

MESNAC

Mesnac European Centre

... the success story ...

**Karol Vanko
Mesnac Vice President
IX 2015**



Mesnac Qingdao

Mesnac European Research and Technical Centre

introduction

MESNAC



Mesnac company location ...

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Mesnac in 2000 ...

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青岛软控



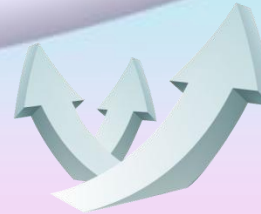
**Qingdao University of
Science & Technology**





2013

Aug, TMSI joined MESNAC.
Nov, MARTC was established.



2012

Jan, Beijing Jingyie joined MESNAC.
Dec, five regions global Sales & Marketing company was established.



2011

Dec, WYKO Tire Technology joined MESNAC.
MESNAC ranked No.2 supplier globally



2009

MERTC was established



2006

Listed to Shenzhen Stock Exchange Market and become a public company

2000

April, MESNAC was founded, based on QUST.

Mesnac in 2014 ...

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Qingdao R&D Center



TMSI (US)



MARTC



WYKO (US)



WYKO (UK)



MERTC



Equipment Industrial Zone



Beijing Jingyie



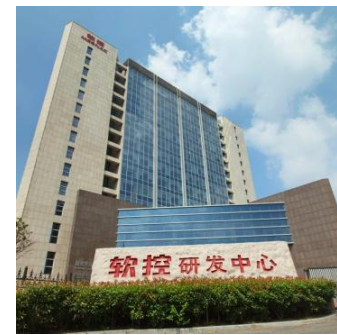
Dalian Tiansheng



MESNAC Heavy Industry



MESNAC Precise Processing



Mesnac, top world company ...

MESNAC

Continental®

PIRELLI

World Ranking

BRIDGESTONE

GOODYEAR

COOPER TIRES

1

TOYO TIRES

YOKOHAMA

JR TYRE
TOTAL CONTROL

4

4

2

2

HANKOOK
driving emotion

MICHELIN

5

2009

2010

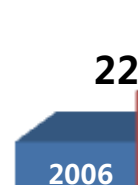
2011

2012

2013

apollo

中策橡胶
zc rubber
Hangzhou Zhongce Rubber Co., Ltd.



MESNAC

HARBURG
FREUDENBERGER

VMI GROUP
TKH GROUP MEMBER

KOBELCO
KOBELCO STEEL GROUP

1st

2nd

3rd

4th

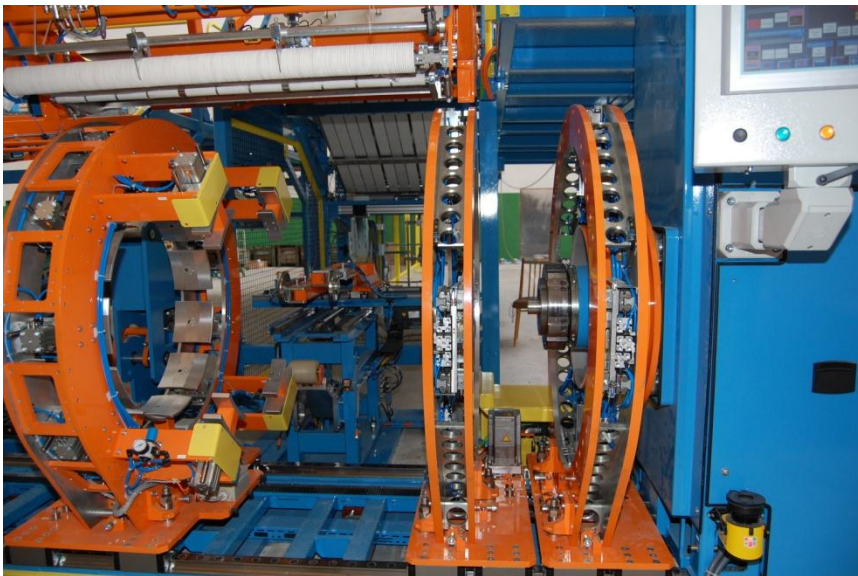
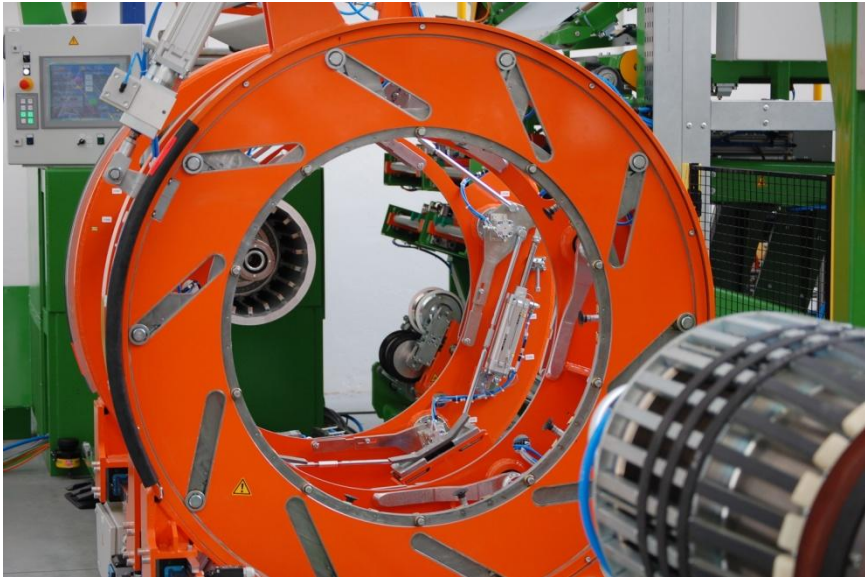
2009 – Mesnac European Centre establishment ...

