



The staff

## Well planted in the ground

Italian excellence in building agricultural machinery and equipment

At the end of the forties Igino Aurora, inspired by the idea of making work on the land less tired and more productive, built the first track-type tractors to be used at the time in farming. Sicma Spa, a leader in producing agricultural machinery, took root in that idea, afterwards pursued with skill and acumen by his sons Lorenzo, Mario and Franco, lending origin to a business story of great success. The company became highly developed and organized as time passed, succeeding in combining the genius of artisans with the utility of modern technologies. It is now a forerunner in producing agricultural equipment such as tillers, shredders, mowers, spaders and wood chippers, representing the best of an entirely Italian brand for safety and quality on international markets. "We are extremely attentive to our customer's needs – states its director Lorenzo Aurora – to be able to meet with each special requirement to the best and to achieve products with high quality standards". Two

other companies are part of the Aurora family group: Eurocardan Spa, producing cardan shafts and Alfa Metal Srl, producing precision steel structural work and transforming sheet metal. Sicma's great advantage certainly lies in the fact that it produces the entire range of components used to build the machines, on the premises. The complete production process is in fact split up into five separate factories, all concentrated on one single site: from laser cutting to bending, sheet metal work to welding, gears to steel structural work and painting, up to final assembly. "As we have a vertical organization and can 'mould' the end product, starting from the raw materials, we are rewarded by the market because it recognizes the fact that our products are top quality". We are talking about high performing machinery such as the Ecochipper 100 wood chipper used to reduce wood into chips or the new Wgm, (Wing Grooming Mower) comprising 3 mowers, assembled at the rear onto

a single chassis, which can be modulated into various solutions. For some years now the experience and wisdom of the second generation in Sicma has been perfectly tuned in to the dynamism and enterprise of the third generation represented by the founder's grandchildren Alessandra, Chiara, Manuela, Daniela, Marcello, Rossella and Gianni who admirably succeed in keeping a balance between family run and managerial techniques. When they joined the business it became possible to tackle and win the challenge of internationalization. 80% of the business volume is currently exported to foreign markets: in particular to the United States, Australia, South Africa, Bangladesh and India, soon to be joined by those in Asia. "We want to expand our presence onto international markets even further to meet with the high demand coming from emergent countries in the Far East. Working prevalently with foreign countries allows us to look to the future with greater confidence".