

Elmec-Orica BikeExchange, cycling embraces technology

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Nowadays, **top cycling teams** are genuine **multinationals**, companies in which the sports result is the objective, but they are supported by **logistics, material research, relationships between people, diet and top professionalism**. This is why, when one of these teams meets a company that works in the field of technological innovation, **the language they speak is the same**, even if one speaks Italian and the other speaks English.

In fact, one (**Elmec Informatica**) speaks the Varese dialect, and the other (**Orica BikeExchange**) has an Australian accent. The two are **neighbours**, because the “Aussie” team have one of their European headquarters right here in these parts (the presence of the so-called Gavirate *hub*, was decisive) and do not shy away from collaborations that might lead to **growth even outside the athletic world**.

Which is what happened today, at the **Elmec headquarters, in Brunello**, on the occasion of the “**Bike Day**” organised by the company, a day when the employees could have their bikes checked by Orica’s **mechanics**; in the **car park**, special bicycle racks had been set up, with a small but important **exhibition of racing bicycles**, including one that belonged to Fausto **Coppi** and those produced by Scott for the Orica champions.

Tuft, silver in the 2008 World Championships, and Albasini, winner of the 2014 Tre Valli

A great number of these **champions** came to the Elmec headquarters: **there was not** the revelation of the Giro (and winner of the “Lombardia”) Esteban **Chaves**, but there were such athletes as Adam **Yates**

(fourth in the last Tour), Michael **Albasini** (Winner also of the 2014 “Tre Valli”), Svevin **Tuft** (silver in the 2008 time trials in Varese), not to mention the sprinter Caleb **Ewan**, the track-racer Roger **Kluge**, and the promising Belgian **Keukeleire**. And then, there was the winner of the last Roubaix, **Hayman**, and the experts, **Kreuziger and Molina**, participants in the great stage-races. Accompanied by top, international technical and management staff, with **Vittorio Algeri** keeping the Italian flag high, as he prepares to enter his **50th season**, in the saddle and in the team car.

The Australian team were welcomed by the **President of Elmec Informatica, Rinaldo Ballerio**, who greeted, among others, Shayne Bannan, the manager who first led the government of his country to discover Varese. **It was Bannan who acted as a “bridge”** between two geographically distant organisations that are linked by the same passion for cycling; he created the first base in Castronno, he encouraged the arrival of the first great “teachers” (Cadel Evans, Michael Rogers, and others) and he **sat down at the table** with the Province, to create the **Gavirate hub**, a facility that many might not have noticed, but that is one of the “hidden pearls” of our Province.

“**Elmec and we have the same footprint**,” said Bannan; “we’re looking for new **talents** in cycling, and they, in the industrial world. In both fields, **innovation** is essential: those who continue to do the same things, without studying, without growing, without evolving, will get nowhere. And, at the same time, if Elmec and Orica didn’t have a **strategy** that focused on certain objectives, they wouldn’t be able to achieve important **results**.”

di **Damiano Franzetti** Translated by **Mattia Levato** (Reviewed by **Prof. Rolf Cook**)