

## MANAGEMENT AND ETHICAL BEHAVIOR

*Stefano Marchese, Chief Executive Officer*

According to some scholars, ethical behavior is related to **self-esteem**.

Therefore, people who feel good about themselves have what it takes to withstand outside pressure and to do what it is right, rather than merely expedient, popular or lucrative.

A decision, to be ethical, requires not only to be "legal", but also to be balanced, in the sense that it has to be fair, not heavily favoring one party over the other in the short or long term.

Finally, if such decision would be published in the newspapers, we would feel good and proud for our behavior.

In this perspective, always remember that, in the long term, a strong code of morality in any business is the first step toward its success and ethical managers are winning managers.

## DIESSE AND THE CUSTOMER

*Adalberto Pasini, Chief of International and Domestic Sales Officer*

Every market, commodities sector, product and customer has distinguishing features from others, so that only their knowledge makes it possible to meet them.

All customers, however, share three common features independent of market, sector or product of interest.

- First one is that any customer is only willing to pay for what he needs and never bears the costs due to inefficiency of any product and/or service provider. If we think about ourselves making any purchase, for the same type of product we will buy the lowest priced one.

No matter whether the higher price product is such because its manufacturer "wastes" time or material, worse for him, he shall learn to be more efficient and therefore more competitive.

Second one is that customers like to buy from suppliers who guarantee reliability, timeliness and good service. Once again, if we think of ourselves as customers, would we be happy to enter a shop where the staff is unresponsive,

rude and not available to listen to our needs? The third feature should be the most obvious, but it is the least commonly thought: the customer is the one who pays our fees! It is not our company, it is the client the one who pays our salary; there are flourishing companies without employees but there are no companies without customers. Diesse, like all companies, lives in a market which is becoming more and more competitive and demanding day by day. To live long and prosper, therefore, it needs to be more and more:

- **Competitive**, i.e. to eliminate all activities, processes and procedures which do not produce value for the customer.

- **Customer-oriented**, to understand and meet client needs.

- **Aware** that any Company is an entity which, to live long and prosper, requires commitment, cohesion and coordination, giving up all personalities and unproductive habits.

In summary, more attention is to be paid to the customer and the market, and less self-praises.

It is first of all a cultural challenge that must be won, only in this way there will be satisfaction and security for all of us, no one excluded.

## DIESSE'S CHECK-UP

*Catia Perazzolo, Finance Department*

Every three months, DIESSE makes a check-up in order to see if it is financially and economically healthy. Here are the results of its last check-up, referred to the period Jan. 1, 2016 - December 31, 2016 compared to Jan. 1 - Dec. 31, 2015:

Consolidated figures (€ k.)	2016	2015	2016/2015
Value of production	€ 21.709	€ 22.233	98%
EBITDA	€ 3.527	€ 3.842	92%
EBIT	€ 1.539	€ 1.417	109%
Profit from ordinary activity before tax	€ 926	€ 716	156%
Net financial position at the end of the period	€ 14.639	€ 16.250	90%

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## POINT-OF-CARE ARRAYS AND LABEL-FREE TECHNOLOGIES IN THE NEAR FUTURE OF DIESSE PRODUCTS

*Claudia Alcaro, Senior Scientist*

DIESSE is cooperating with different Research Centres and SMEs in Europe to bring innovation in the medical device segment and find new solutions to continuously meet customers' requirements. Among other R&D activities, DIESSE is a participant of the RAIS project ([www.rais-project.eu](http://www.rais-project.eu)), which received funding from the European Union's Horizon 2020 Framework Programme under the research and innovation action (grant agreement No 644956). The RAIS project combines challenging and innovative technologies in a single device, which was designed as a point-of-care reader of microarrays with a minimized waste of reagents, because of a label-free technology patented by the Spanish Institute of Photonic Sciences. Microarray is a powerful technique widely used for DNA or RNA analysis but it is also the principle behind allergy testing. Regarding the detection of proteins and antibodies as disease biomarkers, one of the main challenge in the set up of an array-based assay is to define a fixed but adequately

clinically comprehensive panel of biomarkers to meet most of the customer needs. In the RAIS project the proper balance, to design a useful tool for the management of sepsis, was found by selecting early-diagnosis biomarkers together with markers assessing the severity of the disease and guiding the clinicians in the therapeutic treatments. Label-free technologies, like the interferometric lens-less microscopy technology of the Institute of Photonic Sciences, are robust methods that allow to reduce the time to diagnosis and to contain the waste management. In the RAIS project, this technology has been used in the development of a compact beta prototype that foresees a minimal use of reagents by the operator (i.e. the only reagent to be used is a washing buffer). The quantification of biomarkers can be performed within 30 minutes, with minimal manipulations by the operator, as requested by a point-of-care medical device. Results obtained by the RAIS project were revised and approved on 25<sup>th</sup> November, 2016, after the first reporting period by the European Commission. The RAIS project is ongoing and will end next 31<sup>st</sup> December, 2017.

## MENARINI BENELUX DAY IN UTRECHT, THE NETHERLANDS



*Mr. Erik Van Benthem (Menarini, left) and Mr. Mario Tognini (Diesse, right)*

On 18 April 2017 Mario Tognini, Business and Development Manager, and Carlo Carletti, Area Manager and ESR Product Manager, successfully participated to an event hosted by Menarini at their premises in Utrecht, The Netherlands, where, at the presence of several doctors from Belgium and The Netherlands. They had the possibility to show the features of our Vesmatic instruments so to have the chance to get more and more in contact with end users and therefore catch the attention of the audience on the characteristics of our instrument, which make it unique and appealing. Thanks to our Distributor, in the person of Mr. Erik Van Benthem, SPS/PM, Laboratory Products, for his continuous support.

