

Gefran wins the *She SPS Italia* Award

The award, presented to companies that value female talent in industrial innovation, was granted for the kenFLY project

Provaglio d'Iseo, 24 May – Gefran receives renewed recognition for the quality of its growth and development policies in human resources with the ***She SPS Italia Award***, the award that values the knowledge and experiences of women involved in automation and technologies for industry.

The award, established this year as part of **SPS Italia** (the automation fair, which is in its tenth edition and currently under way in Parma until May 26), was granted for the *enabling technology, planning and social sustainability* category.

The ***She SPS Italia Award*** judging panel - comprising representatives of companies and technology-savvy journalists - awarded Gefran for the kenFLY project, the digital platform (hub), which is used by employees all over the world to hone their skills and competences and exchange experiences and knowledge. kenFLY, a combination of the English verbs 'to ken' and 'to fly' is the FLY Gefran Talent Academy digital evolution, established to identify and develop people's qualities.

The following four factors led to the awarding of the prize: a focus on the resources implemented, innovative project content, manifestations of real applications and the quantification of real application advantages.

During **SPS Italia**, visitors to the Gefran stand (F007, Hall 3) will have the opportunity to explore these topics in an area dedicated to **kenFLY**, where they will be able to experiment with the digital and gamification solutions offered by the platform, which allows for access to on-demand multimedia content so as to support technical and role training, master transversal skills and encourage interaction within the community.

Speaking at the round table event that opened the fair ("*Automation and Digitalisation for resilient and sustainable manufacturing*") **Patrizia Belotti** - Chief People & Organisation Officer at Gefran - recalled, among other things, the various principles that inspired kenFLY: "We believe that mindset diversity is an asset as it provides the creativity, transversal thinking and critical spirit necessary for innovation. The virtuous exchange of ideas and strategies enables the organisation to define plans that not only bring about business results, but also guarantee their sustainability. kenFLY is the

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‘place’ where people of every generation, culture, gender and role can hone their talent, compare ideas and trade best practices in a fair, transparent and responsible way”.

Gefran

The **Gefran Group** operates directly within the main international markets via commercial branches in Italy, France, Germany, Switzerland, the United Kingdom, Belgium, Turkey, the United States, Brazil, China, Singapore and India, and via production branches in Germany, Switzerland, Brazil, the United States and China. The **Gefran Group** currently employs approximately 800 individuals. Specialist know-how, design and production flexibility, the capacity to innovate and quality processes and products are the key factors of **Gefran’s** success. Complete control of process technology and application expertise enables **Gefran** to create instruments and integrated systems for specific applications in various different industrial sectors: from the processing of plastics, to the food and pharmaceutical industry, and packaging and moulding machinery. Listed on the Italian Stock Exchange on 9 June 1998, in 2001 **Gefran** joined its STAR (High Requirement Securities) segment and on 31 January 2005 its ALL STAR segment, which later became Euronext STAR Milan (“STAR”) as of 25 October 2021.

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