

Fassi Gru celebrates the company's 50th anniversary with its distributors

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Franco and Giovanni Fassi wanted to take the opportunity to celebrate the 50th anniversary of the company, meeting distributors from around the world in Rome, yet above all to set the stage for launching future challenges

An intense three-day initiative, which saw 60 distributors from all countries where Fassi Gru is present with its commercial structure, join Franco and Giovanni Fassi. With them, in addition to the full management team, were the senior leaders of the **Marrel, Cranab and Jekko** companies. With the **Rome Meeting 2015**, the objective was to celebrate the 50th anniversary of the company in a convivial atmosphere, marked by the common goal of looking to the past in order to identify new sources of motivation aimed at achieving new goals.

It was **Franco Fassi**, the founder, who traced the history of Fassi Gru: "I see this large crowded room and I think back to the first Fassi convention held in October 1980 in Amalfi, thirty-five years have passed since then. We were a small group in 1980, and if I compare it to the size of the group I have here in front of me, I am mindful of the great evolution of this company." And, as he had already had occasion to remember: "this 50th year anniversary of Fassi, in reality does not simply celebrate the establishment of the company, but the **emergence of our love for cranes**".

The CEO of Fassi Gru **Giovanni Fassi** announced the upcoming launch of new models for completing the renewal of the company's small range and the future business strategies of the group. A reminder of the challenges facing Fassi Gru, now as well as in the coming years. In his closing speech he declared "Today we are all here to celebrate our history, 50 years of development, 50 years of growth, 50 years of success, 50 years of results, 50 years of stability. I believe that these celebrations should also represent an opportunity to discuss our future and to rethink our paradigms". In particular, Giovanni Fassi focused his attention on the spirit that should animate all Fassi "men": "it is not enough to have a fantastic product, all your enthusiasm and your passion are also needed. I assure you that we invest all of our drive into the company! That we are continuously working to build our future! ...We were there fifty years ago and we will continue to be present in the sector the only way we know: **"as leaders without compromise!"**

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