



COMPANY PROFILE

THE COMPANY

- **The business project born in 2006 from an idea to explore into the South America automotive market the experiences and competencies of the founder, Roberto Pagano, coming from more than 25 years of activities into the worldwide automotive market.**
- **ROMA CONSULTING born in March 2007, focusing the following guidelines:**
 - **select Suppliers for the automotive market in South America, characterized by differentiated offer, demonstrated competencies, focus in market development and growing potential;**
 - **support such Suppliers for developing market and customers, business and marketing planning, sales development and follow-up;**
 - **develop a Final Customers portfolio to concretize the products/services offered by the selected suppliers;**
 - **support such Final Customers in the identification of new products/services.**
- **In the following years, through the acquisition of new partners with proven expertise in their fields, ROMA CONSULTING has also specialized in:**
 - **management advisory: reorganizations and restructurings, business plans;**
 - **consultancies in management control, commercial, industrial, quality, logistics, ...**
 - **support to foreign companies who want to develop business or settle in Brazil, offering a full-service for project format and follow-up.**



BUSINESS SCHEME

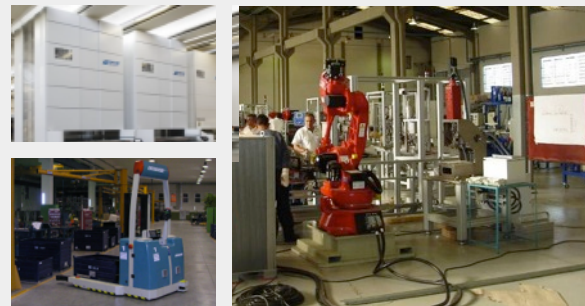
*Reorganization and restructurings plans.
Advices in management control, commercial, industrial, quality, logistics, ...*



Support to foreign companies who want to develop business or settle in Brazil, offering a full-service for project format and follow-up.

Suppliers selection for products/services

SUPPLIERS



- Automotive Components
- Production Systems
- Logistics and Supply-chain

Final Customers portfolio development

CUSTOMERS (market)



- Car-makers
- Tier1 and Autoparts
- Production Systems

FOUNDER PROFILE

ROBERTO PAGANO

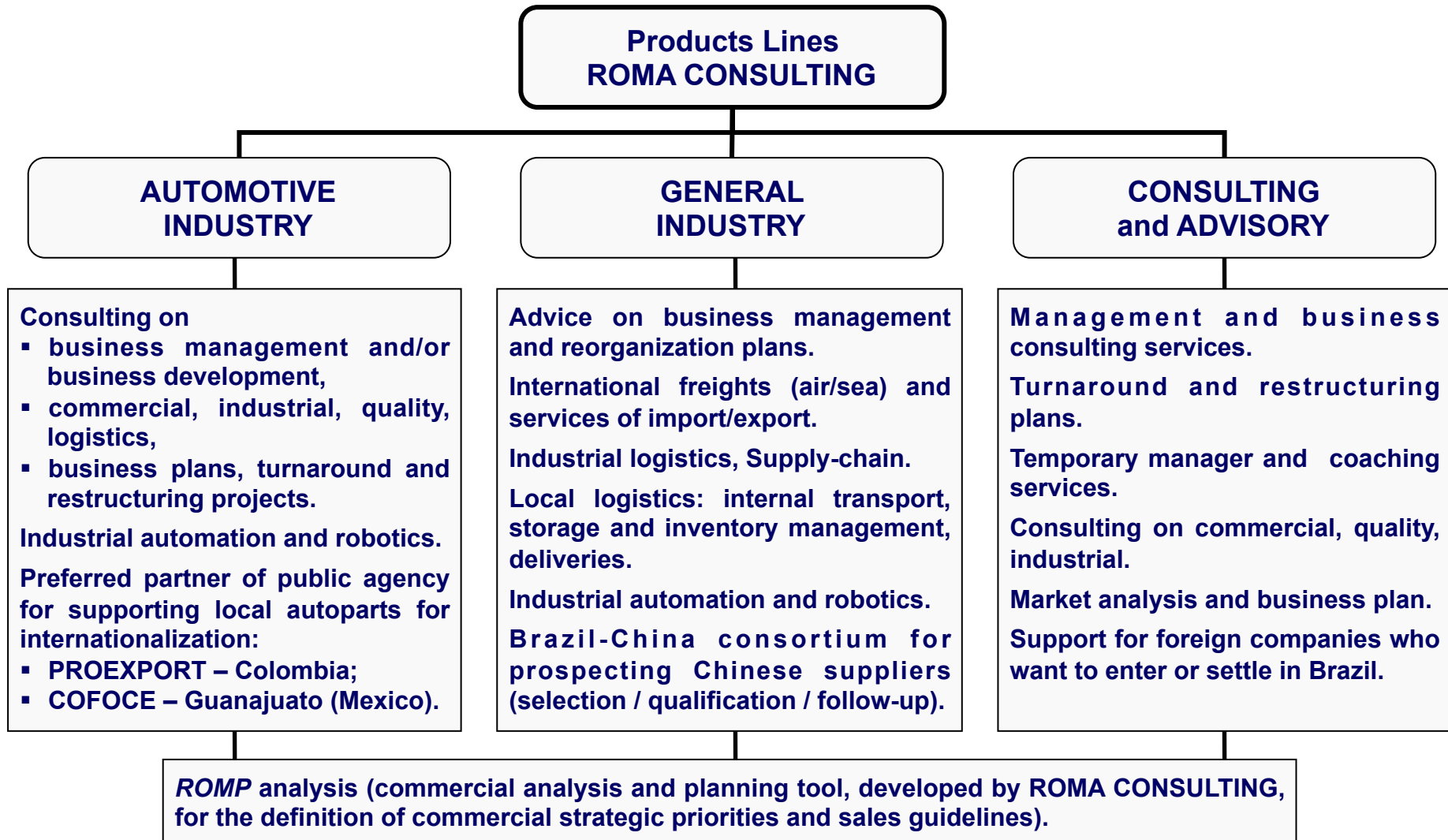
Electronic engineer, Italian, actuating into the worldwide automotive market from 1980 (Fiat, MLTA, Magneti Marelli, Comau) in Italy, France, UK, Germany, Austria, Netherlands, Belgium, Spain, Sweden, Turkey, Poland, India, Japan, South Africa, USA, Argentina, Venezuela, Brazil.



