

"For us at Giardina Group, the Indian market is of **fundamental importance**: we have a consolidated presence, strong and close to our customers. The past two years have not been easy, definitely, as "Covid-19" impacted the entire sector in India, but we are satisfied with the results. We have never stopped, we have always continued to submit offers and receive requests, and we can announce with great pleasure our new **Experience Center**, a state-of-the-art facility not far from Bangalore, where our customers will be able not only to touch all the quality of our products, but also to get quick, efficient, close service. It will be like having a Giampiero Mauri Innovation Center in India".

"One of the most complicated problems on the Indian market is certainly the difficulty in moving, the distances, the impossibility of being able to send a technician quickly without an adequate structure to support him. This is why the newly opened Experience Center is essential: we will have **five complete lines**, showing every aspect of spray painting, roller painting, painting with pressurized booths, an area dedicated to automatic sanding, manual sanding, sanding of profiles, edges, and a polishing area. The customers can even bring their own products to have them painted, sanded and to study the most appropriate solutions together with our technicians, from the settings of the machines to the most suitable paints for processing".

"Working with a local partner and an equipped laboratory is essential on the Indian market, because there are language barriers, because it is not easy to overcome distances and because in order to assist the customer, in India in particular, you must be able to offer effective after-sales service. In this context, we have local people in India who know our machines perfectly, they know how to assemble and how to program

them. So, the customer can **talk directly** with those who mounted the machine, reducing the time and immediately interacting with someone who has direct contact with the machine. It may seem obvious, but speed is key".

"The Indian customer's approach to technology is different from the European one. High-level technology, especially with regard to painting, is not yet particularly widespread. Many manufacturers still rely on manual spray booths, with all the pros and cons. But now this trend is changing: customers are asking for more automation, because they are realizing how much more effective it is to execute a process – allow me the definition – "in series". Working with an **automatic sprayer** allows you to reduce time, produce more pieces per shift, and above all, reduce the possibility of human error. A trend, as I said, that is spreading more and more".

"The role of the "**Giardina finishing academy**" is essential in customer relations. When you sell a machine, we don't just sell the product, but we sell our **expertise**, our ability to stand by the customer. And, to be honest, there are great advantages in this context when you have local staff".

"Exhibitions are essential to keep in touch with customers, and in India it is even more important to be able to gather everyone, customers and manufacturers, in few days. It was important before the "Covid-19", when the problem in travel was only distance; it is important during this transition phase of the pandemic, as you never actually know where you can go today and tomorrow; and it will be important even after the pandemic: direct contact is important to create bonds, and trust is the basis of all". ■

