



FEM Congress

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Manufacturing in Eastern Europe :

Why?

Alexandre SAUBOT – CEO Haulotte Group



HAULOTTE GROUP PRESENTATION



When our past legitimises our future...

...An historic know-how



Pinguely and Haulotte were respectively founded in 1881 and 1924.

Locomotive production at the beginning of the 20th century paved the way for the manufacture of mechanical diggers and then mobile cranes and derricks.





A Group combining **design, assembly, sales and associated services**

- **N 1** in Europe
- **N 3** worldwide
- **Turnover : € 648.1 M (+25% vs 2006)**
- **3 product ranges : over 60 models**
- More than **2000 employees** throughout **5 continents**
- Through **6 manufacturing plants** and **34 sales subsidiaries**

Global Presence

A worldwide organization



More than 30 sales subsidiaries commercial
presence in close to 100 countries
300 people to satisfy to clients

Manufacturing organization

6 manufacturing plants organised by product lines



FRANCE

➤ **L'Horme** :

Booms < 20 m working height

➤ **Le Creusot**:

Booms > 20 m working height Diesel, Rough Terrain and Rough Terrain Electric scissors, Truck-mounted platforms

➤ **Reims** :

Electric scissors and vertical masts

SPAIN

➤ **Santander** : Haulotte Cantabria
Telescopic handlers HTL, HA20PX
Backhoe loaders Multijob MJX

ROMANIA

➤ **Pitesti** : Haulotte Arges
Diesel scissors

UNITED STATES

➤ **Archbold**

Trailers, Xboom, Scaffolding



HAULOTTE GROUP EASTERN EXPERIENCE





Going East : Some obvious issues

- It's far**
- It's cheap**
- It's risky**



Going East :

Comprehensive review of the business model

- Where are your clients
- Where are your suppliers
- What is your real cost structure



Going East :

Perform an in-depth specific analysis

- **Get a reliable reference of the business environment**
- **Find local assistance**
- **Check expatriation conditions**



Going East : Be aware

- The right time frame**
- The cost of a wrong choice**
- In business or in fashion**



Going East :

Romania : an obvious choice for Haulotte Group

- A “Latin” country with a French environment (Dacia)
- A booming market for the next 10 years
- Significant real savings in the cost base





In conclusion

Going East : yes or no?

- Be certain of your future business plan**
- Clearly analyse the benefit today & tomorrow**
- The benefit can be substantial for your business**