- Director of Fiat Group from 1990 to 2006.
- Acting in Brazil since 2000 (Magneti Marelli, Comau, ROMA CONSULTING).
- Main experiences:
 - Relationships with global companies for customers development and management, international suppliers selection, strategic partnerships, collaborations with public organizations and universities.
 - Implantation and start-up of local operational units (Poland 1997, India 1997, Brazil 1998), new projects feasibility analysis, development of business plans.
 - Transnational projects coordination and management of operational organizations: commercial, industrial, engineering, P&L business units and companies.
 - International negotiations (supply contracts, joint ventures, technology transfers) in Europe, USA, South America, India, China, Japan.
 - Technical, commercial and executive management in global companies into the automotive, energy, aerospace markets.
 - Engineering and Business Unit Director in Magneti Marelli do Brasil from 2000 to 2003.
 - Commercial and Business Unit Director in Comau Mercosul from 2003 to 2006.
 - Consultant in Brazil since 2007 for commercial projects and new business development.
 - CEO (temporary manager) of the Brazilian branch of a multinational automotive company (2014-15).

PRODUCTS LINES

Today ROMA CONSULTING offers the following products lines, for Latin America industry:



FINAL CUSTOMERS PORTFOLIO

Automotive

ROMA has (or had in the last years) business relationships with the main following Brazilian customers:

CARMAKERS	TIER1 and AUTOPARTS			PRODUCTION SYSTEMS
AGCO	AETHRA	INDEBRAS	SODECIA	ABB
CATERPILLAR	AISIN	IRAMEC	STOLA	COMAU
CNH - Case New	ASTEN	ITAESBRA	TAKATA	CORDELLA
Holland	AUTOLIV	KEIPER PREVENT	TECNOCURVA	DURR
FCA - Fiat Chrysler	AUTOMETAL	IOCHPE MAXION	TENNECO	EISENMANN
FORD	BENTELER	NEUMAYER TEKFOR	THYSSENKRUPP	EURONOBRE
GENERAL MOTORS	BREMBO	LEAR	TEKSID	FANUC
HONDA	BOSCH	MAGNA	TIBERINA	FIVES CINETIC
IVECO	BROSE	MAGNETI MARELLI	TOWER	GME
YAMAHA	CONTINENTAL	MAHLE-BEHR	TUPER	KUKA
MAN Latin America	DANA	MANN+HUMMEL	TRW	MECNIL
MERCEDES	DELPHI	MECAPLAST	VALEO	PROMAC
MITSUBISHI	DENSO	METALPO-COMBUSTOL	WABCO	ROSLER
NISSAN	EBF VAZ ECOPADS	MGI COUTIER	WITZENMANN	SIECAB
RENAULT	ENGEMET	MONTEPINO	ZF	SYSTEM LOGISTICS
PSA - Peugeot Citroen	ELTEK	MWM	...	SPI INTEGRADORA
SCANIA	ENGRECON	NEMAK		TAIKISHA
TOYOTA	FAURECIA	PIERBURG		TELEROBOT
TROLLER	FCI	PLASCAR		THYSSENKRUPP
VOLKSWAGEN	FICOSA	POLIMETRI		
VOLVO	FPT Fiat Powertrain	PRESSAC		
	GRAMPOS AÇO	PROEMA		
	GT DO BRASIL	SHW		

...and we are selecting further Final Customers!

