

## **From a lathe turner to a successful entrepreneur.**

The change is big, but you can do it even in times of economic recession like ours. This has been proved by the story of Alessandro Suman, 42 years old, who founded Mecs snc, an engineering company located in Burolo, together with his wife Rossella Paccapelo, nine years ago. Today Mecs has a turnover of a million and three hundred thousand Euros a year, sixteen employees and the ambition to win new markets.

The «General Design srl» is about to be created and it is the result of the synergy with two young men from Biella, Alberto Gariazzo and Michele Brunazzo, who developed the brand «Original Moddog», high-end area.

What's the matter? Electronic cigarettes. We're talking about distinctive handmade pieces made of precious woods and a fine mechanism.

**Suman, let's start from the beginning. There has been a lot of water under the bridge since you rented your first plant in 2007, hasn't there?**

«It seems as if a geology age had passed. At the beginning, it was difficult because we feared that the money to buy the first machinery and start the production wouldn't have come»

**How many difficulties have you faced to realize your project?**

«Besides my good reputation in the sector, the banks didn't support me. I wasn't anybody to them without any financial guarantee. I'll tell you a story: one day I went to a bank. I had an appointment with the general manager to describe my project, but I waited all the morning and he never met me. Later, I found out that he had left from a back exit just to escape from me»

**And then?**

«Discouragement is not part of my way of being and so I continued with resolution. Everything went right».

**From a lathe to the manager's desk. Is it a dream that has come true?**

«Yes, it is. Because of serious family problems, I was obliged to leave school and start working as a tiler first and as a factory worker later. After a few experiences in the mechanical engineering field, I turned up working for Cts, now Arca, in Ivrea, a leading company in the banking sector. I left two years and a half later because I wanted to fulfil my dream. Today bank automation is our core business».

### **Did you resign because you wanted to go into entrepreneurship?**

«Exactly so. I discussed the matter with Franco Ugo, one of the former business partner, and he supported my entrepreneurial aim selling me our first machine».

### **What have you specialized in?**

«We mainly produce small mechanical pieces for the bank automation field, but we also deal with the photography sector, earth-moving, safety, automotive, motorcycling, the medical field, diving and jewellery making».

### **And now fine electronic cigarettes.**

«Alberto and Michele came to us after they had tried with many other companies without success. We were working to create a product, a cover for an Iphone device close to be launched. In these young men I saw a lot of passion and skill and even if I had met them six hours before, I decided to establish a company in order to give life to design brands and products.

### **You trusted young people**

«Our new partners are the most evident example that willpower, dedication and resolution can nurture dreams, confidence, hope, values and satisfaction».

### **What does the Canavese area need to overcome the recession?**

«Local managers should have a more flexible way of thinking. We need more collaboration among us: network models and systems often remain just kind words».