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## Lamiera 2012: Talking Strategy & Competitive Advantage With Omera - Mp & P Magazine Article + Video <sup>[1]</sup>



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Posted by Machines Italia Global | 29 May 2012  
General Manager Massimo Carboniero introduces [OMERA](#) <sup>[13]</sup> and discusses with Metalworking Production and Purchasing Magazine editor, Rob Colman, what he perceives as the company's competitive advantage in an increasingly challenging marketplace. Video shot at the Lamiera trade show in Bologna, Italy.

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