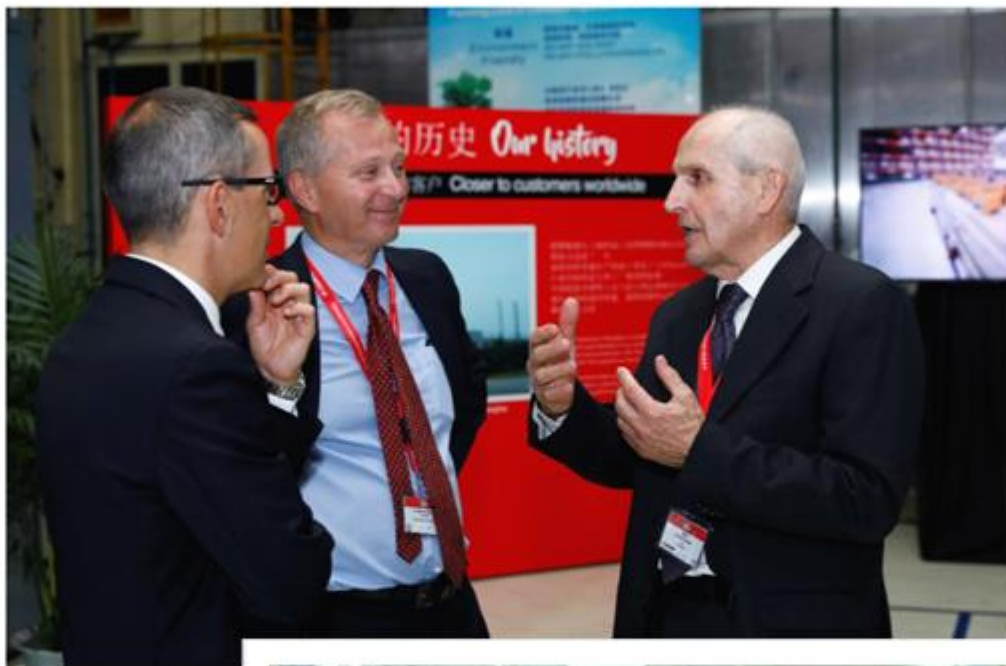
Casappa: “for 10 years, we have been growing in China, too”

SHANGHAI, 13 October 2017. “For ten years, Casappa has been growing in China, too. This continuous line of development has doubled the number of employees at the Shanghai plant to 110, with constantly growing sales revenue. The tenth anniversary opens a new phase of development, starting from the acquisition of new manufacturing spaces (a 3,000 m² plant adjacent to the existing one), which will also bring new jobs and product lines based on our most innovative technologies oriented towards saving energy and respecting the environment.”

With these words, Chairman Renato Casappa inaugurated the decennial celebrations of Casappa Hydraulics (Shanghai) Co., Ltd, opening the Shanghai plant’s doors to collaborators, customers, and suppliers during an Open Day.

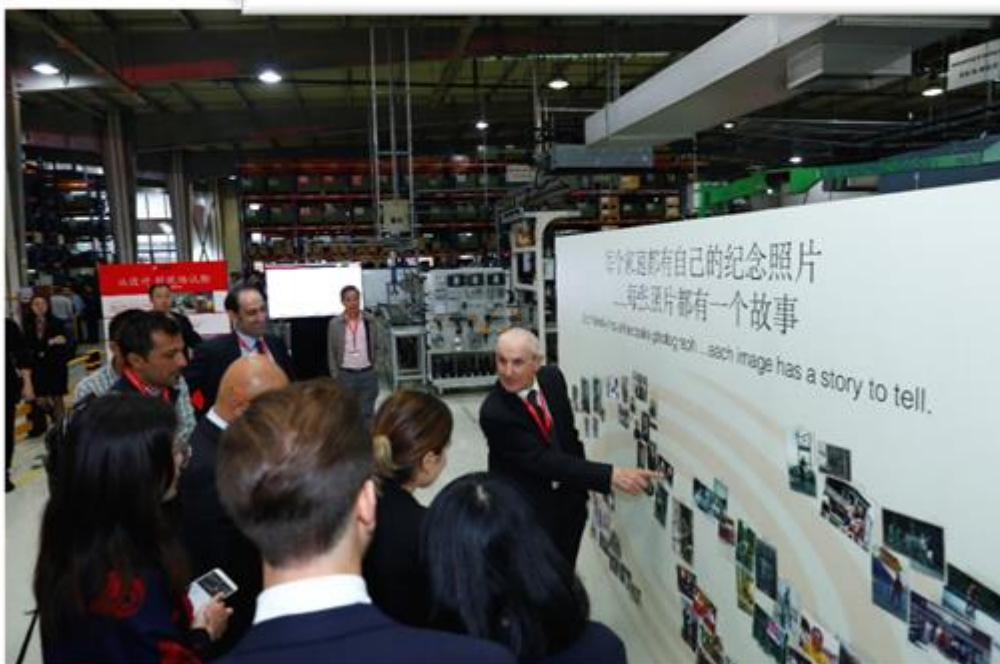
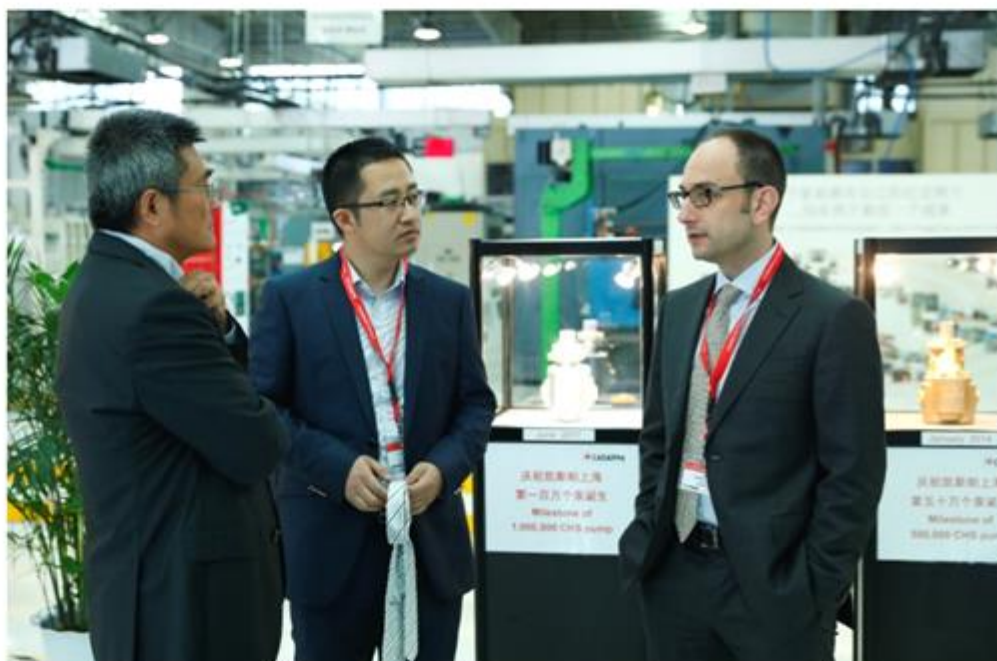


