



Convertitori elettrici - Electrical converters - Convertisseurs électriques - Stromrichteranlagen
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FRIEM new organization in Latin America and new company name.

Dear Customers,

By means of this letter we would like to inform you about some important steps that we have taken to improve our operations in Latin America and to enhance our Brazilian subsidiary, previously named FRIEM Conversores Eireli.

At first, we would like to inform you that we will operate our subsidiary under a new name, effective 1 October 2020: **FRIEM LATAM EIRELI**. Ms. Loredana Aresi, who has many years of experience in managing multinational companies in Latin American market, was appointed as Managing Director of the new FRIEM LATAM EIRELI with the task to carry out the strategy in coordination with the headquarter.

Our new strategy foresees to build long-term, trust-based relationships with our customers and partners with a new organizational structure, directly linked and supported by FRIEM S.p.A. Italy, and coordinated locally. All projects are from now, coordinated under the responsibility of FRIEM S.p.A. (Italy) and FRIEM LATAM EIRELI team.

Additionally, we have moved to a new address, in a renewed building with optimal access, improved work and production environments and safety conditions.

More than anything else, we hope to give the proper support to our customers in Latin America, counting also on our local partners in each Country, as well as on the entire organization of FRIEM S.p.A. (Italy), FRIEM America Ltd (USA) and the technicians distributed in the American Continent.

With the hope to meet you in person in the next future, we will continue working to improve our service level in the Latin American market.

Sincerely,

Lorenzo Carnelli
CEO FRIEM S.p.A.

Loredana Aresi
General Manager FRIEM LATAM



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FRIEM is an Italian technology provider specialized, since 1950, in designing and manufacturing electric Power Converters for special applications.

The Group's activities are divided in three Business Units and a shared **Service** organization, providing solutions and services to different markets:

- **Industry:** specialized in Rectifier Systems and Power Converters for the chemical and mining electrolysis industries and for all the applications requiring high direct current.
- **Energy:** specialized in Inverters and Power Converters for Renewable Energies, beyond solutions dedicated to employ the energy produced by renewable resources (mini grid and off-grid), and to the relevant energy storage.
- **Mobility:** specialized in Rectifier Systems for railways, tram lines and underground, EV charging solutions and infrastructures for domestic and public use, besides vehicles electrification.

Important player of the energy transformation, FRIEM is today an international Group with offices, workshops and representatives across all continents, beyond a Service Department providing on-site support in more than 10 Countries.

The Group's holding company FRIEM S.p.A. has its headquarters in Segrate (Milan) and three subsidiaries in USA (FRIEM America Ltd), Brasil (FRIEM LATAM Eireli), and Indonesia.

For additional information visit www.friem.com