

BUILDING

a Reputation of Strength

Impresa Pizzarotti & C. S.p.A., a construction company based in Italy, was established more than 100 years ago as a family-run affair. The Pizzarotti family continues to own the company today, taking a careful approach to the market and evaluating its strategies continually for the best possible outcome. Sophie Roche speaks with Mr Giordani, Pizzarotti's Managing Director for Foreign Department to grasp an understanding of the company.

The company is au fait with evaluating positive and negative market trends, as this is how it has worked since it was founded. As a result of its attention to industry requirements and specifications, Pizzarotti has earned a reputation as a complete partner for construction projects in Italy and abroad. The company has built its reputation step-by-step, accruing contracts and

promoting client satisfaction for on-going success.

Future Focus

Boasting an annual turnover of €1.1 billion, 60 percent of its turnover stems from Italy, working as a general contractor on both private and public projects. 30 percent of Pizzarotti's turnover is generated from the foreign division, and the remaining 10 per cent derives from the housing and precasting sectors, both in the Italian and foreign areas. Thanks to its large construction portfolio, its plan for the future is to develop a balanced structure, reaching a target of 50 percent turnover deriving from its Italian department and 50 percent from its foreign department.

Pizzarotti intends to increasingly specialise in the construction of hospitals, both private and

public, for future growth. To operate successfully in this area, an advanced amount of technology is required, which Pizzarotti is investing into continually. Additional areas of focus for the company are the railway and highway industries. One such Italian project is based in the Region of Milan, where the company carries out both private and public projects; in this instance, Pizzarotti was enlisted to build new highways from Milan to Bergamo, to Brescia. The company also built the new Italian high-speed railway line, from Milan to Bologna. Pizzarotti is growing in technology and innovation in order to fulfil the demands of these markets.

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Foreign Projects and Services

In addition to the completion of many Italian projects, Pizzarotti has also worked on a number of high profile international constructions. The company has completed those and is still realising multiple builds, such as hospitals in France (Marseille and Sospel) and residential complexes in the Principality of Monaco. Switzerland is a client of Pizzarotti (with some lots on the Saint Gotthard base tunnel), as are Romania, Algeria, Morocco, and the Philippines, with projects including highways, tunnels, railway lines, dams and irrigation systems. Impresa Pizzarotti is now looking for commercial penetration

in locations such as Turkey, Mena countries, Mongolia, Australia, and various African countries. Pizzarotti's knowledge, technical ability and skills have led the company to become highly successful internationally.

Growing organically, Pizzarotti generates limited-liability projects for maximum customer satisfaction. By means of acquisitions, Pizzarotti invested into smaller companies (one in Monte-Carlo, Engaco, and one in Switzerland, Pizzarotti SA), which it then transformed into high-level businesses to further the firm's growth as a whole. The financial knowledge of Pizzarotti ensured that these acquisitions were a success. Thanks to its acquired expansion and organic growth, the company now has 65 percent of its turnover involved in



Infrastructures, 15 percent in buildings, and the rest in concessions, precasting, and real estate sectors. Moving forward, Pizzarotti is striving to achieve the same percentage of projects abroad, balancing its involvement both in Italian and international projects. The company has expanded its market from Italy, to European countries, and then to Sub-Saharan African and Middle East countries, using its local branches situated in nearby foreign countries. Its extended international presence should lead to further market dominance and continued global success.

Investing into Quality

To ensure that it remains a key player in the construction industry, Pizzarotti invests regularly into research, development and machinery. It must boast a high-level of technology and technical ability to comply with customer demand, in addition to a good understanding of market trends. Its most recent investments have been involved with specialised precasting and environmental construction. Impresa Pizzarotti is a technology leader in Italy regarding the precasting sector, and it now aims to be one of the top companies in the rest of Europe. At the moment, it is implementing its green technology system; predominantly striving to improve both solar and recycling plants. The Pizzarotti Group also owns a company, Pizzarotti Energia, which is committed to the building of eco-friendly infrastructures, such as the Catania-Syracuse highway in Sicily, where solar energy is used to light the road. Furthermore, Pizzarotti is also striving to construct green-energy residential housing that works with nature to protect the environment globally.

Focusing on High Level Standards

Pizzarotti is a company focused on technology and innovation. The company is aware that it must remain technologically proficient to continue being competitive. Its main competitors in the Middle East area at present have low label costs and are able to make offers at very low prices. Pizzarotti, however, has a higher level of technology and quality than most of its Chinese and Indian competitors; therefore it must make certain to keep abreast of technological innovations to remain competitive against lower-cost production companies. As part of its commitment to quality, Pizzarotti adheres to the ISO standards, which are very important for working in the Italian and international markets.

The high level of expertise that the company has achieved has been recognised by the ICIC, the Institute of Certification in the Construction Industry. Both the internal organisation

and the business management procedures comply with a strict Quality System, which depends on annual checks in addition to a review every three years. The aforementioned ICIC Certificate is an assurance that the services provided by Pizzarotti are fully compliant with the prescriptions of UNI EN ISO 9001:2008, UNI EN ISO 14001:2004 and BS OHSAS 18001:2007. Furthermore, the company is certified to work with the US Army and Navy, which is costly but important for international tenders, and built for them the American military bases of Ederle (near Vicenza) and Darby (near Livorno), both located in Italy. Pizzarotti is also one of the few companies that received the LEED (Leadership in Energy and Environmental Design) for New Construction. This is an American voluntary certification system that provides New Construction Rating Systems designed to guide and distinguish high-performance commercial and institutional projects,

including office buildings, high-rise residential buildings, government buildings, recreational facilities, manufacturing plants and laboratories.

Pizzarotti ensures that all these certifications are kept up to date for the good of its clients, whom the company views as partners, working together towards the attainment of their common goals. Pizzarotti strives to complete all projects punctually to secure its reputation for reliability. It is proud of the work it does and is aware that customer recommendation can secure regular projects for a company for years to come. An example of Pizzarotti's qualitative, punctual work is its completion of a project in France, for which it received a letter of praise and thanks from the French National Health Association located in Marseille. Letters such as this are a clear indication of how Pizzarotti has remained so successful. It is proud of its century old history built on trustworthiness, and its commitment to the projects it undertakes. ●

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