



GRUPO INERZIA

it's life, it's pure Inerzia

Newsletter
November 2012

Elena Tres Cruz, CEO of the Group Inerzia, attended as speaker on **IndusMedia 2012**, to discuss about the Web Strategy 2.0 that it carries out the Group and his integral companies.

The Congress II of Digital Marketing for Industrial Companies was celebrated, with the intention of providing a forum to reach a feedback of ideas, increasing the knowledge, and show experiences and cases of success of Digital Marketing, and especially in the use of the **Social Networks**.

Reelect Obama. A victory for the renewable ENERGIES?

It invites to think that, maybe as the own **Obama** said in his speech of victory'S acceptance , on the USA renewables "**the better thing is for coming**".

Price auctions in Brazil, success or failure?

Recently, the controversy arose due to the new experience of **Brazil** about introduction of the auctions to establish the price of the wind power energy.

His success does that other Latin-American countries as Uruguay, Peru or Chile copied it fast.

As we sown in our previous newsletter, **Group Inerzia** is on the way of implantation in **Brazil**.

At the beginning of October, **Conapro** came to the **Fair FISP of Labor Protection in Sao Paulo**, with the intention of knowing this sector in the country.



Technicians from **Serena and Conapro** visited **SOMAIN SECURITE's** facilities, in France, to receive specific formation about inspections of his equipments, vertical lifelines and fall arresters.

Today, **SERENA and Conapro** have the **official authorization** of the manufacturer **SOMAIN** to install, to sell and to inspect all his products.

In October, **SERENA** passed successfully the **Audit of preventive management**.

The certification for **Prevention OHSAS 18001:2007** was passed too.



Conapro developed in **Association of Vehicles Reparation Workshop of Navarra** an informative day focus in his clients: "**What must I know about every kind of PPE?**"

The day took place on Thursday, the 11th of October, in Association's facilities, being directed by **Evaristo Eslava, Commercial Manager of Conapro**.

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