



# CONNEXIA

Creativity in Love with Data and Technology

## FIMER chooses Connexia as its strategic communication partner in the “new era” of sustainable energy

*The innovative Italian multinational, a global leader in energy conversion solutions, is entrusting Connexia with the consultancy for its communication strategy that will help it to create the future of renewable energy.*

Milan, 7 June 2021 – **FIMER**, Italy's leading manufacturer of photovoltaic inverters, the fourth largest in the world, and a key player in the production of charging solutions for the e-mobility sector, has chosen the independent marketing and communications agency **Connexia** as its strategic communications partner for its B2B market.

Founded in **1942** and based at its zero-impact headquarters in Vimercate (MB), **FIMER** today has a direct presence in over **20 countries** and a geographical presence in **100 countries on 5 continents**, employing more than **1,100 professionals** in total. Thanks to a broad portfolio of solutions for the photovoltaic market and for recharging electric vehicles, **FIMER** is now a leading company in the businesses of the future.

Under the **Client Direction** of **Mattia Airoidi** and the **Creative Direction** of **Clio Zippel**, and with the constant support of **Connexia's Innovation team** led by **Chief Innovation Officer Italo Marconi**, the agency's multidisciplinary team of professionals, boasting extensive expertise in different areas, will work alongside **FIMER** with a complete circular approach, supporting the definition of the

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Connexia Società Benefit S.r.l.

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Società sottoposta a direzione e coordinamento di Alchimia S.p.A.



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communication strategy with a focus on innovation, digital presence, and PR dedicated to the Italian market, from both a trade and corporate perspective. This is a form of **strategic consultancy** that will result in **integrated corporate and brand communication**, designed to effectively reach the different target audiences of the competitive, high-potential B2B sector in which **FIMER** operates.

In concrete terms, **Connexia** will be tasked with guiding **all of the company's PR & Media Relations activities in Italy**, as well as implementing a number of ad hoc projects on a global scale, which will be divided into special projects.

Within the context of the partnership, **Connexia** will also be providing support in the conception and production of **FIMER's creative assets**, including the **product videos** already produced in the **recharging solutions** segment dedicated to electric mobility (the entire FIMER EVI 2021 range and FIMER Flexa Wallbox AC), a sector in which **FIMER** has decided to debut with its own brand.

*"We are delighted to be launching a new collaboration with a partner like **FIMER**, a quintessentially Italian company with an international vision, capable of integrating sustainability and innovation into its business model, and fully embracing our nature as a non-profit company," explains **Stefano Ardito, Chief Growth Officer at Connexia**. "In a context in which renewable energy is one of the solutions that will help to curb climate change and revolutionise the concept of mobility, we are thrilled to be able to strategically support FIMER's objectives by promoting the company's story as well as its products and its vision, and guaranteeing a full-service approach thanks to a blend of creativity, innovation, data, technology, digital marketing and corporate communication vis-à-vis journalists and stakeholders."*

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*“FIMER's aim is to guide energy through an increasingly sustainable transition with innovative technological solutions,” explains **Roberto Basile, Chief Marketing Officer at FIMER.** “To do this, we need to build a network of partners who, like us, have innovation and sustainability in their DNA. We are convinced that selecting a dynamic company like **Connexia** as our communications partner in Italy will allow us to communicate the vision and values that are at the heart of **FIMER's** growth strategy and daily actions in the best possible way.”*

## Connexia

Connexia is creativity.

It is data-driven thinking.

It is excellence in media management.

And it is technological innovation.

And not just that. Connexia is most of all passion, ethical commitment, transparency, corporate social responsibility.

It is a multicultural and multidisciplinary team: 150 professionals capable of building and expressing brand values and guiding the processes of digital transformation.

We think and develop ideas that thrive across all channels, fearless of being measured on the effectiveness of each campaign.

Expect to work with us in a new way: together, in real time, through co-creative processes continuously and experimentally oriented towards business objectives and communication. [www.connexia.com](http://www.connexia.com)

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