

PRESS RELEASE

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Fenzi Group, The Finest Italian Business Culture in the World

Less than 2 years after its inauguration, Fenzi China Paints and Sealants Company Limited, the Fenzi Group company in China set up in June 2006, has already received two important recognitions by the Chinese authorities for the safety of its manufacturing processes and for the highest level of competitiveness in its industrial district.

The worldwide leadership of the Fenzi Group in the industry of chemicals for glass secondary processing was confirmed when the quality of manufacturing processes at Fenzi China Paints and Sealants Company Limited was officially recognized by the Chinese authorities. The Safety Bureau of Jiaxing assigned an award to the facility for its high level of manufacturing safety while the Xhiuzhou district conferred an acknowledgement for being the most competitive company in the industrial district.

The factory, established to manufacture and distribute Fenzi's Duralux range of mirror paints on the local market, has acquired a large share of the Asian market and has demonstrated significant growth potential. It has outperformed other international companies working in the same industrial district. In so doing, the group has provided the finest example of Italian business culture: a high level of competitiveness with worker safety in the forefront.

China is becoming a huge opportunity for companies, which have set up shop in this fast-growing market. Despite fears of a global recession, the prospects could not be better for the Fenzi China Paints and Sealants Company Limited in 2008, according to Stefano Pozzi, the company's General Manager since March: "We are aiming to achieve all-round growth and development and we are uniquely positioned to do this. China is a difficult country to get to know really well because it is extremely multi-faceted." Stefano Pozzi continued, "And this is also reflected in the economic life of the entire country. The Chinese market is very complex, but our sector is definitely growing. So, I'm optimistic about 2008 and I believe it will be a very good year."

To download images:

www.ilfilorossocomunicazione.it/fenzi/china_1.zip

www.ilfilorossocomunicazione.it/fenzi/china_2.zip

www.ilfilorossocomunicazione.it/fenzi/stefano_pozzi.zip

References:

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