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2009 / 2015 – More and more customers in EU ...

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Mesnac European Research and Technical Centre



Why Mesnac (any Chinese company)

needs

**European
Centre**

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- **European marketing (exhibitions, promotion, advertisement in EU, ...),**
- **Daily communication with EU customers (time difference EU / China),**
- **Language using in Europe – English, Russian (German, France),**
- **Local culture knowledge – West Europe / East Europe,**
- **European net of partners / agents,**
- **Show room, direct promotion, ...**
- **...**

**Marketing
Sales**



**Design
Construction**



**Production
Assembling**



**Service
Spare parts**



- **Europe is ...**
 - **home of TOP technical requirements and regulations (tyres / ECE 117),**
 - **home of TOP world competitors (rubber machines / HF, VMI, ...),**
 - **home of TOP component producers (Siemens, Festo, ABB, Rital, ...),**
 - **home of the many safety and ecology rules,**
- **The best way, how to fulfill all European requirements, regulations and technical restrictions is direct R&D in Europe based on European engineers ...**

**Marketing
Sales**



**Design
Construction**



**Production
Assembling**



**Service
Spare parts**



- **Actual status – production in China (growing quality, but also growing price),**
- **New trend – European assembling plants (components made in China):**
 - **Transport cost saving (bins, metal constructions, ...),**
 - **Components price lower in Europe (Siemens, Festo, ..),**
- **Training for Chinese engineers, fitters, managers, ...**
- **Final product – Made in Europe !!!**
- ...

**Marketing
Sales**



**Design
Construction**



**Production
Assembling**



**Service
Spare parts**



- **Mesnac experience: 2 from 3 European customers did not want to purchase Chinese machines because of missing EU service / EU spare parts storage ... !!!**
- **Actual status – Mesnac is building world net of service centers, including EU,**
- **Mesnac European Service Centre is open of all Mesnac customers from Europe, Middle east and North Africa,**
- **Bonus – regular discussion with customer about after sale service = spare parts and upgrade business (high profitability),**
- ...

**Marketing
Sales**



**Design
Construction**



**Production
Assembling**



**Service
Spare parts**



Why Trencin region ?



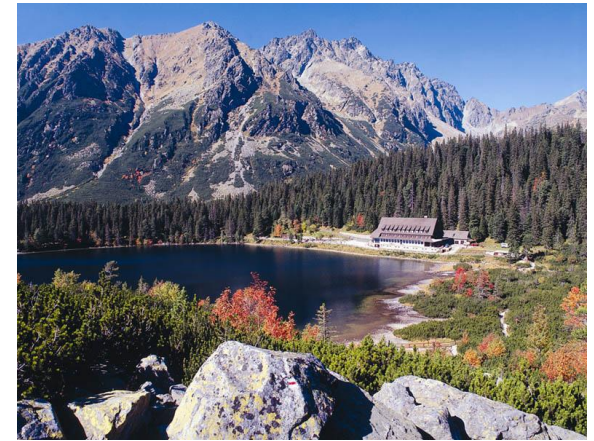
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Because Slovakia is beautiful ...