The Chairman Renato Casappa.



From left to right the Managing Director Filippo Casappa, the Italian Consul General in Shanghai Stefano Beltrame and Renato Casappa.

From right to left: the Sales Manager Asia and Middle East Francesco Mazzetta and some Customers during the event.



From left to right: Renato Casappa with some Guests during the plant visit.

Casappa Hydraulics (Shanghai) Co., Ltd, a 100% subsidiary of the family holding company Casappa through Casappa Spa, bills approximately € 17 million, 30% outside China, and for years has been earning margins capable of sustaining investment to strengthen the production unit that already covers 4,000 m² in addition to 2,000 m² of offices.

“CHS (Casappa Hydraulics Shanghai) was born for and addresses the markets in China, Korea, Japan, and India, with customers of the calibre of Hyva, Sany, Xcmg, Liugong, Zoomlion, and Caterpillar. Asia is a market of great interest for the hydraulic technologies that Casappa has been producing for 65 years,” explains Managing Director Filippo Casappa, who also serves as Deputy Chairman alongside Stefano Miriello, Michele Bernardi, and Stefano Pellicelli, “and for us, China will be one of the main drivers of growth for the next ten years.”

The tenth anniversary of the creation of Casappa Hydraulics (Shanghai) Co., Ltd was marked by an event that saw the participation of Alex Tan, Managing Director of Hyva China. “That was Casappa’s first customer in China,” explains Stefano Mirello, General Manager of Casappa and Deputy Chairman of CHS, “and it is still one of the leading users of the parts produced in Shanghai”.



Casappa Managing Director and Casappa Shanghai Deputy Chairman Filippo Casappa.



Casappa General Manager and Casappa Shanghai Deputy Chairman Stefano Miriello.

The meeting in China saw contributions from the Italian Consul General in Shanghai Stefano Beltrame, the Italian Consul in Shanghai Ludovica Murazzani, the Director of ITA (Italian Trade Agency) in Shanghai Massimiliano Tremittera, the General Manager of the Kangqiao Pudong New Area industrial district Mr. Huang Ping, and Mr. Tao Xian Jun, Director of Economic Development of the Zhangjiang Gaoke Pudong New Area Industrial Park.

Internationalization is one of Casappa's lines of growth which, along with continuous investment to develop advanced technologies, has also yielded positive results in Chicago, where it has been present for 24 years, and where it records 30% of its sales. These results have been confirmed for 20 years in Germany as well.

Two thousand and seventeen was a special year for Casappa, which in May celebrated its 65th anniversary, and its 20th since the foundation of the Ikron.

The Shanghai event honoured the CHS employees with greatest seniority, but also the key customers that continue to place their trust in Casappa, as well as the local suppliers that have reached high levels of quality and reliability while fully complying with the standards Casappa has established worldwide.



The award ceremony of the Collaborators.

The 2018 budgets of both Casappa and Casappa Hydraulics (Shanghai) Co., Ltd show prospects for “double digit” growth, says Chairman Renato Casappa, “and this trend stems from being strongly rooted in the world’s main markets, the result of constant, collaborative dialogue with our customers. This commitment brought us from the “golden pump” built by Roberto Casappa in 1952 to surpassing one million hydraulic parts manufactured in one year”.

The Chinese factory, led by general manager Davide Bruschi, accounts for 14% of Casappa’s total sales revenue, and China is the number-three market in terms of worldwide importance. The Shanghai plant puts out 120,000 cast iron gear pumps every year, and an expanded array of products is planned, with the inclusion of

piston pumps and electrically controlled aluminium pumps for applications ranging from construction to industrial vehicles, and from handling goods to farm machinery.



Globally, Casappa and Ikron have been following a line of constant growth over time (+15 % consolidated revenue over the past three years).

“We have reached high levels of competitiveness, thanks to constant investment in the company (about 5 % of the yearly sales revenue),” concludes Chairman Renato Casappa, “and in 2017 we count on reaching € 125 million in sales revenue, 80% of which earned abroad”.



From left to right: Casappa Shanghai General Manager Davide Bruschi, Stefano Miriello, Renato Casappa, Filippo Casappa and the Head of Sales and Marketing Michele Bernardi.



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