

## To the core of innovation

*Talent, technology and research, the right ingredients of a recipe for entrepreneurial success*

Invention is the soul of progress. Brilliant ideas from geniuses form the cornerstone of innovations introduced in production systems to make them safe and efficient, whilst at the same time improving process performance and product quality. Engineer Biagio Crescenzo is one of these inventors. A creator of dozens of patents - those bearing his name represent the history and future of pitting peaches- is at the helm of an industry group, Cti Foodtech

Group, which has managed to provide excellent solutions to the issue of innovation in a continuously evolving sector, that of fruit processing. Starting with peaches, he made the cutting and pitting of apricots and plums, apples, pears and avocados fast and easy, installing his machinery in companies within the preserves/jams sector around the world. Innovating is difficult, continuing to do so once the top has already been reached is even more so. This is why every

year the Group invests 100% of its operating margin in R&D, implementing new technologies such as optical recognition and robotic fruit handling. For its sectoral, dynamic, corporate culture and technical skills, Cti Foodtech is now a key player of Made in Italy in the field of pitting machines, able to become market leader in mature markets such as Spain, Greece and Bulgaria, alongside strengthening its presence in booming ones like China, Chile and Argentina. “In the near future we aim to conquer the US and South Africa, established markets in the fruit preserves/jams sector. With our work, we represent a real example of how a small company, located in an area not endowed in terms of industrial development, is able to expand its commercial presence in the world and compete with large multinationals, in spite of a prolonged period of economic crisis like Europe is currently experiencing”.



Biagio Crescenzo