

## A convention brought together the main distributors from growth markets NTN-SNR in an International Development Drive

As part of its development drive in growth markets, NTN-SNR organised a convention in Annecy and Menthon-Saint-Bernard from 13th to 15th March, bringing together its main partners and distributors. This allowed a strengthening of existing ties and a re-affirmation of the principles of the policy implemented by NTN-SNR, to achieve growth in these countries: local partnerships, the development of services and the premium positioning of its products. NTN-SNR's objective is to double its turnover in these areas within five years, aiming ultimately for an 11% market share.

### A Clearly Defined Strategy to Win Markets

#### Promising Markets in Full Growth

NTN-SNR is basing the major part of its international development strategy on promising markets with high growth potential in both the vehicle parts and industrial markets. Apart from markets where it is already firmly entrenched, such as Eastern Europe, NTN-SNR has defined target countries, where it has conducted detailed studies aimed at refining its policy.

##### *In Europe*

NTN-SNR is well positioned in Eastern Europe, particularly in Bulgaria, where local skills and resources have been developed. It is also well positioned in Poland and Russia, where it has local offices with seven staff in each. These strongly growing markets cover numerous business sectors from vehicle parts, due to changes in the types of vehicle driven, to railways, not forgetting heavy industry, mining and quarrying. Eastern Europe represents the potential to double over the next five years.

Alongside Europe, Turkey is a major country in all target sectors and NTN-SNR's local presence will be strengthened within a year. With a potential of €360million for all bearings, Turkey offers the best growth rates seen for several years.

##### *In Africa*

Africa is now being specifically and methodically addressed by NTN-SNR. The group's historical presence in Morocco gives it considerable knowledge and an extensive range of services for North and West Africa, in particular. The Algerian market is extremely dynamic, with oil production of 3,600barrels a day, 1,400 quarries and major infrastructure investments. In West Africa, Nigeria also offers great potential for development in the extraction, mines and quarries sector. Furthermore, South Africa offers real prospects in almost all business sectors: steelmaking, mines, quarries and automotive.

##### *In the Middle East*

The Middle East is another strategic development area. A new office in Dubai will enable NTN-SNR to tackle this important region more effectively. These are flagship markets for both the oil and gas extraction industry and steel-making. NTN-SNR is also well placed in the railway after-market in Saudi Arabia. The market in this entire region is growing and could triple over the next five years, representing extremely high potential.

### *Latin America*

Finally, another strategic market for NTN-SNR is Latin America, particularly Brazil, and NTN-SNR already has a production unit in Argentina. This continent has the largest overall potential demand for bearings.

### **Premium Positioning**

In these potentially strong markets, NTN-SNR is firmly positioned as a supplier of premium bearings, a real growth area, due to the fact that all business sectors are trading up. In Eastern Europe, for example, changes in the vehicle stock have stimulated the demand for top-quality parts. More and more, large privatised industries, sometimes with western capital, are using more efficient bearings in order to meet international standards. Others are positioning themselves in export markets and must also meet more demanding criteria. Similarly, those in the extraction industry, mines, quarries and steel-making in Africa and the Middle East are seeking to improve their operations and make them more reliable and, more and more, they are looking for top-quality bearings.

The breadth of the range offered today by NTN-SNR, notably with its Ultage high-performance range, covers all industry's needs. It should become a motor for growth in all areas.

## **Proximity and Local Acces at the heart Strategy**

### **Developing Local Resources and Services**

To implement this development strategy, NTN-SNR relies on the quality of the services it offers, in addition to the quality of its products. Its philosophy: to put people in front of customers. Being attentive to their needs, being highly responsive and providing answers to requests. Particular emphasis is put on the range of training available, with assistance from local distributors. For that, NTN-SNR promotes the development of local resources through branch offices and subsidiaries. They are the interface with specialist head office teams for dealing with all customer requests. The aim is to triple the number of export staff between now and 2015.

### **Preferred Partners at the Core of the Strategy**

NTN-SNR also maintains close relations with its distributors in all these countries. They are true partners for growth in their countries. NTN-SNR gathered together 17 of them for the convention it organised from 13th to 15th March in Annecy and Menthon-Saint-Bernard, to present its strategy and develop existing partnerships.

On that occasion, three distributors gave us their impressions. Waldemar Konopka, director of Albeco in Poland, who has worked with SNR since 1995, told us: "This initiative marks the renewal of a close, high-quality partnership. For me, it's an important stage in the future development of close ties with NTN-SNR."

In a neighbouring but very different market, Ivan Roussev of Trierra, the largest importer and distributor of bearings in Bulgaria, explained to us: "I saw great value in NTN and SNR joining forces. Today, NTN-SNR offers a sufficiently wide range to play a major role in the development of bearings for industry, particularly with the new Ultage range."

In Kenya, Jituh Shah from the Oil Seals & Bearings Centre has been working with SNR for more than 20 years and sees it as a brand that has always stood for quality in the region, along with other European brands. "This convention has reassured me as to the strategic direction of NTN-SNR and it has especially given me new motivation to promote the quality of the ranges offered and ensure their growth in my markets," he told us.

For everyone, in addition to the conviviality of such a convention and the further discovery of NTN-SNR's structures and products, the confidence shown in them and the sharing of the strategic vision made the strongest impact. These two aspects reinforce the quality of their relations with NTN-SNR and renew their motivation for seeing through this development drive.

It is the coming together of all these elements, a clear strategy, the quality of the ranges on offer, the investment in resources and local skills, the specialist head office services and the special, close partnerships with distributors, that will ensure the successful development of NTN-SNR internationally.

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*NTN-SNR ROULEMENTS is part of the NTN Corporation, the third-largest bearings group in the world. Specialising in the manufacture of bearings for the automotive, industrial and aerospace sectors, NTN-SNR ROULEMENTS also develops maintenance services and solutions in its Experts&Tools department and so offers a comprehensive range. NTN-SNR employs 5,128 people and has 11 production sites in Europe and Brazil and 23 sales offices around the world.*



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