ACTIVITIES HISTORICAL

Since 2007 ROMA CONSULTING operates in the market providing consulting and advisory services to Brazilian and international companies, such as (in chronological order):

• SIEMENS AUTOMOTIVE	<i>Brazil</i>	<i>Supplier of OEM autoparts</i>
• EBF VAZ ECOPADS	<i>Brazil</i>	<i>Supplier of fineblanking automotive components</i>
• TECNOMATIC	<i>Brazil-Italy</i>	<i>Automation, assembly line, robotics</i>
• RIP - grupo ThyssenKrupp	<i>Brazil</i>	<i>Provision of industrial maintenance and technical cleaning services</i>
• TKSE - grupo ThyssenKrupp	<i>Brazil-Germany</i>	<i>Assembly lines for carmakers and autoparts</i>
• EISENMANN	<i>Brazil-Germany</i>	<i>Painting systems for carmakers and autoparts</i>
• METALPÓ-COMBUSTOL	<i>Brazil</i>	<i>Supplier of synerized automotive components</i>
• ENGEMET	<i>Brazil</i>	<i>Production of precision machined parts</i>
• GIESSE	<i>Brazil-Italy</i>	<i>Aluminum profiles for doors and windows</i>
• ETEL	<i>Brazil</i>	<i>Automation, assembly line, robotics</i>
• EDRA	<i>Brazil</i>	<i>Electric car project for urban transport</i>
• IDEA	<i>Brazil-Italy</i>	<i>Automotive product engineering</i>
• ITS	<i>Italy</i>	<i>Automation, assembly line, robotics</i>
• FIVES CINETIC	<i>Brazil-France</i>	<i>Assembly lines for carmakers and autoparts</i>
• BOOKEEPERS	<i>Brazil</i>	<i>Fiscal diagnosis and survey. Reviewing and tax recovery.</i>
• AXIS	<i>India</i>	<i>Automotive and avionic product engineering</i>
• FORLED	<i>Italy</i>	<i>LED lamps for public lighting</i>
• P&T PRECISION & TECHNOLOGY	<i>China</i>	<i>Prospecting of Asian suppliers</i>
• MULTICORPOS	<i>Brazil</i>	<i>Automotive product engineering</i>
• CORNAGLIA CORTUBI	<i>Italy</i>	<i>Plastic components and exhaust systems for OEM</i>
• B&R AUTOMOTIVE	<i>Italy</i>	<i>Automotive metal components, lathed and machined</i>
• CITYLAB	<i>Portugal-Brazil</i>	<i>Photographic editing and marketing services</i>
• STILREVEST	<i>Brazil</i>	<i>Assembly lines for carmakers and autoparts</i>
• TECNOCURVA	<i>Brazil</i>	<i>Tubular assemblies for automotive market</i>
• SIECAB	<i>Brazil-Italy</i>	<i>Automation, assembly line, robotics</i>
• ACTION CARGO	<i>Brazil</i>	<i>International transport (air / sea) and customs operations</i>
• UFP Utensili Fratelli Panzeri	<i>Italy</i>	<i>Special tools for machining</i>
• GT DO BRASIL - grupo Gammastamp	<i>Brazil-Italy</i>	<i>Supplier of OEM autoparts</i>

ACTIVITIES

1.1 Advisory for management and business

- Business strategies.
- Restructuring and reorganization. Turnaround plans.
- “Temporary Manager” services.
- Projects to improve the business performance.

1.2 Focused automotive market analysis

- Demand & Offer market analysis and trends
- Key Success Factors identification & Business Opportunities outlook

1.3 Initial market introduction

- Presentation to potential automotive customers in Brazil
- Seeking opportunities to supply target automotive customers (OEM, Tier1 and Auto-parts, Production Systems)

1.4 Commercial activities with hunted customers

- Offers presentation and negotiation
- Contracts celebration & commercial follow-up

1.5 Logistics assistance

- International transports (air / sea) & local logistics
- Import process & Customs clearance and operations
- Local storage & deliveries

1.6 Technical and Quality interface for the local customers

- Logistic and technical follow-up
- Quality tracking and claims management
- Technical issues (product and process modifications, prices evolutions, etc.)

