

Booth presence in the International Tourism Trade Fair (FITUR)

Upprime Energy (FICOSA Group) strengthens activity in the touristic sector and starts joint venture with Home Hotel Energy

Viladecavalls (Barcelona), 17th January, 2012.- Upprime Energy, recently created company of FICOSA Group, has decided to concentrate an important part of business in energy efficiency projects related with the touristic and hotel sector. This means a strategic decision to focus the activity on those sectors or subsectors where the crisis has had a lower impact.

In this sense, according to its Chief Executive Officer, Sergio Pastor, *“tourism is one of the sectors in which we consider there are possibilities to obtain better results, since it is among those which are suffering a lower impact from the present economic situation”*. As a consequence of this endeavour, a joint venture agreement has been signed with Home Hotel Energy to offer full energy services to the touristic sector. In this way, Upprime is already negotiating projects for NH and Silken.

Public sector

Along with this approach, Upprime Energy is also concentrated in the public sector according to “proximity, reception and reliability” criteria. In this line, it is developing agreements with city councils to start pilot projects. Up to now, there are on-going negotiations with the city councils of Barcelona, Rubi and Terrassa.

Also, Upprime has decided to start its activity within FICOSA Group, where pilot projects that show specific success examples are being started. FICOSA has ceded their facilities in Viladecavalls (Barcelona) and Soria for this purpose.

Product

International Tourism Trade Fair (FITUR) that is taking place these days in Madrid, is the environment chosen to launch Upprime Energy products: Escotrig, Escoled and Home Management System. The first one consists on the installation of an engine to generate electricity in the net and heat & cold for the customer. All this leads to net savings for the customer regarding to the quantity paid. With Escoled, the lighting system is replaced by leds, billing a periodic quantity under the achieved saving in electricity consumption. Home Management System has the functionality to reduce domestic consumption with a 20% of saving achievable.

The company has decided to offer its products and services in FITUR, due to the event's relevance. Last edition had the participation of 10,434 exhibiting companies from 166 countries. The fair was attended by 119,661 professionals and 7,726 journalists.

About FICOSA

FICOSA is an industrial group based in Spain and a global leader in research, development, production and marketing of automotive systems and parts. Founded in 1949, the company, with headquarters in Barcelona (Spain), holds a team close to 8,000 employees and manufacturing plants, technological centres and offices located throughout 19 countries in Europe, North America, South America and Asia.

The Group invests 4% of its income in R&D, and operates one of the top technology development centres in Spain addressed to the automotive, electronics, energy and communications industries. FICOSA has positioned itself for the future as a world leader in electronic systems with a global and more diversified business agenda and an expanded added value product line.

More information

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