

ENRICO PISINO NEW CHAIRMAN OF THE WCM ASSOCIATION

The CEO of the National Competence Center CIM4.0 designated at the top of the international association that brings together the most important and deserving manufacturing companies that adopt the principles of World Class Manufacturing

Turin, 5 December 2022 – Enrico Pisino, CEO of Competence Industry Manufacturing 4.0, has been elected President of the WCM Association, a non-profit organization that brings together the most important global manufacturing players including very important companies such as Elica Corporation, Ariston Group, Unilever, Leonardo, Whirlpool Corporation, Semperit Corporation and many more. The decision by the international board in which representatives of companies from Europe and the United States took part, brings back to Italy and in particular to the National Competence Center CIM4.0 based in Turin, the secretariat of the WCM Association which in years it moved from France, to Italy, to England, to the United States.

All companies part of the WCM Association adopt the World Class Manufacturing methodology in their industrial processes. This promotes continuous improvement of total production performance, according to a tested and integrated model, in order to guarantee a very high standard of product quality and safety.

“There is no digital or green transition of manufacturing enterprises that does not pass through the reorganization of work, processes, and factories and through the upskilling and reskilling of the human capital. And in this transition WCM is not an option. It just needs to be made accessible to territories, all industrial sectors, corporations and SMEs. This is one of the most important tasks of our association”, - declared the new **WCM Association Chairman and CEO of CIM4.0, Enrico Pisino** who confirms commitment and continuity for the next two years with respect to the previous chairmanship led by Tom Verbaeten, Francesco Casoli, and Luciano Massone.

“My goal is to continue the excellent work done in recent years by those who preceded me, aiming to further develop the association at an international and multi-sector level. I would like the WCM pillars to be the backbone of what we call Industry 5.0 today in Europe and the world, in other words an industry that evolves with respect for the environment, which puts people at the centre and guarantees well-being and social development. My privileged position leading the CIM4.0 National Competence Center and part of the Italian network of competence centres promoted by MISE, today MIMIT, will certainly help me to carry out this prestigious assignment to my best ability, always at the service of the nation by supporting companies in their reindustrialization process” concluded Enrico Pisino.

The board of the association congratulates Enrico Pisino on his new assignment and wishes him good luck expressed by all the associates.