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Ridefinite lo standard delle vostre sensazioni a bordo della nuova Audi A5 Cabriolet. L'elegante e leggero soft top in tessuto, il più veloce nella sua categoria, reinterpreta la tradizione della pura cabrio nella sua chiave più moderna ed evoluta, mentre le motorizzazioni FSI e TFSI con Audi valvelift system e TDI Common Rail, assicurano elasticità e ripresa garantendo il massimo piacere di guida nel rispetto dell'ambiente, grazie a consumi ed emissioni ridotti. Nuova Audi A5 Cabriolet. L'avanguardia Audi ha un nuovo punto di riferimento.

Audi A5 Cabriolet 3.0 TDI S tronic (176 kW/240 CV). Consumo urbano/extraurbano/combinato (l/100km): 8,5/5,8/6,8. Emissioni CO₂ (g/km): 179.

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THE COVER STORY John Elkann

Geared towards continuous expansion

ZH GCC Group: overcoming the financial crisis with a consolidated development strategy and great projects

“Italian flexibility paired with German quality”: these are keywords that represent not only the perfect pairing but also the very substance behind ZH GCC Group. The industry benchmark in construction, ZH GCC Group brings a 360° range of services to the market, from concept planning and design to turnkey delivery. “This is exactly what today’s market needs”, points out Werner Zimmerhofer, Chairman of the Board of Directors. If strictness in quality is now an essential prerequisite, then flexibility is also crucial if we are to provide solutions and meet the needs of an increasingly diverse and unpredictable market. In this context, reducing costs and respecting deadlines become factors that must be considered essential if a company is to maintain its

position and respond promptly to the requests of its customers. “We want to be more than just the firm that carries out the work”, adds Walter Reichegger, Vice-Chairman of the Board of Directors; “our goal is to work alongside our customers to create design solutions that bring together top quality and cost optimisation in the most efficient way possible. Our 2008 financial results indeed confirm that we are on the right track.” This Alto Adige company, with a presence in 4 European countries already, has solid growth prospects for years to come. “In the near future, we expect turnover for medium-range construction projects to reach between 10 million euros and 50 million euros”, explain the company’s Board members. Formed through the merger of two of



From left (bottom) Christian Lechner, Helmuth Obermair, Walter Reichegger, Alfred Zimmerhofer, (top) Anton Reichegger, Werner Zimmerhofer and Peter Reichegger

Alto Adige’s construction operators, ‘Zimmerhofe Spa’ and ‘Hobag Spa di Campo Tures’, 2008 was a turbulent year for the company. However, the past year also saw the establishment of foundations that will adequately support financial plans as well as all future projects. “Considering that you can never predict the outcome of a merger”, explain the Reichegger and Zimmerhofer families, “we are proud of having succeeded and being able to look to the future together with confidence.” Having achieved the expected turnover of 90 million euros and sitting on a very cheering balance sheet, the business brains behind the Group have good reason to be optimistic. Zimmerhofer currently manages over 70 construction sites in northern Italy, Austria, Switzerland and Germany, creating employment for over 300 people, mainly originating from Alto Adige. As Werner Zimmerhofer, with just a hint of pride, is quick to point out, “Our people are our greatest asset: here we have a team that represents the very essence of our company’s philosophy. Here everyone is highly motivated, target-conscious and ever ready to apply and share their advanced skills. As such, they form a formidable workforce, capable of guaranteeing standards of excellence in every area.” This is a team mad up of – on average – young people who operate in construction sites and address general market development through innovative systems and a high degree of flexibility. With a careful management policy geared towards effective cost control, the company is able to plan projects at top speed with a well-filled order book. Indeed, the company has several construction sites operating throughout Alto Adige, Milan, Jesolo, Lake Garda, Tuscany, Northern Tyrol, Switzerland and Bavaria, all managed and optimised according to ZH criteria. All one has to do is take stock of the number of cranes in construction site flying flags bearing the ZH name to quickly realise the high quality and economic value of projects fronted by ZH GCC. When asked about future development for the firm, Zimmerhofer and Reichegger respond enthusiastically, revealing that “the prepared market area gives us the opportunity to take a flexible approach in developing the business, without depending on

the local market. The careful selection of customers remains a priority for us because we believe that our employees are our most important asset, and we cannot afford to lose them due to problems brought on by us making the wrong choices. Our firm recognises the social responsibility we hold towards employees with regards to health and safety on the construction site, and this is an important priority in our everyday business.” With regards to the current state of the global economy and despite the current climate of pessimism projected from the media, ZH GCC has caught sight of a challenge that - aside from the undeniable difficulties involved - enables us to find positive energy and confidence in a market that can still bring satisfaction. Part of the more experienced senior management team, Walter Reichegger has already lived through and overcome “dark” periods in the past, adding: “we won’t allow ourselves to be overly influenced by the global financial crisis because there is a true team spirit within our organisation that makes us stand out above the rest; this is why we have what it takes to successfully overcome even the toughest times of uncertainty”.



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