



“We expect the market in **India** for machine tools to continue to **grow** in the years to come”

Vigel has big plans for India. **Dr Alberto Pesce**, managing director, of VIGEL SpA, shares his company's plans for this vibrant market and for IMTEX 2007. Excerpts from an e-interview...

Q Kindly share your plans for IMTEX 2007 with us

Since its inception in 1947, Vigel has always focussed on providing innovative manufacturing solutions to various customers in Europe and the US.

We plan to use the platform provided by IMTEX, to reach out to potential clients in India, to inform them of the progress of our establishment in India, to brief them of our technologies, and also to understand specific market needs and requirements.

Q What are the products you plan to exhibit? Any new launches?

We are planning to step into the Indian market by introducing our new product 'One'. This is a innovative, high performance, multi axes, single spindle machining centre platform,

ideally suited for the manufacturing needs of the Indian automobile and auto component industry.

With 'One' we are keen to participate with many of our prospective customers in their quest to be number one in terms of manufacturing competitiveness.

'One' is the first step towards completing all the manufacturing operations of a variety of automobile components in single or multiple setups within a single machine, thus resulting in dramatic savings in manufacturing lead times and also substantially enhancing the quality of parts.

We have, in our product basket, series of multi-spindle, horizontal and vertical machining centres, which are basically extended platforms of 'One', and by choosing the right options, we will offer to the

customers a technology, 'Just and exactly as what they need'.

Engineering the applications for automobile components is our strength and hence, 'One' will always be offered as a tooling solution and not as a mere standard machine tool.

Q What are the key reasons for participating in IMTEX?

We take part in exhibitions of repute and IMTEX is most certainly one. It always provides an appropriate forum to meet and interact with a wide spectrum of machine tool users as also to showcase and display technologies and products, of machine tool manufacturers.

The resultant bi-directional flow of information and knowledge invariably benefits both the users and the manufacturers.

We believe that our participation will help us demonstrate our capabilities and also understand market requirements better and thereby enable us to be better equipped to meet customer needs in the times to come.

Q What are your comments on the new venue – Bangalore?

Bangalore is the hometown for many well-known Indian machine makers and their subsystem suppliers. It is also well connected to all major cities in India, and is the base for many Indian and multinational organisations in the manufacturing and software industry. In my opinion, it is an ideal location for an important exhibition like IMTEX.

IMTMA has done a great service to machine tools industry, Indian manufacturing industry and to the city of Bangalore by creating a world class exhibition complex.

We are excited to be a part of this exhibition, which is growing in status as a premier event in this part of the world.

Q Are you anticipating any infrastructure blues?

We are concerned about the transportation and the adequate hospitality facilities within the city of Bangalore. However, IMTMA seems to have done everything they could to keep the concerns to the minimum level. We hope that these aspects will certainly improve for the next IMTEX exhibition.

Q Tell us about Vigel and the company's plans for India

Vigel is known for innovative engineering solutions for automobile component manufacturing. We have a flexible platform of machines, which can be configured for a variety of automotive components based on the production volume. The platform is based on the lean concept of finishing the part in a single machine in one or multiple settings, while ensuring the required cycle time.

Vigel has been acting as a dependable partner to all its customers, some of whom are well known names both in the automobile as well as auto component sectors like Ford, Renault, Fiat, Volkswagon, GM, Peugeot, TRW, Brembo, Metaldyne, Magneti Marelli Bosch, Lucas, SKF to name a few.

India is an important part of our global strategy and by establishing our first manufacturing facility outside Europe, we are demonstrating our long-term commitment to this market.

Q What are your reasons for setting up shop in India?

To be able to serve the needs of your customers, you need to be close to them. That helps in understanding customers much better and you are able to respond faster. Many of our global customers have already established their presence here and many others are in the process of doing it. Apart from that, India provides a competitive manufacturing environment and also offers an advantage in terms of highly talented engineering skills, which are very crucial to our value proposition towards our customers. These are the main reasons for setting up our 'Centre of Excellence' in Ranjangaon, Pune, which is expected to be a hub of automotive component manufacturing in the near future.

As we strengthen our presence here in India, we will also look at the Indian facility to act manufacturing base for the Asia Pacific region and engineering support base for our worldwide operations.

Q How do you perceive the India machine tool business and where do you think it is headed?

We expect market in India for machine



tools to continue to grow in the years to come. Favourable manufacturing environment and growth of the export oriented auto components segment are going to be the primary drivers.

Reliability of product performance, and the flexibility to adapt to changing products is going to be the key issues to drive the technology development in the field of machine tools.

Q What are your expectations from this market?

The Indian growth story is very strong and capable of withstanding global environmental disturbances should they occur.

The auto component industry has exceeded growth expectations over the past few years. In the years to come, there is every reason to believe that this will continue at a scorching pace.

Our product features and capabilities we believe, will provide optimal

techno-commercial solutions to manufacturers in this sector, which in turn will enable them to seize global business opportunities.

Q Kindly share with us your future plans...

Our vision is to create a world class, customer-focussed organisation of an empowered team of professionals passionately working to provide innovative machine tool products and related services to our customers, to enhance their manufacturing competitiveness.

As elaborated earlier, we propose to subsequently use our Indian operations as a base for our future thrust in the South Asian and Far Eastern markets. We would also look to explore potential opportunities in China from here.

In addition, we propose to use the expertise of the Indian Arm to support Vigel Italy in our conventional American and European markets. **MMT**