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Slovakia - heard of Europe



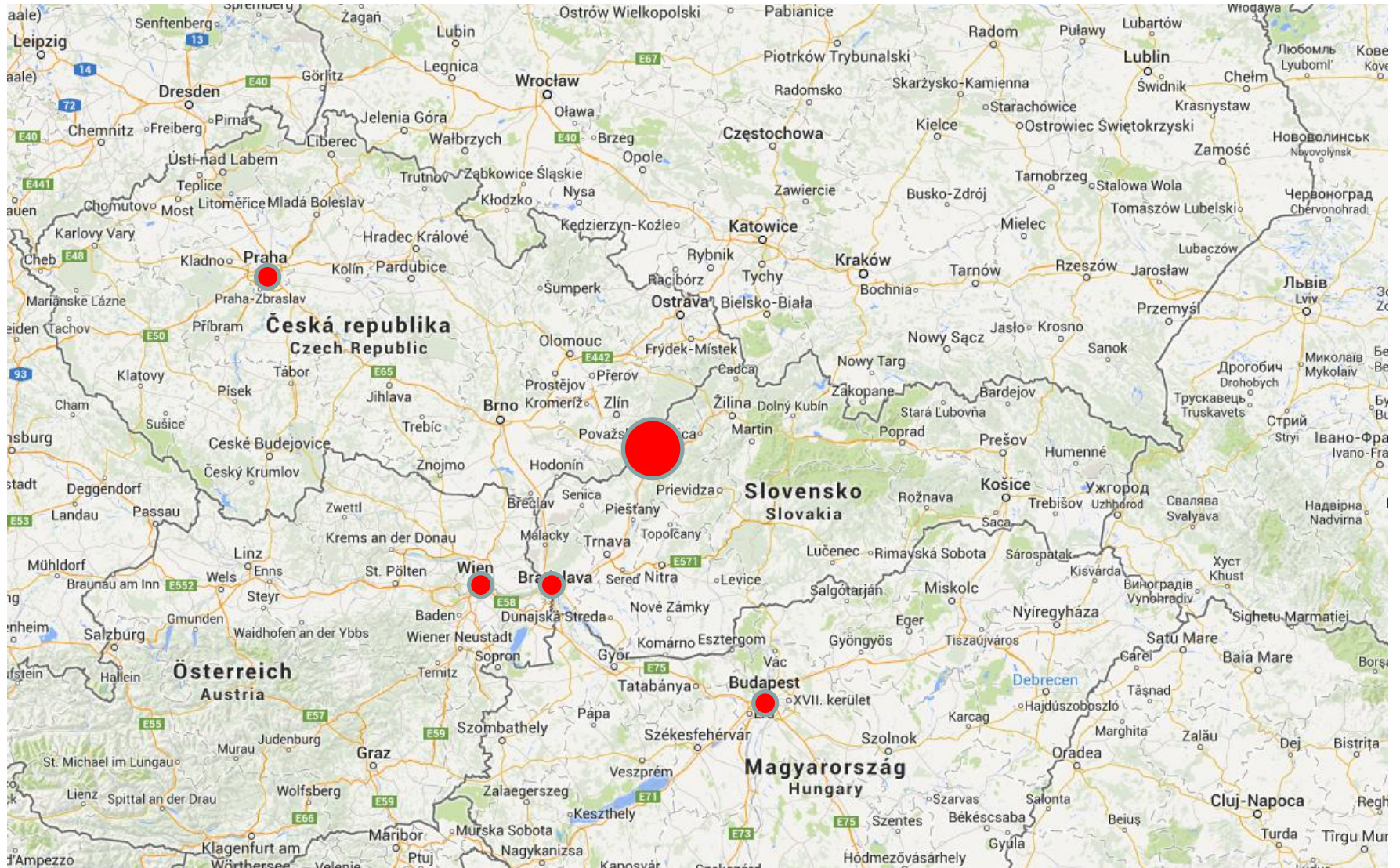
Because Trenčin region is ideal for living ...

