

Electronics

The Elemaster Group consolidates Eletech's role as an operational bridge between technology and industry, and officially launches the Elevo Innovation Hub as an advanced collaboration platform

New spaces for innovation and research

by Gianandrea Mazzola

September marked an important milestone for the Elemaster Group with the inauguration of Eletech's new headquarters, specialized in advanced electronic design and leading the Group's International Design Centres. The new facility is the beating heart of the Elevo project, designed to integrate manufacturing expertise with engineering, certification, and applied innovation services.

The event gathered customers, partners, institutions, and representatives of the innovation ecosystem, who explored laboratories, test systems, and real-world applications, seeing firsthand how technology becomes industry. In her opening remarks, Valentina Cogliati, President and CEO of the Elemaster Group, outlined the industrial vision behind the project, emphasizing the aim of strengthening international competitiveness through collaboration with companies and institutions. The ribbon-cutting ceremony, attended by Ga-

briele Cogliati (Founder, Elemaster), Marco Ferrari (CEO, Eletech), and Claudio Accorsi (Former CEO, Eletech), officially opened the new site. The program then featured a keynote by Alberto Mattiello, international expert in technology and business innovation, who offered a global perspective with *The Next Play*, dedicated to the four levels of AI expansion and their impact on industrial transformation. Mattiello subsequently moderated a roundtable on applied innovation, comparing complementary experiences and perspectives from startups and research.

Speakers included Paolo Denti (CEO and Co-founder, Oversonic), Maddalena Mugnosso (COO and Co-founder, Rewing), Salvatore Majorana (Cysero Advisor and Director, Kilometro Rosso), and Professor Alessandra Pedrocchi of Politecnico di Milano (DEIB), who contributed diverse insights on emerging technological opportunities and industrial transfer.

From manufacturing to continuously evolving engineering services

The event was also an opportunity to discuss with Valentina Cogliati, President and CEO of the Elemaster Group, and Marco Ferrari, CEO of Eletech, the strategies, key competences, and development plans that define this new phase. «Today's inauguration – said Valentina Cogliati – is not only the opening of a physical space, but marks the beginning of a new chapter in the history of the Elemaster Group».

Over the years, traditional electronic production services have been increasingly complemented by engineering, industrialization, and certification services developed by Eletech.

«These services – explained Cogliati – are now central for our customers, because technological innovation moves fast and requires partners with whom to face daily challenges».

This journey is symbolized by Elevo's emblem: a stylized tree, with roots in the Group's industrial tradition and branches reaching toward future innovation – a visual metaphor for the Elevo project.

«Our ambition – added Cogliati – is to become more and more the reference partner for electronics in Italy, while maintaining an international outlook».

“Elevo is not only a hub of competences available to customers, but also an operational bridge to startups, helping them overcome the critical phase of industrialization and reach the market”



Valentina Cogliati, President and CEO of the Elemaster Group

“Thanks to our know-how, we offer comprehensive engineering services, supported by certified quality systems for the industrial, railway, and medical sectors”



Marco Ferrari, CEO of Eletech

An ecosystem of competences supporting innovation

Elevo was created to become a meeting point between businesses, research, and startups, leveraging the Group's broad network of collaborations.

«Our expectation – highlighted Cogliati – is twofold: on the one hand, to strengthen collaborations with universities and research centres; on the other, with our suppliers and the specialized skills within the entrepreneurial fabric surrounding Elemaster».

Today the Group works with over 200 customers and 5,000 active suppliers, 2,500 of them in Italy – a heterogeneous network that becomes an asset for innovation projects. In this perspective, Elevo is not only a hub of competences available to customers, but also an operational bridge to startups, helping them overcome the critical phase of industrialization and reach the market.

«It is the duty of entrepreneurs – she stressed – to foster the creation of new enterprises. If we look at the traditional sectors of European industry, we see how they are increasingly under pressure from global competition. The question we must ask is: what direction do we want for Italian and European industry? It can only be toward products with high added value and high technological content».

Elevo thus serves as a tool to transform ideas into concrete projects, guiding startups beyond the industrialization stage and enabling them to remain sustainably on the market.

AI and sustainability as priorities

Among the most relevant challenges for the future, Elemaster and Eletech identify two main directions that will guide innovation in the coming years. Valentina Cogliati summarized them, underscoring how they are already strategic areas yet still rich with potential to be explored.

«One, obviously, is artificial intelligence – explained Cogliati – which is a segment with still-unexplored potential. The other focus is sustainability. We must design products that can be managed throughout their entire life cycle and that already incorporate ecodesign principles at the design stage – paying attention to circularity and the reduction of environmental impact».

This context also includes the biomedical sector, where Eletech is strengthening collaborations with Politecnico di Milano, Lecco campus. A project has been launched that involves students working in the company for one semester, with the goal of creating a local centre of excellence.

«Our area – added Cogliati – boasts high-level institutions such as Villa Beretta, a centre of excellence in rehabilitation. Joint collaboration also leads to the development of new solutions».

With this in mind, Eletech has acquired a building adjacent to the headquarters, set to become a campus for students and researchers. The approach therefore extends beyond research to training and to the creation of a local ecosystem capable of attracting and retaining talent.

