



## **Treetech is awarded the Prêmio Exporta São Paulo 2008 (São Paulo Export Prize – 2008)**

On December 15, during a ceremony at the Renaissance Hotel in São Paulo, Treetech won the Prêmio Exporta São Paulo 2008. A partnership between SDES-SP (Secretaria de Desenvolvimento do Estado de São Paulo – Secretary of Development of the State of São Paulo), FACESP (Federação das Associações Comerciais do Estado de São Paulo – São Paulo State Federation of Trade Associations) and ACSP (Associação Comercial de São Paulo – São Paulo Chamber of Commerce), this award aims to stimulate the export process of companies from São Paulo state, and recognize with growth in foreign sales. “This award has the concept of a global competitor. The work of the companies honored this year will serve as a model for others”, said Alencar Burti, the president of FACESP.

Based in Atibaia, Treetech, a company that specializes in monitoring power transformers, was selected to receive the 2008 award after the event sponsor evaluated their export performance. “We began our export process in 2003 and since then we have recorded steady growth. Foreign sales are the barometer of international acceptance of our new technology, and today, it represents 11% of our total revenue”, said Gilberto Amorim, the commercial manager of the company.

Organizing committee Award Member and Projeto Exporta São Paulo (São Paulo Export Project) coordinator, José Cândido Senna said “when a company expands its sales abroad and diversifies the destinations of its products, they contribute to the long awaited development of the export process”. For this reason, Senna emphasizes the importance of the Award. He commented that the Prêmio Exporta São Paulo (São Paulo Export Prize) “recognizes and publicizes the efforts of companies like Treetech, to give support and motivation to other producers in São Paulo state to follow the same path”.

This is also the opinion of Softex’s planning and management adviser, Descartes de Souza Teixeira: “We have to let go of the fear export, because we are competent. Treetech is leading by example”, he commented.

Mari Tomita Katayama, director of the Center for Assistance to Small and Micro Company (Núcleo de Atendimento à Micro e Pequena Empresa - Progex) with the IPT (Instituto de Pesquisas Tecnológicas – Institute for Technological Research), explains that “there are many factors that influence which company will receive this award, however, the technical qualification is essential. Treetech can prove to any international client that its products meet every standard and requirement of the given country”.

Previously achieving important positions in the international market, Treetech is present in 32 countries around the world with its transformer monitoring software and hardware. In 2007, WAPA – Western Area Power Administration, one of four public utilities in the U.S. Department of Energy, elected Treetech as its “Sole Source” (only source) to supply intelligent electronic monitors.

“Being a company that exports cutting edge technology is a great achievement, especially in a country like Brazil, which doesn’t have a big history in this type of export. But to get here, Treetech has come a long way, with several important projects which tested the team’s technical competence, accumulated knowledge, and their ability to develop strategic partnerships. All this to establish the technological base that we have today”, said Cátia Pedrosa, Treetech’s director.

According to Cátia, it is also important to emphasize that throughout the evolution process, Treetech was not alone. “We recognize that our strategic partners are essential, because the incentive of each of them gives us tools to develop our work. We acknowledge the IPT, for the international certification of technology; the São Paulo state Secretary of Development, which provides the incentive to export; LSITEC/USP (Technological laboratory of Integrated Systems - USP), Labmetro/UFSC (Metrology and Automation Laboratory – UFSC) and Eletrobrás, for technological research; CEPEL, for the improvement of technology; Softex, which encourages the export of national software; and ABINEE, which supports small and medium sized companies in the sector, among others”, she said.

In recognition of the Treetech’s work, the company also received two other important awards in 2008: a first prize in the state round, and a third prize in the national round of Prêmio CNI (CNI Prize), given by the Confederação Nacional da Indústria (National Industry Confederation), in the category of Innovation and Productivity.