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Trenčin region – nature, history, industry, people ..

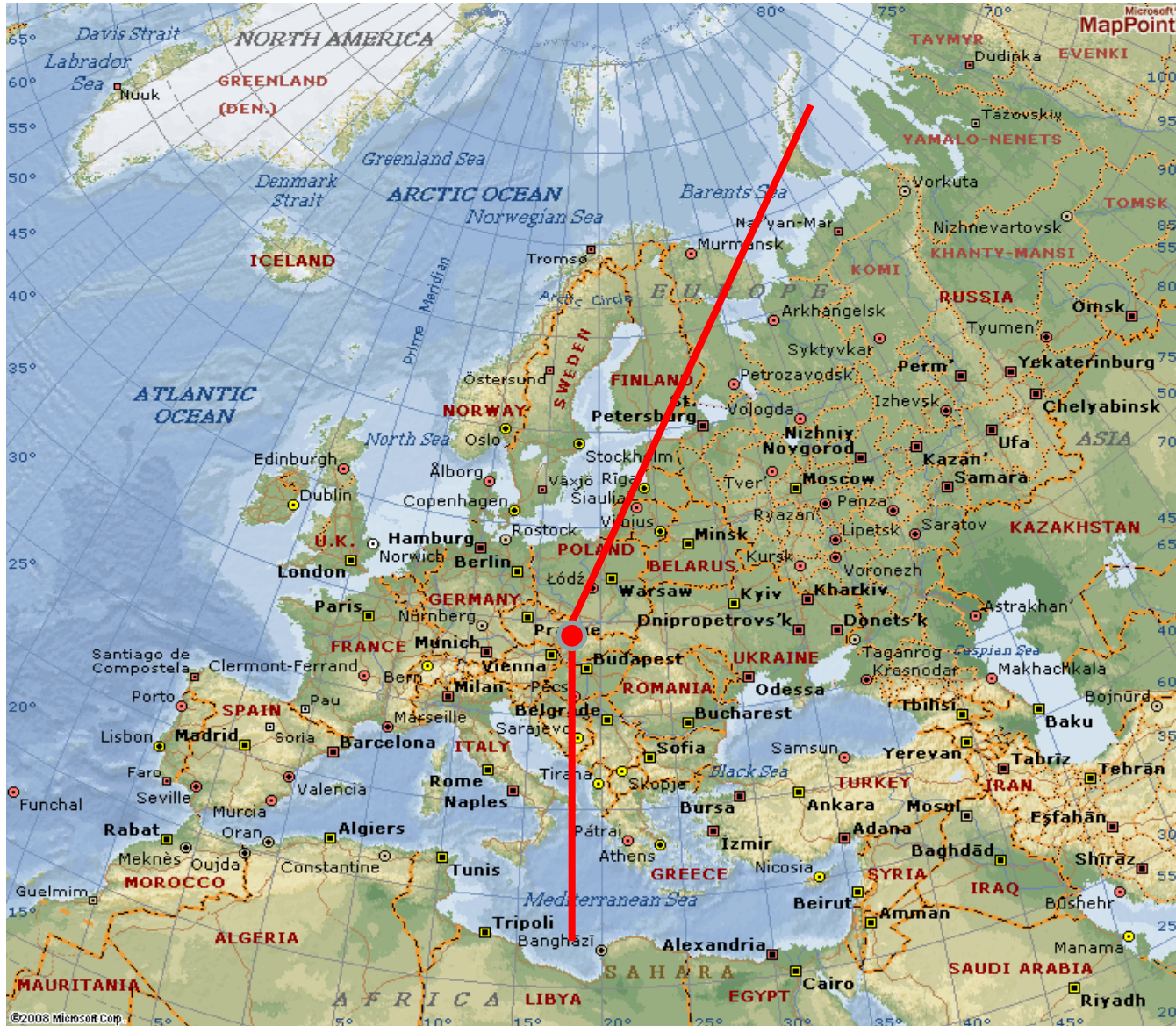


Trencin region / close to main Centre EU capitols ... **MESNAC**



Trencin region / between West and East culture ...

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Trencin region / everywhere is near by plane ...

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Trencin region / more successful examples ...

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Thank you for your attention ...



... and good luck to find right partner in Trencin region.