Regulated markets and distinctive competences

Alongside the strategic vision outlined by Valentina Cogliati, Marco Ferrari examined Eletech's specific role and key competences, particularly in regulated



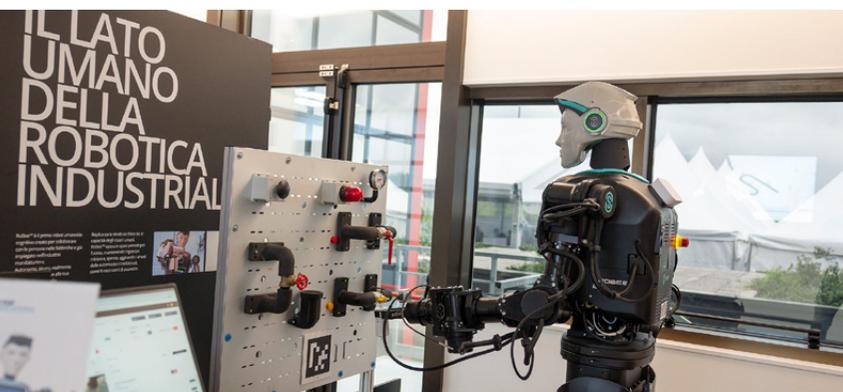
The ribbon-cutting during the inauguration of Eletech's new headquarters. From left: Valentina Cogliati (President and CEO, Elemaster Group), Gabriele Cogliati (Founder, Elemaster), Marco Ferrari (CEO, Eletech), and Claudio Accorsi (Former CEO, Eletech)



The roundtable moderated by Alberto Mattiello (left) with Marco Ferrari (CEO, Eletech), Alessandra Pedrocchi (Politecnico di Milano), Maddalena Mugnosso (Rewing), Salvatore Majorana (Kilometro Rosso), and Paolo Denti (Oversonic)



Tour of the new headquarters during the event, with stations dedicated to Elevo's partner startups



Collaborative robotics demo presented during the event: the theme of human-machine interaction in advanced industrial production

markets where quality and reliability are indispensable. «First and foremost, we value people – said Ferrari – and thanks to this new facility we are certainly more attractive. Retention benefits, and the ability to find new talent is fundamental for us». According to Ferrari, the markets served by Eletech range from railway to medical, from power & energy to aerospace, up to industrial automation and robotics – sectors that impose increasingly strict challenges in terms of competitiveness, time to market, and regulatory requirements.

«These markets – specified Ferrari – demand high quality, high reliability, and high performance. Thanks to our know-how, which we aim to further develop, we offer comprehensive engineering services, supported by certified quality systems for the industrial, railway, and medical sectors».

Eletech provides structured processes that integrate project management and system engineering.

«What is essential for us – observed Ferrari – is functional safety and cybersecurity by design, introduced from the earliest design phases».

The combination of engineering capabilities and certified processes thus becomes a competitive advantage to face highly complex markets with strict rules.

A complete life-cycle: from concept to series production

Ferrari also underlined how the Group's strength lies in its ability to cover the entire product development path, from concept through to series production.

«Together, Elemaster and Eletech – stressed Ferrari – offer a complete service package that covers the entire product development lifecycle: from the initial concept phase to certification, industrialization, and series production. Compared to competitors, this represents a significant advantage».

Among the services seeing growing interest, Ferrari highlighted product maintenance in production. «Not only from a production perspective – he said – but



The Elevo symbol: a tree made with electronic traces, representing the Group's historical roots, the trunk of consolidated competences, and the branches projecting toward future innovation



Presentation of robotic solutions for autonomous logistics, among the innovative technologies showcased during the tour of Eletech's spaces

also in terms of engineering opportunities to reduce costs, contain waste, and address issues related to supply chain or obsolescence. It is a production-focused vertical service that generates benefits both for the customer and for the system as a whole».

The power & energy sector is currently among the most dynamic, with rising demand for power electronics, energy reliability, and sustainable solutions. These technological drivers find direct application in control systems for electric motors, a critical component in both industrial automation and robotics, where energy efficiency and precise control are essential.

«These aspects – added Ferrari – will become even more relevant in the future, also as a result of upcoming ecodesign regulations».

Particular attention is also devoted to aerospace, which Ferrari defined as «an extremely challenging sector in terms of regulations and reliability requirements», to be developed both through organic growth and targeted acquisitions.

Growth strategies: organic and inorganic

Looking ahead, Ferrari described a development path along two lines: internal growth through new competences, and expansion plans through acquisitions. «We will certainly pursue both – he said – considering our growth from two perspectives. Organic growth, meaning the acquisition of new talents and new skills, which is already underway in several verticals such as power electronics, motor management and control, ecodesign, optoelectronics, project management, and system engineering. At the same time, the Group has defined inorganic growth strategies. We have significant corporate-level plans to acquire vertical specializations such as production test systems, as well as in the aerospace sector».

Development geography also includes new openings in strategic areas.

«We are looking with interest at several national clusters of excellence – confirmed Ferrari – where engineering supply is often very high but demand is low; therefore, there are concrete opportunities for growth and development». Ferrari also mentioned expansion projects in Germany, where Elemaster already has a site, and the intention to strengthen research and development in the Italian market as well.

People at the core of the strategy

In conclusion, Ferrari reiterated the decisive role of human resources in Eletech's development:

«I want to say a few words about people. For a service company like ours, which works on behalf of clients, the key to success lies in our people and in hands-on experience».

The value of human capital is evidenced by professionals with more than twenty-five years in the company, custodians of vertical know-how that represents a distinctive asset.

«It is precisely on these people – concluded Ferrari – that Eletech relies, because they bring real value to our customers. The strength of Eletech lies in its people: professionals with unique competences and long experience who turn engineering into tangible value for customers».