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NTN strengthens its sales organisation in Africa, the Middle East and Turkey: Nazim Messamah appointed Regional Sales Director

With 18 years' experience in international automotive distribution, Nazim Messamah joined NTN Europe on 19th January 2026 as Regional Sales Director for Africa, the Middle East, Turkey and the French overseas departments and territories. The role was created to organise and accelerate the group's growth in these high-potential markets.

Since 19th January 2026, Nazim Messamah has held the position of Regional Sales Director for Africa, the Middle East, Turkey and the French overseas departments and territories (DROM-COM) at NTN Europe. Reporting to Pascal Langer, EMEA Sales Director, he leads and supports a team of five direct reports: four Sales Managers covering the Maghreb and French-speaking Africa, Sub-Saharan and Southern Africa (based in South Africa), the Middle East (based in Dubai) and Turkey respectively, as well as a pricing and marketing manager based in Annecy. In total, a team of around ten staff members is dedicated exclusively to this region. This is a newly created role, reflecting NTN Europe's commitment to structuring its commercial development in markets identified as priorities for the group's growth.

A career entirely in the aftermarket sector, entirely focused on exports

Nazim Messamah has built his career on over eighteen years of exclusive experience in the export distribution of automotive parts, holding a series of successive roles that have progressively covered the major growth areas of emerging markets. Nazim Messamah began his career in 2008 at Mecafilter, where he spent seven years developing the Mediterranean region (Southern Europe, North Africa, the Balkans) and made his first sales of shock absorbers. He then joined Motul as Export Manager for the Caribbean, Western Europe, North Africa and the Middle East, before joining Corteco in 2016 for five and a half years, where he managed the entire African region with a portfolio of 80 clients and opened new accounts in Tanzania, Kenya, Ethiopia and Mali. From 2021 to 2026, at the Sogefi Group and subsequently the Purflux Group, he expanded his remit to cover all overseas markets in Africa, the French overseas departments and territories (DROM-COM), the Middle East, the Americas, Asia and Oceania, notably developing the heavy-duty range internationally.

Clear ambitions for rapidly growing markets

Nazim's mission is centred on three key priorities: supporting and strengthening Sales Managers in the field; identifying the most suitable distribution partners on a market-by-market basis; and expanding NTN Europe's presence across all product ranges, extending well beyond rolling bearings. The group intends to capitalise on its expanded range of SNR shock absorbers and stops, drive shafts and CV joints, timing kits and accessories, sensors and heavy-duty parts to target new types of distributors. Collaboration with major international groups (ITG) is also a key driver of this development, with a structured and ambitious four- to five-year growth plan.

"My career has been built entirely within the export aftermarket. I know these markets, I know the key players, and I know where the opportunities lie. What I bring to NTN is a network and experience that I can put to immediate use for the benefit of my team and our customers. Our ambition is clear: to organise, develop, build loyalty and capture the market share that awaits us" **Nazim Messamah,** Regional Sales Director for Africa, the Middle East, Turkey & DROM-COM, NTN Europe

"Nazim has exactly the profile we needed to organise and accelerate our growth in these regions. His expertise in the export aftermarket, his knowledge of the African and Middle Eastern markets, and his established network of distributors are immediate assets to our team. We have real ambitions in these regions, and I am confident that Nazim will be able to realise them with his team" **Pascal Langer**, Sales Director, NTN Europe.

For more information about this product range, visit the NTN Europe website.

About NTN Europe

NTN Europe designs, develops and manufactures high-precision bearings and motion solutions for the industrial, automotive and aerospace markets. As part of the Japanese NTN Corporation Group, NTN Europe operates an R&D center and 14 production sites across Europe. The company employs more than 5,000 people and generated annual revenue of €1.2 billion in 2024. NTN Europe embraces the Group philosophy, “Make the world Nameraka”: contributing to a smoother, more mobile and more harmonious society. It reflects the NTN Group’s expertise, leadership and vision for the future.
www.ntn-snr.com

Press contacts - Midnight Purple :

Emilie Deslandes – +596 696 84 09 92– edeslandes@midnightpurple.fr

Press contacts - NTN Europe :

Carol Donat – +33 6 77 02 87 04 – carol.donat@ntn-snr.fr