## VES MATIC LINE IN KAZAKHSTAN

*Natalya Malaya, Product Manager at Vitanova*

Medical industry of our country seeks to reach a new level of high-tech. After all, the citizens of Kazakhstan's health - it is a question relating to the strategic objectives and priorities of our state. International quality standards are implemented in laboratory facilities in Kazakhstan. In everyday clinical practice we have included new highly analytical medical technology, which significantly changed our understanding of the etiology, pathogenesis and principles of treatment of many diseases.

One such technology is the definition of the indicator by Westergren ESR, and medical equipment of the latest generation line «Ves-Matic», carries out research automatically eliminates human error and reduces to zero the probability of error in the results of analyzes. "Vitanova" company for 20 years, it holds leading positions in the market of Kazakhstan in various areas of

medical and pharmaceutical activity. It is a reliable supplier of republican, regional and district diagnostic and medical centers, private clinics, networks, and other trading companies. Cooperation "DIESSE" and "Vitanova" companies began in 2015. The openness of the company's employees, workers quickly resolve issues and the desire to go to meet the customers' needs, highly skilled engineering and information support, work with the company «DIESSE» became for us a priority in international cooperation. In 2016, engineer and production of "Vitanova" company's specialists were trained by specialists of the manufacturer, received appropriate certificates. Automatic analyzers line «Ves-Matic» are already installed in many clinics throughout the territory of the Republic of Kazakhstan. And today "Vitanova" the company has been active in the sale of new devices and support previously established. We believe that good business ideas do not have state borders and insurmountable obstacles, and thanks to joint cooperation, we can ensure the highest level of diagnostic quality and service in Kazakhstan, which corresponds to the medicine of the XXI century.



*Welcome to the fifth issue of the section expressly created to give voice to our Distributors. Just a few questions and answers, as if we were having coffee together!*

Mr. Jules Aka is General Manager of GIMED, located in Ivory Coast, our Distributor for ESR and Chorus line.

### **What do you like most in working with Diesse?**

Since we began cooperation with DIESSE, we have new product (Chorus, Mini Cube, Vesmatic) collaboration with DIESSE is nice. Staff at DIESSE are very respectful and very attentive to us Distributors. All machines are simple accurate and easy to use.

### **Which new products would you like to have on your market?**

We will be happy to have Hepatitis markers, PSA and AMH, those markers work well in our country.

### **Which will be the next appointments (exhibitions, congresses..) where you will promote Diesse products?**

We'll have in June MEXXI congress, at the same period GIMED will launch again CHORUS and MINI CUBE (exhibition on a hotel 6 hours) We'll have on September Nephrology exhibition and on December Parasitology exhibition in Abidjan.

### **Which are the factors which lead your company to gain its position in the market?**

New system, accurate, robust, easy to use, not too expensive which can solve rapidly laboratories needs.

Against Vidas from BioMerieux we have now Chorus, step by step new parameters instead of Auto Imunes are coming.

### **Your country: how would you describe it to someone who never visited?**

Ivory Coast or Côte D'Ivoire population 24 Millions situation in West Africa between Ghana and Liberia. Temperature between 19- 34°C all the year. Economic capital : Abidjan localisation in the south near the beach. Yamoussoukro political capital in the center of the country.

Côte D'Ivoire first producer of cocoa in the world, language: French speaking country. Eating in Ivory Coast is easy as you have too many kinds of food: sea food, meat and fishes, Some museum here in Abidjan and near Abidjan artistic town call Bassam where you can find historical vestiges. Catholic 33%, Muslim 25% Protestant 15% and others 27%.

## NEWS FROM THE WORLD

*Gallagher Convention Centre  
Johannesburg, South Africa*

Come VISIT US and SEE WHAT'S NEW

7-9 JUNE 2017

STAND J16, ITALIA PAVILION



### MEDLAB

DUBAI 6/9 FEBRUARY 2017

Diesse participated to the first edition of Medlab Middle East, independent from Arab Health.

We were proud to show all our new and cutting-edge products:

- ▶ AUTOSAMPLER
- ▶ MINICUBE
- ▶ VES MATIC CUBE 30 NEW
- ▶ AUTO-DAT



### MEDLAB

DUBAI, FEBRUARY 6th 2017, FAIRMONT HOTEL

Thanks to our many Distributors who participated to our event, an unique occasion to meet each other and to talk about our projects and plans.



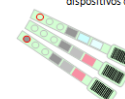
### 23/4/2017 SKYPE CONFERENCE WITH NICARAGUA DOCTORS

With the unvaluable support of our Distributor, TECNO DIAGNOSTICA S.A, we had the pleasure to introduce our Chorus Trio system, its functioning and complete panel of parameters to 15 doctors from leading laboratories in Nicaragua by means of a Skype videoconference.

Qué es el Chorus TRIO?



Un sistema automatizado diseñado para realizar pruebas de enfermedades infecciosas e autoinmunidad con métodos ELISA y fijación de complemento en dispositivos desechables listos para su uso



**DIESE**

INNOVATIVE CLINICAL DIAGNOSTIC SYSTEMS

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EVENTS

WELCOME

We are proud to inform about our NEWLY ACQUIRED DISTRIBUTORS

From Cambodia... CAPITAL HEALTH

From Moldova... PRECITEST COM

From Rusland... CORMAY RUSLAND

From USA... BIO-RAD LABORATORIES