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AERMEC'S 50TH ANNIVERSARY SPECIAL
Bologna, 29th November 2011

Commitment, honesty, quality, professionalism. The secret of our success.

Fifty years of hard work and success originated from the entrepreneurial idea to “create well-being” at a time - the '50s - when such ideas were a true gamble. It was my uncle Pilade, our unforgotten entrepreneurial point of reference, who had the idea to start our business in the air conditioning industry. It was he who convinced me to become entrepreneur in this sector and gave me his full support during the difficult start-up. But there is another figure very important to me, my father Raffaello, who was always by my side at work, supporting and encouraging me.

This is how we founded Riello Condizionatori, a brand that was kept until the end of the '90s, when it became Aermec. Many changes, both in the products and the company organisation, have occurred throughout these fifty years. We started off as contract manufacturers, then we decided to distribute our own brand to meet the market requirements through our direct sales force. We have gradually evolved towards a range of complex products and, to do so, we have always committed ourselves to provide training and broaden our knowledge, cultivating collaboration and research relationships with the most prestigious Italian Universities. I believe I am a very lucky man and entrepreneur because, first of all, my family has always been there to back me up in moments of joy, but also in moments of tension and mistrust, which every entrepreneur goes through at some point of his/her life. My family, which is and has always been close-knit, has always helped me get through those moments and this gives me great confidence in the future, because I can see my children's commitment, ability and enthusiasm in pursuing the path that I have started and built up for them. I think that most of Aermec's success is due to the commitment and ability of every single one of you who know how to communicate the quality, reliability and technical features of our products and services to our customers.

Dear Italian and international agents and dealers, we have achieved great results because we have always had a loyal, transparent relationship and have always known we had reliable and credible interlocutors. This is the spirit that has characterised our and your efforts to meet market requirements and it is with this spirit that we must look to the future, which, due to its uncertainty, is more complicated than the past. Nevertheless, today I believe that ideally we can take on this challenge successfully with our winning features, which are always the same: commitment, honesty, transparency, quality, reliability and professionalism. These are the values that have always been rewarded by the market and - I am sure - will continue to be rewarded also in the future. And what about our Technical Assistance Service, which always ensures the proper operation of our machines anywhere at any time? The TAS is the feather in our cap, appreciated by our customers and envied by our competitors. At this point, let me finish by saying how proud I am to be Italian, but I am also very proud to be European. Our company, on the other hand, draws its inspiration by this 'sense of belonging'. This is my way of being an entrepreneur and I believe it is the same way you all feel every day at work. This is the spirit with which we were born and raised. And this is the spirit we will continue to pursue. Together. Aware of the fact that “luck is our mother and courage is our father”!

Giordano Riello

Bologna, 29th november 2011



1961 – The construction of the firm in Bevilacqua was started. On the left, Giordano Riello with his father Raffaello follow the work of the bulldozers.



Below: the concrete casting for the Ottagono, the headquarters office.



The “Ottagono”, designed by the famous architect, Tito Varisco, is still the symbol of the Aermec factory today.

30th January 1962 – President Giordano Riello, with his uncle, Pilade, who had driven him to become an entrepreneur in the climate control industry, gives the inaugural speech. Aermec is on its way to international success.



The early air conditioner assembly lines still bore the Riello Condizionatori brandname.



“Consider me as the oldest brother in the work community”.

Ours is not an inauguration event. Inaugurations are for finished things. But here, we haven't finished anything yet; as you can see, things have only (just) started.

The firm has a body alright, but it is still embryonic; it is still taking the first steps in a temporary structure; now it needs the “best bib and tucker”. Today, the firm is still wearing its work overall. And we celebrate it and ourselves as such. The parish priest blesses the bell that calls us to work, consecrating the birth of a new family.

And this is what I would like to emphasise: do not consider me as a superior boss, consider me rather as an older brother in the work community, who is there to share hopes and anxieties with each and every one of you.

In doing so, I am not doing anything new. I am simply continuing the tradition started by my uncle, Pilade Riello, who deeply wanted this and under whose auspices this initiative was realised. We all thank him.

And thanks also to my father, who was always there for me.

