

# We have reached issue 50 of the begira magazine



We approached several ULMA workers and they have given us their opinion about what they like most about Begira magazine and what they would improve.

1. What section do you like or are you most interested in?
2. What would you improve?



**JON ELORZA. ULMA Architectural Solutions**

1. I would say that the most interesting section of the magazine is "news and current affairs", since this is the ideal place to find out what the other ULMA Group Businesses are working on and what they are achieving. However, I have to admit that the section I like the most is "ULMA Talents". It is a clear sign of the quality of the people around us and I am enormously surprised by the abilities of the staff.

2. The truth is that not much. The content is very appropriate, the photos of the people are great and the layout is very attractive. Perhaps, in the "news and current affairs" section, I would put the news of each business area one after the other.



**MONTSE MOROTE. ULMA Conveyor Components**

1. I really like to read the staff section or the stories of people outside the work environment and also the section on people who are retiring. And if there is any news from ULMA Conveyor, I also like to read it. I especially like the social part, Otxandio is a little far from Oñati, so the magazine brings us closer...

2. I like to meet people outside of the work environment, so I would put more articles on people. For example, among those who are retiring, those who want to, of course, could write a farewell letter, or new recruits could give their opinion and point of view.



**AITOR LAKA. ULMA Advanced Forged Solutions**

1. My favourite section and the most interesting one is the "news and current affairs" section. It helps you to keep up with ULMA's Businesses more closely and you can learn about their most important news.

2. It might be a good idea to add a section for opinions and other contributions.



We have searched these 50 issues for the phrases that had most impact on us at the time and that we want to share today. If you are interested in any of the previous issues of the Begira magazine, you can search them in the Begira online magazine library:

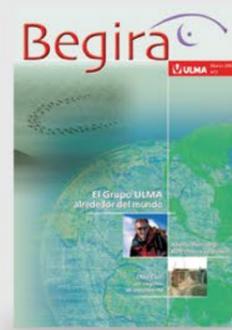
[www.begira.ulma.com](http://www.begira.ulma.com)

No.



“*Let's maintain this spirit of cooperation and collaboration*”

**VICENTE ELGUERO**  
Begira No. 0 (June 2002)



“*I am proud to see how Oñati is doing in terms of employment*”

**JULIO SAIZ**  
Begira No. 2 (June 2003)



“*Preparing for the future is the guarantee of our present*”

**TXOMIN GARCÍA**  
Begira No. 5 (April 2004)



“*The good progress of the cooperative, because it belongs to everybody, concerns us all*”

**IGNACIO MAIZTEGI**  
Begira No. 6 (July 2004)



“*We are betting on being able to rekindle the hope of everyone in the Group's project*”

**JOSE LUÍS MADINAGOITIA**  
Begira No. 10 (November 2005)



“*Offering a service with added value, with competitive product quality and a good brand image is essential*”

**AITOR AYASTUY**  
Begira No. 24 (March 2012)



“*Our challenge is to export our values: the culture of effort, solidarity and the search for sustainable growth*”

**IRENE ALBERDI**  
Begira No. 24 (March 2012)



“*It is fundamental that the clients see us as specialists in the field*”

**CECILIO LEJARRETA**  
Begira No. 27 (March 2013)



“*The basic strength we should promote is that of each person. The rest of strengths arise from or are derived from that basic one*”

**RAUL GARCIA**  
Begira No. 30 (April 2014)



“*ULMA Group has very important solidarity tools, both social and financial ones*”

**JOSEMARI AROZENA**  
Begira No. 33 (April 2015)



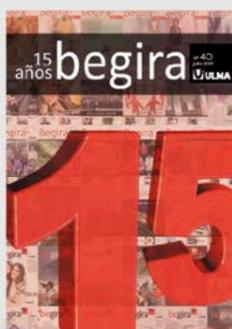
“*People are the key factor of the competitiveness in companies*”

**IÑIGO UCÍN**  
Begira No. 38 (December 2016)



“*ULMA shows us that through firm and ongoing commitment to innovation and competitiveness opportunities for companies can grow.*”

**MARKEL OLANO**  
Begira No. 39 (March 2017)



“*We should reinforce positive things and work more on a culture of celebration and recognition. We have trust in our history, our values and the way we do things at the ULMA Group*”

**IÑAKI GABILONDO**  
Begira No. 40 (July 2017)



“*We must strengthen the concepts that define us as a cooperative and turn them into support of our identity*”

**LANDER DÍAZ DE GEREÑU**  
Begira No. 46 (July 2019)



“*We must remain alert and take advantage of the lessons learned during these months*”

**IÑAKI IGARZABAL**  
Begira No. 49 (July 2020)