



**Product Home Vierkirchen**

**Global Sales Strategy Meeting 2016**

Russia and CIS countries – Denis Ivanov

# Russia and CIS countries

## Current status

1. Sales activities of Andritz in Russia since 1928, old traditional market
2. Close relationship with some large holdings such as Belaruskali, Rusal, Uralkali and other ...
3. Major products are bulk chemicals, NPK, petrochemical and salts



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## Highlights 2015

1. First order for NaCl in Russia and CIS countries from company Mozyr Salt (Belorussia)  
= 2 SZ 630/2 centrifuges
2. Increase possibility of selling Refurbished machines to the capital market.  
HZ - Metafrax company, SZ – Uralkhim, Voskresensk plant=> Cooperation with spare parts and service department
3. Also, we received several requests for dewatering, liquids removal of nitrocellulose.
4. Russian customers prefer Western equipment and technology, KNOW-HOW transfer



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## Threats

1. Number of requests and projects is reduced, due to the sanctions. Intensify the fight against competitors, Mainly Ferrum and Siebtechnik.
2. Due to the sanctions and severe currency devaluation, customers were more likely to consider equipment from India and China.
3. Most large and medium-sized projects froze or were moved deadlines for later.



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Top 5 customers (selection by OI last 3 years and/or potential projects)

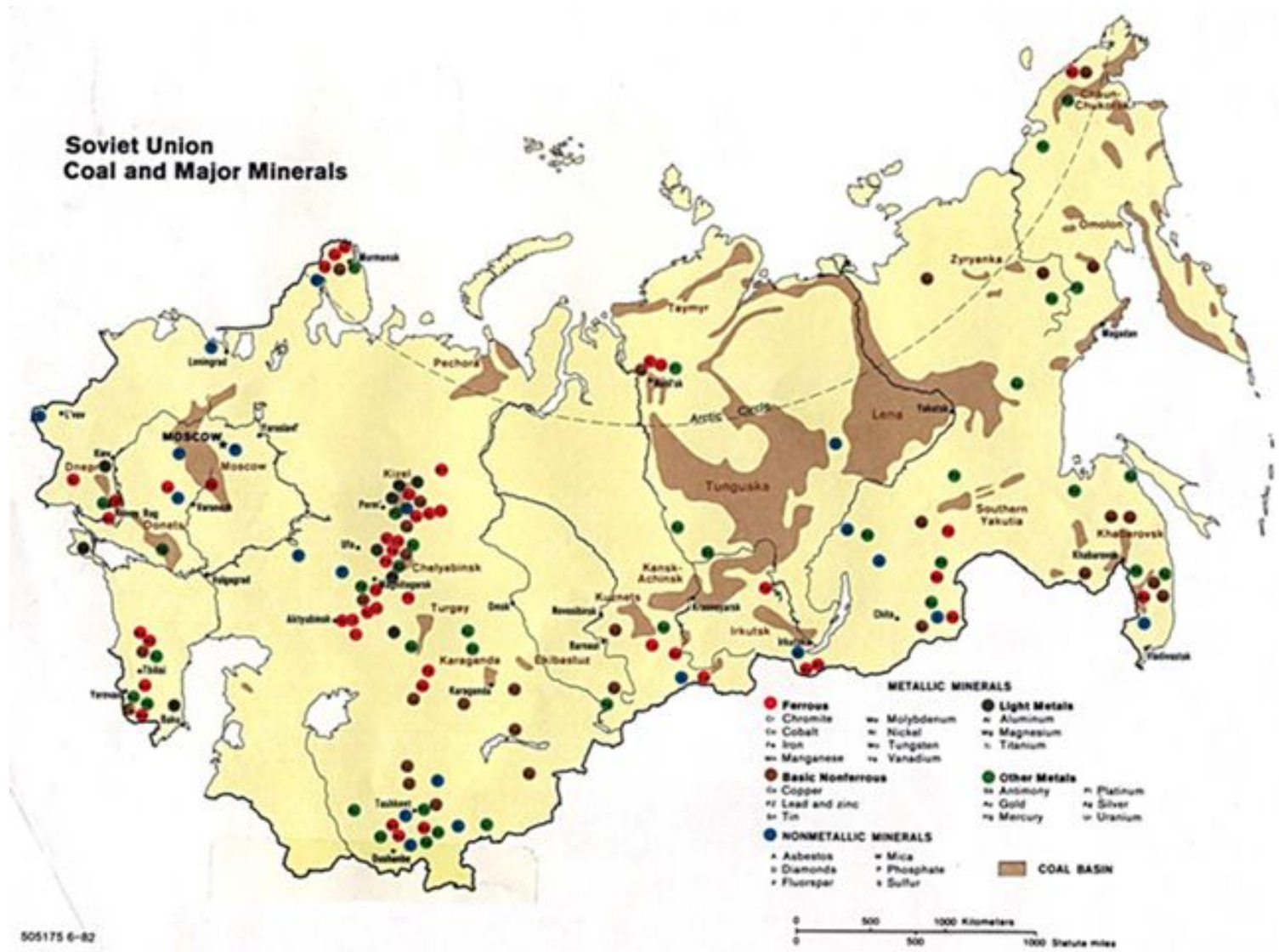
1. Uralkali, Russia, several projects for centrifuges, a signed contract
2. BelorusKali, Belorussia, several projects for centrifuges, also opening tender for centrifuge..
3. Mozyr Salt, Belorussia, contract for 2 pusher centrifuges.  
This is a joint project with ANDRITZ FLIESSBETT SYSTEME GMBH=> Good reference for future projects
4. RusAl, Russia, has several aluminum plants in and outside Russia  
1 Order for Pusher SZ 500/2, Several Disc Filters
5. EUROCHEM company, several projects for different equipment

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## How to create new opportunities?

1. Work long and selflessly, to look for new areas of application equipment.
2. Participation in exhibitions and conferences such as Khimia, Rudnik, Mining and etc
3. Concentration our activities on producers NPK, fertilizer (bulk materials) and Salts.
4. To force DDP business (Rubles based); with the assistance and support of local partners (Krom, Energoservice and etc.....)
5. Cooperation with ANDRITZ FLIESSBETT SYSTEME GMBH

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**THANK YOU FOR YOUR ATTENTION!**