1.7 Assistance for projects of local installation (commercial, technical, industrial)

SUPPORT FOR FOREIGN COMPANIES

➔ **ROMA CONSULTING is offering *consulting and local support* to foreign companies who want to operate or settle in Brazil.**

ROMA CONSULTING acts into the following operating areas:

- **Analysis of business feasibility.**
- **Analysis of best way to open a local company (*filial*, "*lucro real*", "*lucro presumido*", ...)**
- **Opening process of the local company and process of import license**
- **Local incentives for the installation of the company (partnership with Hortolândia municipality too)**
- **Local incentives for industrials investments**
- **Local search for areas / sheds (renting and buying)**
- **Assistance for civil construction and for industrial installations**
- **Local search for machines and production equipment, with local funding plans**
- **Process of regularization of foreign capitals**
- **Process for work visa and business visa**
- **Analysis of the tax classification of imported products / services**
- **Calculation, simulation and optimization of the costs of products / services importation**
- **Temporary and permanent imports of capital goods: license, transportation and customs clearance**
- **Logistics and imports (door-to-door, freeport, storage, delivery)**

also in partnership with specialized companies.

SUPPORT FOR FOREIGN COMPANIES

Partnerships

ROMA CONSULTING also acts in partnership with Brazilian, Latin American and international companies / organizations, in the areas of:

- *business management and strategy*
- *interface with public entities*
- *fiscal and legal assistance*
- *administration and accounting services*
- *services for internationalization and foreign trade*
- *international logistics*

ROMA CONSULTING is proposing as single interface with the Customer for all activities related to commercial and / or industrial deployment projects, particularly in Hortolandia and in the metropolitan area of Campinas (SP).

Moreover ROMA CONSULTING is “preferred partner” of

- *PROEXPORT (Colombia), government agency for the internationalization of the Colombian industry*
- *COFOCE (Guanajuato - Mexico), government agency for the internationalization of the industry of the Guanajuato State*



SUPPORT FOR FOREIGN COMPANIES

Historical

Main foreign companies who used our services

- **SIEMENS VDO – Germany-Brazil**
OEM autoparts and integrated cockpit.
- **TECNOMATIC – Italy**
Automatic assembly lines for autoparts.
- **FIVES – France**
Assembly lines for automotive industry.
- **CAMPETELLA – Italy**
Cartesian robots for industrial automation.
- **IDEA Institute – Italy**
Automotive product engineering.
- **GIESSE – Italy**
Aluminum frames for doors and windows.
- **ITS – Italy**
Industrial automation and robotics.
- **AXIS – India**
Automotive and avionics product engineering.
- **FORLED – Italy**
LED lamps for public lighting.
- **CORNAGLIA CORTUBI – Italy**
OEM autoparts (exhaust and rotomolding).
- **CITYLAB – Portugal**
Photo editing and equipment imports.

- **B&R AUTOMOTIVE – Italy**
Automotive metal components, lathed and machined.
- **SYSTEM LOGISTICS – Italy-Brazil**
Warehouses and material handling.
- **NETTARE – Italy**
Consortium of Italian companies for MSW treatment and alternative energy generation.
- **ESACO SYSTEMS – Spain**
Conveyors systems for automotive industry.
- **SIECAB – Italy**
Automatic assembly lines for autoparts.
- **INAUXA – Spain**
OEM autoparts (suspensions link and ball joint)
- **CELLINO – Italy**
Autoparts (metallic subassemblies for body and chassis)
- **UFP – Italy**
Special tools for machining.
- **GAMMASTAMP – Italy**
OEM autoparts.

COMPANY DATA

ROMA CONSULTING ASSESSORIA COMERCIAL LTDA.

*Rua Vicência Maria Ribeiro, 626 – bairro Nossa Senhora de Fatima
13185-410 – HORTOLÂNDIA (SP) – Brasil*

Fiscal registration: *CNPJ nº 08.740.254/0001-58*

Email romaconsulting@romaconsulting.biz

LinkedIn www.linkedin.com/company/roma-consulting-assessoria-comercial-ltda-

Website www.romaconsulting.biz

Operational

Roberto Pagano (general manager)

Rua Sampaio Ferraz, 151 - bairro Cambuí

Edifício Solar de Cambuí – apto 144

13024-903 – CAMPINAS (SP) – Brasil

Tel. +55.19.98183.3444

Skype: roberto.pagano3

Email: roberto.pagano@romaconsulting.biz

LinkedIn: <http://www.linkedin.com/in/robertopagano>

... get in touch with us

THANK YOU !