

FUTRONIC

Mission Eastern Europe

“We’ve had customers in Russia and the other CIS countries for many years,” says Murat Yolaçan, a sales engineer at futronic. The first EPROs were shipped east by futronic back in the early nineties. Despite this, relationships with customers in the region have so far tended to be merely indirect, with most business conducted through plant and equipment manufacturers. This situation is all set to change in future. “We maintain close links with clients in numerous different markets all over the world through our sales network and agents,” Yolaçan adds when prompted to describe the corporate strategy in a few words. “We’re now aiming to step out of the sidelines and intensify our contacts with Russian customers too, in order to improve our service quality.” It’s actually his strategy. A strategy for Eastern Europe. It’s already worked very well in Poland. This time it’s Russia’s turn.

THE RIGHT MAN FOR RUSSIA

Tigran Dadamyan of the Moscow based SG Service Group is the ideal man for this important mission. Dadamyan approached futronic at glasstec 2014 to intro-

Sales and after-sales service of futronic’s complex automation solutions are taken care of by a worldwide network of agents and partners. Until now, Russia and the CIS countries have been a blank spot on this map. Tigran Dadamyan has just been appointed futronic’s new man in Moscow. His job will be to conquer the Eastern European market – a mission that particularly attracted him. The official starting signal for “Mission Eastern Europe” was given at Mir Stekla 2016, Russia’s key glass industry event.

Futronic GmbH.



Getting on well together: Tigran Dadamyan, futronic's new man in Russia, and Murat Yolaçan, responsible for futronic sales in Eastern Europe



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duce himself and present his testimonials. Although still a young engineer, he can look back on several years of experience working for diverse European engineering firms and suppliers, mainly in the glass industry. He reckoned that futronic would fit perfectly into his portfolio. “We engaged in a number of interesting conversations and the chemistry was right from the start,” Yolaçan recalls. The same goes for the framework conditions: Dadamyan was born in Moscow and obviously speaks fluent Russian as well as excellent English. “If you want to do business with the Russians, you have to overcome the language barriers and the cultural differences,” Yolaçan points out.

You also need people who are familiar with the country, the market and its structures – people like Dadamyan.

MODERNISATION – ENORMOUS UNTAPPED POTENTIAL

His duties will include supporting existing customers and supplying them with spare parts; he will also be responsible for winning new clients and managing projects and orders. Yolaçan is convinced that there is enormous market potential waiting to be tapped. “There are an awful lot of glassworks here with old machines that are due to be modernised – in fact, they’ll have to be – in the next few years,” he explains. “We want to have a share of that cake with our control and drive technology.”

Initially, though, Dadamyan will seek to improve our visibility in the Russian container glass industry and generally raise awareness of futronic. Mir Stekla 2016 is a good example: Yolaçan

joined Dadamyan in Moscow at the beginning of June specifically to represent futronic at Russia’s leading glass industry show – the first time we have had a booth of our own there in eight years. “We conducted many highly promising talks and got off to a very good start,” Yolaçan comments. The two of them also have been travelling around the country, stopping off at various glassworks. Yolaçan sums up his experiences as follows: “People in Russia are keen to do business with someone they like, and they want to talk about other things too on a personal level. There are times when you have to listen to your heart more than your head.” Yolaçan will no doubt spend many more hours on the road in Russia in Dadamyan’s company in the future. He’s already doing his best to learn the language. ■