

## Ocrim hosts annual 'Wheat, flour and...' event

CREMONA, ITALY — Ocrim hosted local dignitaries and members of the global grain and flour industry in Cremona, Italy Sept. 14-15 for the third edition of its annual open days called “Wheat, flour and...”

Alberto Antolini, Ocrim’s chief executive officer, welcomed the guests and gave a presentation on the company and industry it serves. On Sept. 14 at Filo theatre, in the historical center of Cremona, a presentation about Ocrim’s new work approach was given. The main subject was the “COURAGE OF OCRIM” underlined by Antolini. He said that the courage produces change, change leads to innovation and innovation brings quality.

Ocrim’s office walls are adorned with various phrases and quotes that represent the spirit of a company. These inspirational messages include “Let’s Shape the Future” and “Will to Power.”

Presentations were given to guests from all over the world and institutional representatives of Cremona.

On Sept. 15, at Ocrim’s headquarters, the mayor of Cremona, Oreste Perri, inaugurat-



The ribbon cutting ceremony of the new “Ocrim Core” museum. Photos courtesy of Ocrim.

ed the new museum “Ocrim Core,” which features post-modern installations and ancient machines. The mayor commented that he appreciates the effort and the industrial strategy that has enabled Ocrim to become one of the most important companies in the milling sector.

Ocrim’s guests, including GSFMO Director General Waleed El Khereiji, were given a tour of Ocrim’s factory. Ocrim noted that it has reached important and significant agreements with GSFMO in 2012-13. The visit gave the company’s customers, authorities and the press a chance to see Ocrim’s manufacturing process, which is evolving. Ocrim said that thanks to the investments in its production infrastructure, it has become more competitive, offering high-quality products completely produced in Italy.

The final evening of the annual event was dedicated to the employees and their families. At that time Antolini announced that Ocrim’s sales volume has grown “from €40 million in 2008 to €67 in 2012 and a valuation of €75 to €85 million in 2013.”

He noted that Ocrim has commenced work on a €120 million project in Saudi Arabia that includes three sites. The work is scheduled to be finished by the end of 2014.



Ocrim welcomes the GSFMO Director General Waleed El Khereiji.