

Manuel Ros going back to the origins founding AUTOMAT in Italy, USD 100 Million is the budget

An unexpected decision raises attention on the Italian entrepreneur, which confirms his intention to carry on with the first business life project.

New York City, May 18, 2020 ([IssueWire.com](https://www.issuewire.com)) - Manuel Ros: "I'm going back to Italy to heavily investing. I was waiting for this moment where lots will not be able to compete with AUTOMAT"

If, for so many individuals, the gambling fever is an attraction, for Manuel Ros is probably the intense passion he always has. It is well-known, that back then in 1996 when he was just over 18, he founded his first life's company. AUTOMAT was the identity, a minuscule entity formed by himself only to operate into the Italian gambling industry, having the mission to locate individual authorized gambling devices inside public locations like bars, coffee shops, hotels, and similar.

In 2006 after ten years of an impressive grew, AUTOMAT becomes a national entity with over ten commercial sites, when Manuel Ros decided to leave the industry due to laws changes, focusing on other corporate creations, today in good health and part of his corporate empire under FINSOR HOLDING.

More than fourteen years gone, but this time has not been enough to delete the passion for his first creation. Mr. Manuel Ros has decided to go back into the Italian gambling industry, founding a new company for which the same identity of AUTOMAT has been given, as to announce revenge.

The Founder of the whole FINSOR HOLDING empire said, "AUTOMAT has always been in my heart, I retain to have left some part of the mission suspended and now its time to going back to complete it, to give to AUTOMAT the success always deserved."

For the new creation, he decided to attack the industry with a strong determination to acquire in a short time a large part of the market. As the first explanation said, "first of all, I want to take back what's was mine, I had a huge portfolio of clients, and I want it back."

The new corporate setup has been designed personally by Manuel Ros, having a long experience in the Italian industry and mentality, several strategical wings form AUTOMAT GROUP, a customized legal structure has been handcrafted according to the Italian legal system. "The intention is to occupy then Italian Regions with local warehouses and hot-spots actually under creation. An aggressive strategy is necessary to guarantee a strong presence, mandatory to win on our competitors," said the Founder.

AUTOMAT GROUP in Italy will have the main office in Milan, the administration department divided into two offices is located in Rome, being in charge of dealing with all Italian Authorities, where they are located. The sum of his entire experience has been concentrated on the new creation, "I have an experience that not everybody else has, I know exactly on which point an Italian company can fall, what and how can be done but especially, I own a clear picture on how to the market to became a leader in a short term", with this words Manuel Ros express his glacial intention to bring AUTOMAT where he retains deserve to be.

"I will attack the market with the strongest determination I even had, USD 100 Million of pure equity is the budget I will inject into AUTOMAT, fully dedicate to the Italian market", said Manuel Ros that expresses a firm intention to get his revenge.

"Events and people will have no more chance to stop me, I will be the public enemy, and I'm going back to Italy with the only intention to take back what I did create and to achieve my mission, a huge amount of money will be invested," said the Italian businessman, really decided to succeed in his mission.

AUTOMAT will have its production site in charge of producing its own devices to do not be limited to the growth, a management office in Milan, and its administrative offices in Rome. Ten warehouses and 30 sub-warehouses over 10 Regions, a large fleet of commercial vehicles, will run overall Regions, in charge of distributing gambling machines daily. An online casino platform is present, having this new structure the control from FINSOR HOLDING headquarter in New York, where a selection for AUTOMAT has been created as the head office.

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