

MESSAGE

How to look towards the future...

It has been noticed, in the Media as well as at an intellectual level, a truly negativistic dialectics regarding the European politics and its current disastrous consequences.

We are all aware that within the European context, we are not living the “golden age” of the old days but, within a global context, this Europe was able to develop, in cultural and intellectual, as well as in the industrial aspect, what it took so hard for others to achieve.

This rusted Europe frayed and battered by several storms, during this last century, was always capable to enhance the future of our world. It was in fact one of the cornerstones of our civilization and support of all cultures of the world, yet now it suffers from a contagious disease that results from its own expansion's dynamics.

Aware of this situation, we have always believed that history also prays for the weak and that other opportunities will appear which only the boldest will be able to take advantage of.

Knowing the reality of this dynamics, we are pleased to be expanding the universe of Sopormetal through the four corners of the world, feeling in each partner an extremely rewarding admiration, affection and respect along our journey, impelling us to move forward. Actually, this feeling is an inescapable reality that makes us confide in ourselves.

We are building a dynamic and expansionary Sopormetal by investing in the most primer that we possess of our old continent – intellectuals, technology and cultural values – and in the most valuable aspect we have in our team: “believe in the young people and motivate them to embrace great properly sustained projects.”

This is what Sopormetal is proud to be doing.

Thank you to each and every one of you!

Carlos Cadima
General Manager

EDITORIAL

Sopormetal is a company in constant evolution process that, along its existence, has experienced profound all levels company transformations, due to the strong investment in the international market and in qualified human resources.

For this reason, in this edition, we are giving a special emphasis to Sopormetal Spain, its development and evolution in only three years of existence, by pointing out the outlines of its expansion project that has achieved very positive results in spite of the global crisis.

Finally, continuing in the international sphere, we also highlight our presence in one of the most important international fairs of this year – Chillventa 2012 – for its actual success and for the great receptivity that Sopormetal achieved on this last edition, as a result to its strong focus on brand *namimg* & communication.



CHILLVENTA 2012

Company



SOPORMETAL SPAIN - Presentation

Sopormetal Spain started its activity 3 years ago in order to respond to the needs of the Spanish market, especially within the brazing sector, and as a strategic investment of Sopormetal International Group who saw clearly that asserting itself as a leader in Iberian market would be a great bet for the future and a stepping stone to entering outside markets.

Along this journey we have adopted, since the beginning, a posture of flexibility and adaptation to the constantly changing market's needs, and a strategy of external technical assistance. All this was achieved through internal training, equipping our commercial staff with a technical support profile to give support to our clients, helping them to develop their technical and technologic skills, allowing a reduction in costs to enable them to compete at both national and international market as required nowadays.

Our strategic focus has been so determined that, this year, we opened two new offices in Spain, one based in Bilbao and other in Vigo, two industrial poles in the north of Spain that, in spite of the crisis, maintain their respective sectors with a significant stronghold. This inauguration allows us to approach to our customers and partners and provides better monitoring with improving of our services. Also allows us a greater coverage of this market reaching customers that otherwise we wouldn't be able to reach, allowing us to shorten our supply chain, with all that means in terms of costs reduction.

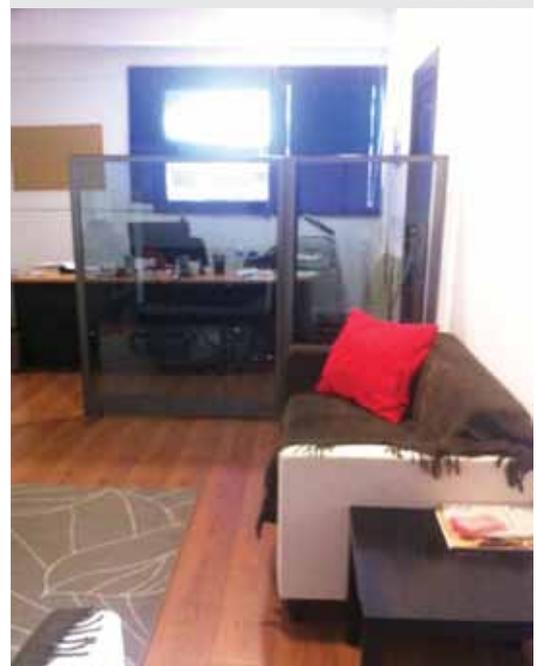
For all this, I can assure you that Sopormetal in Spain will continue to grow, both commercial as human and socially, with the prime objective of providing better services to our customers.

Greetings to all those who are already our customers and for those who, in the future, will be.

Jose Abalo
Director of Sopormetal Spain



Front desk



Waiting room

Highlights



CHILLVENTA 2012

For the second consecutive time SOPORMETAL was present in the edition of CHILLVENTA – International Trade Fair for Refrigeration, Air Conditioning, Ventilation and Heat Pumps. This fair, which takes place in Germany every two years, is a world reference in these sectors and eases the meeting between the major world players and visitors from the five continents. In 2012 it featured 915 exhibitors and over 29,000 visitors.

Committed to its strategy of international consolidation, the participation in this event represents for the company a major opportunity in order to present its complete line of brazing products, as well as a continuous global expansion of its global brand.

In the 2012 edition the visitors had the opportunity to see the novelties about our lines of silver and copper-phosphorus brazing alloys helped by a large sales team that attended this year. The introduction of a testing bench was clearly a won bet since it provided to the interested parties the possibility of applying its day-by-day actions, monitored by specialized technicians, in order to improve the brazing process, answer questions and advising upon the alloys or formats to be used.

We finally would like to thank our customers, Chillventa's organization and our whole team, for the commitment, reliability and professionalism showed, since these exactly attributes were the pillars for this participation's success.

We will be back in 2014, certainly with a new image, new solutions, but always with the same goal, walking side by side with the industry.



Brief

VISIT US AT STAND 1 G46



5 – 8 November 2012
Dubai World Trade Centre
www.thebig5.ae



The BIG 5 – Dubai World Trade Centre

For the first time Sopormetal will be present at THE BIG 5. This event will take place from 5th to 8th of November at Dubai World Trade Centre and is the largest and most important event of the construction sector in the Middle East, and also covers the sectors of Ventilation, Air Conditioning, Heating and Green Products.

This participation is an investment that will help consolidate Sopormetal's presence in the Middle East market.

We will be exhibiting on Stand 1-G46.

CLIMATIZACIÓN – Madrid Fair

In the first quarter of 2013, Sopormetal will once again be present at the fair CLIMATIZACIÓN, international exhibition dedicated to the sectors of Air Conditioning, Heating, Ventilation and Refrigeration, which will be held in the grounds of Madrid IFEMA Fair between 26th February and 1st March.

This event is considered as one of the crucial trade fairs of the Spanish market, thanks to its corporate representativeness of technological advances in the industrial sectors that it presents, which turns it into a fair of mandatory presence.

Come and visit us at Stand 6-D14.



Próxima edição



The Big 5
Dubai World Trade Centre



Christmas 2012



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