

CIAM INDUSTRIE

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CIAM INDUSTRIE strengthens its international presence with the launch of CIAM USA

CIAM INDUSTRIE announces the establishment of CIAM USA, the Group's new commercial subsidiary based in Miami, Florida, marking a fundamental strategic milestone in its international development path.

The creation of CIAM USA represents a key step in CIAM INDUSTRIE's growth strategy, aimed at consolidating a direct presence in the U.S. market, which is today among the most relevant and dynamic globally for the professional refrigeration and food retail sectors. This decision enables the Group to fully leverage the potential of the North American market, while at the same time strengthening dialogue with Canada, Central and South America.

"The establishment of CIAM USA is a strategic step for the Group: a direct presence in the U.S. market allows us to be closer to our customers, to better understand the specific characteristics of the local context and to develop even more effectively the potential of a key area for our future." comments Federico Malizia, CEO of CIAM S.p.A. and creator of the CIAM INDUSTRIE project.

Conceived as a reference point for the American market, CIAM USA was created to ensure a stable and continuous presence in the region, fostering closer relationships with clients, partners and industry professionals. Not only a commercial office, but a true hub for connection, interaction and development, capable of more effectively supporting business growth and the dissemination of the Group's know-how, through the distribution on the U.S. market of the products and services of the various entities that make up CIAM INDUSTRIE. The Miami space is designed to express CIAM's identity within an international context, becoming a meeting place for architects, interior designers and industry professionals. An environment dedicated to the exchange of ideas, inspiration and the presentation of tailor-made solutions and bespoke projects, interpreting the excellence of Made in Italy refrigeration design.

With CIAM USA, CIAM INDUSTRIE takes a further step along its internationalization path, strengthening its commercial structure and reaffirming its commitment to investing in strategic markets through a direct, knowledgeable presence focused on the development of long-term relationships.

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