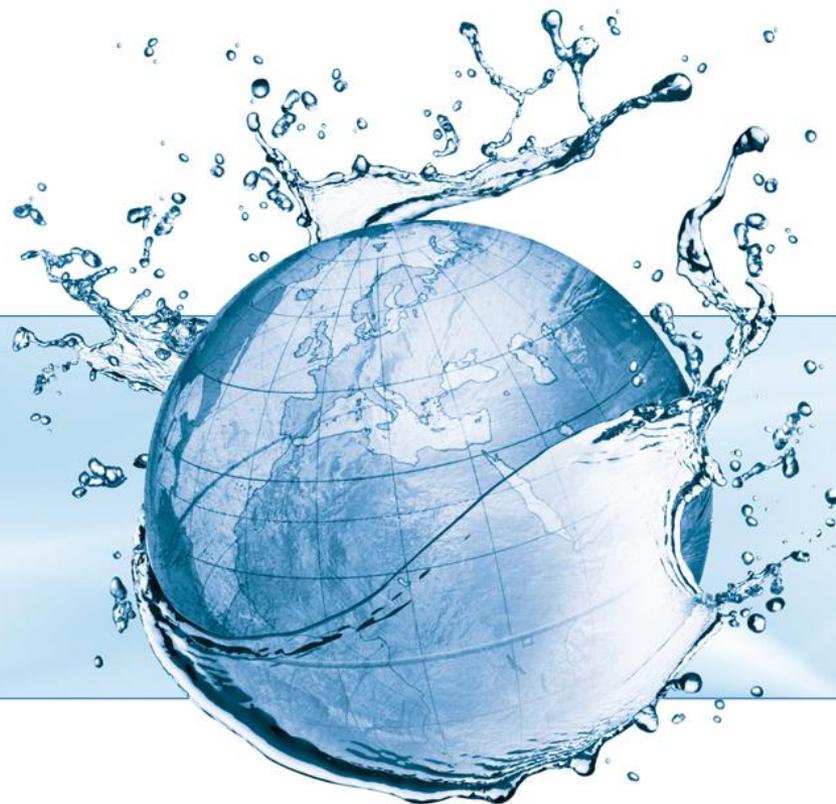


# INDIRECT EXPORT

Export meeting - DEAUVILLE MAY 2014

P. Van Meenen



For You and Planet Blue.



# What is INDIRECT EXPORT?

For You and Planet Blue.

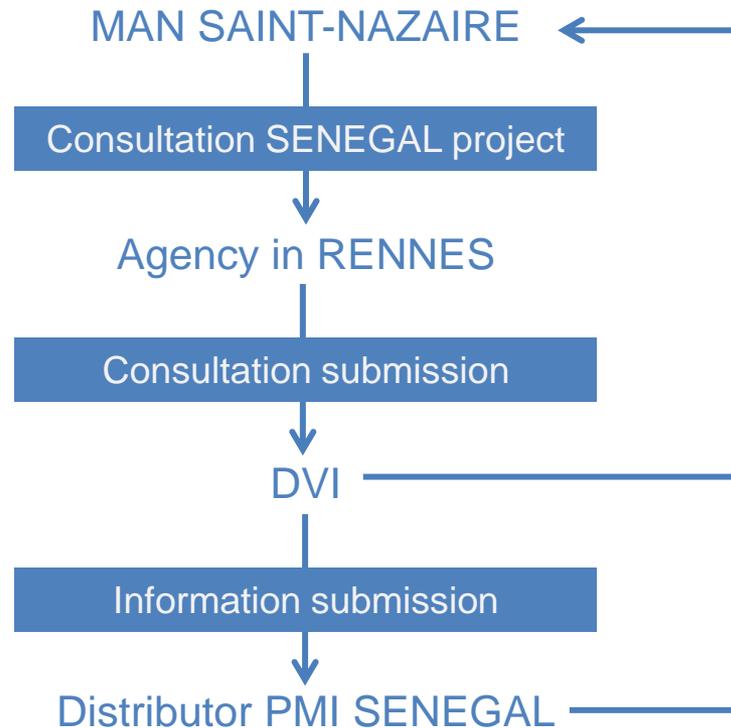


- Sales invoiced in FRANCE ultimately exported abroad. BWT notably relies on its distributors located in the country of import.
- A few figures:
  - EXPORT TURNOVER FRANCE: 440 billion Euro of which 10% INDIRECT EXPORT
  - INDIRECT EXPORT TURNOVER FRANCE: 44 billion Euro
  - Number of export companies 120,000 in FRANCE (380,000 in Germany, 200,000 in ITALY)
  - 2,000 trading companies
  - External trade deficit: 61 billion Euro
- In FRANCE, EXPORT is essentially borne by big groups and 60% of exportations leave for EUROPE. It is not a natural move for companies. We must expand small businesses to intermediate sized companies. They must hunt as a pack and by sector, notably in AFRICA, the stage on which tomorrow's challenges are played out.



- Acknowledgement and protection of our distributors' interests locally

## Example:



The DVI centralises EXPORT requests put to the PERMO agencies. Technical and commercial bids are submitted while taking into account distributors' interests.

The EXPORT PARTNERS CLUB was created in 2013.



It brings together a group of complementary companies that specialise in engineering, filtration, cooling, steam production, power, and water treatment equipment and networks.

The purpose of this consortium is to support project developers, responding to demand from a number of clients who wish to be directed to the best solutions and competences.

BWT and its partners have been involved for a number of years alongside industrialists and local governments. They can offer you their expertise and know-how to meet your every need.

- JACIR - BWT: FRESHAIR partnership (DACIA contract in ROMANIA ongoing)
- CHOQUENET - BWT - JACIR: TEREOS (ROMANIA) - LUDUS
- MANGIN - EGLY - JACIR - BWT: cement project with POLYSIUS for ALGERIA
- JACIR - BWT: project ongoing for the Grand Mosque of ALGIERS with CSCEC
- SPIRAX - BWT: SAIDAL project ongoing (information exchange)
- SPIRAX - BWT: CARRIBEAN FRUIT JUICE project ongoing
- SPIRAX - BWT: THERMECATEX distributor set-up in TUNISIA
- CHOQUENET - BWT: CORAF CONGO with FOSTERWHEELER  
BWT order: 243,000€
- SPIRAX-BWT: JOINT ACTION IN TUNISIA AND ALGERIA
- CHOQUENET⇒BWT⇒SORIM: TECNOR bid (IVORY COAST)
- BWT⇒SORIM⇒NANTAISE DES EAUX: International Drinks Company



**THANK YOU FOR YOUR  
ATTENTION**



For You and Planet Blue.

