

# People are the measure of all things

**AMAG cultivates and develops its relationships with company stakeholders with a special degree of care and close reference to the people behind this designation.**

## **Customer orientation – satisfaction analysis for a focus on market needs**

In spring 2010, AMAG is to again carry out a study regarding customer satisfaction and "relative customer benefits" as foreseen in binding form in the AMAG management manual. The company can only be in a position to orientate itself to the needs of the market and to continually optimise its relationships with customers when it has access to a constant supply of current market information. Therefore, "relative quality" is determined in the course of personal discussions with customers by means of the PIMS (Profit Impact of Market Strategy) empirical strategy tool.

## **Employee orientation**

The company workforce is involved in optimisation procedures by means of the in-house continuous improvement process (CIP) for which AMAG has received numerous awards and was recently selected as the number one in the German-language area. This involvement generates a powerful identification with the company and moreover, targeted measures in the fields of work safety and employee health create a pleasant and safe working environment. An employee study completed in November 2008 in conjunction with the

Oberösterreichische Gebietskrankenkasse (Upper Austrian Medical Insurance Fund) showed highly positive results in area of well-being in the workplace, the working climate and job satisfaction. AMAG teams were also able to demonstrate their fitness during the Salzburg City Marathon in May 2009 and the 8th WKO Business Run in Linz in September 2009.

## **Social environment – sponsoring**

As one of the largest employers in the In-nviertel region, AMAG assumes social responsibility through sponsoring activities, which are focused primarily on the areas of sport, educational and social matters.

In the sporting field, the annual funding of the ATSV Ranshofen football team is worthy of special mention. AMAG is also a partner to the Braunau Higher Engineering College, a member of the support association of the Ried and Andorf Higher Engineering College. The ongoing support of school events also assists educational bodies within the region.

Within the scope of an annual social initiative, projects submitted by the workforce are provided with financial support. This year, the main recipient of this funding is the "Parlour Project" for elderly persons suffering from dementia, who are resident at the Braunau Home for the Aged. The equipping of a farmhouse parlour seeks to provide residents with partial recollections of the past that are connected to positive emotions. ■



## **Welcome to the EUROGUSS 2010**

**8th International Die Casting Trade Fair:**

**Technology, processes, products  
January 19 – 21, 2010  
Messe Nuremberg  
AMAG stand: Stand 428, Hall 7A**

As the largest European event regarding the complete die casting value chain, EUROGUSS stands on the first page of the AMAG trade fair calendar. In combination with the 10th International Die Casting Conference, EUROGUSS also offers a comprehensive range of information. For the first time, the International Die Casting Trade Fair is to be held in the adjacent Hall 7 and 7A.



## **AMAG to exhibit at the ALUMINIUM 2010**

**8th World Trade Fair and Congress  
September 14 – 16, 2010  
Messe Essen**

ALUMINIUM is the world's leading B2B platform for the aluminium industry and its most important areas of application. The who's who of the branch gather every two years in Essen, the top decision-makers in the industry meeting up with suppliers, who present their innovative products and services along with the latest technological advances. Some 17,000 visitors attend the three-day fair, which can point to 870 exhibitors from 46 nations. AMAG will again be represented at the ALUMINIUM with a 150 m<sup>2</sup> exhibit.