



## Belini, C.

Chairman of the FIAT Group & CEO of FIAT  
Latin America  
FIAT Automóveis



In 2004, Cledorvino Belini, 61, took on the position of President of Fiat Automobiles Latin America. In 2005 he became the Chairman of the Fiat Group in Brazil. He received a B.A. in Business Administration from Mackenzie University and a Master's Degree in Finance from the University of São Paulo. He also holds an MBA degree from INSEAD/FDC (France) received in 2002. From 1973 to 1986, Belini worked at Fiat Allis and at IRF Matarazzo, while also working as a professor at the University São Marcos (1975-1982). Between 1987 and 1993 he was the Purchasing Director at Fiat Automobiles; he emphasized diminishing the suppliers range and the creation of a database of suppliers in Minas Gerais, in the areas surrounding the car factory. He was also responsible in the development of the integrated plant and implementation of the "just in time" system and kanban, with a dramatic reduction in the stock. In 1994, he became the Commercial Director and General Director of Fiat Automobiles. He was responsible for introducing the "Mille On-Line" sales system, for publicity campaigns and for the launching of the Fiat Palio in the global market.

### FIAT

Fiat Automobiles is one of the companies with highest growth in Brazil and leader of sales in the sector. Installed in Betim (MG), since 1976, Fiat Automotive currently has a daily production rate of more than 3000 cars. With investments of around \$ 5 billion by 2010, Fiat Automobiles is preparing to build a production capacity of 800,000 vehicles per year, making it one of the biggest car factories in the world. Fiat Automotive also invests in research and product development, new technologies, quality and training of engineering to execute projects increasingly bold and innovative. The first investment of the trademark in Brazil in 1930, when it installed in São Paulo a reseller of the brand Fiat. In 1974, the Fiat Bank was founded in Brazil, and it's responsible for managing financial activities of Fiat and support the marketing of the brand of cars in Brazil. In 1975, the Torino Foundation International School was created. Today, the Fiat plant in Betim is one of the world's biggest car factories. Fiat Automobiles closed in 2009 on top of the ranking of sales of cars and light commercial vehicles in the Brazilian market, with 24.5% market share.