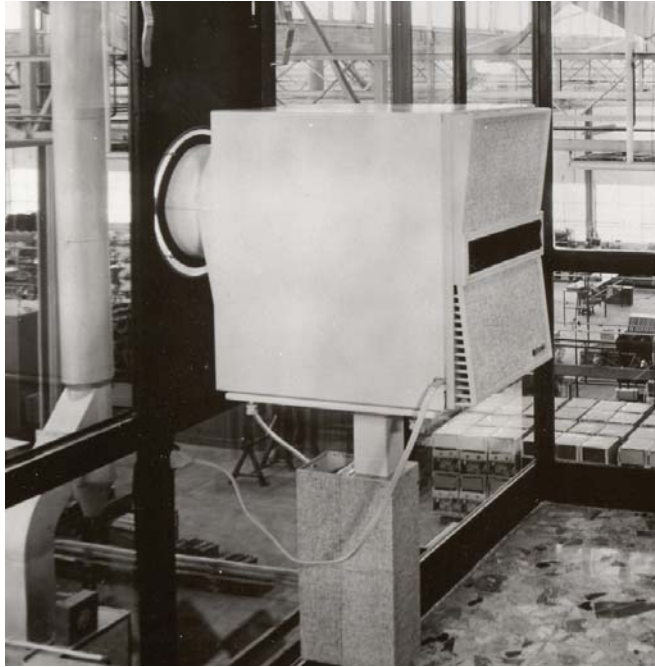
And now, let's get back to work with all the enthusiasm and purity typical of newly created things. I wish the best to all workers and collaborators, all equally dear to us because all equal in terms of human values and all necessary in the organisation of corporate life.

God bless us all!

Thank you everyone.

Giordano Riello

Bevilacqua, 30th January 1962



Three memorable models that have made Aermec models popular in Italy and in Europe. The window air conditioner, inspired by American models; the fan-coil, which later became Aermec's core business, making it a leading company in Europe and Cucciolo, the revolutionary portable split-system air conditioner.



1984 – The Idrosplit, in the picture above showcased at Milan Trade Fair, the innovative water-water heat pump to be connected to a network of fan coils. Another Aermec innovation.



The market evolves and the demand for large system machines grows. Aermec makes another qualitative leap and offers a popular and much appreciated range of high power products to its customers.



2004 – To meet the requirements of the global market, Giordano Riello decided to equip the factory with industrial robots having patented features for a streamlined production.



2007 – The University of Padua conferred an honorary degree in Mechanical Engineering on Giordano Riello.



14th September 2011 – The workers of the Bevilacqua factory celebrating Aermec's 50th anniversary in an elegant tensile structure specially set up for the Holy Mass celebrated by His Excellency Monsignor Giuseppe Zenti, Bishop of Verona. A toast in the new product warehouse after the moving ceremony



29th November 2011 - Renata Fusco's outstanding performance wowed the audience at the Teatro Manzoni in Bologna.

Palazzo Re Enzo, with its special charm at night, was the beautiful setting for the gala, where agents, international distributors and technical assistance service managers joined in a warm atmosphere to applaud and thank President Giordano Riello.



An overview of the luxurious hall of Palazzo Re Enzo turned into an elegant dining room for the over 400 guests at Aermec's fiftieth anniversary.

Ettore Riello, son of Pilade, who founded the Officine Fratelli Riello together with his brothers, gave the "Domus", the innovative 1961 burner, to his cousin Giordano.

Sante Tagliaferri, TAS in Rome, with Giovanni Benedetti, TAS in Lucca, representing the TAS over Italy, gives an ancient Japanese ivory statue to the President as a present.



Antonio Finocchiaro, from Syracuse, representing agents and TAS in Sicily, brought a touch of folklore with a colourful Sicilian puppet and a painting symbolising the provinces of Sicily.

Antonio Concina, representing Italian Agents, gives a golden plaque to Giordano Riello. By his side, Attilio Meneghetti, long-time Cremona Agent.

At the end of the dinner, as always, President Giordano Riello gave his traditional three cheers with his children, Raffaella and Alessandro, amidst much applause.



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