



SEVEN YEARS IN RUSSIA

BO ANDERSSON

November 24th, 2016



RUSSIA

85 REGIONS

11 TIME ZONES

17,075,200 SQ KM

GAZ GROUP OVERVIEW 2013

Leading manufacturer
of commercial vehicles in Russia

13*
plants in 10 regions

52,000
highly qualified
employees

Products exported
to CIS countries and around 20 countries
outside the CIS

Market shares in Russia

50%	65%	40%
LCV segment	Bus segment	Off-road trucks segment

**Controlling
shareholder**

Russian Machines Corporation, a part
of Basic Element business group

Headquarters

Nizhny Novgorod



GAZ GROUP: PRODUCT RANGE 2016



MY EXPERIENCES WORKING IN RUSSIA

- HOW TO OFFER CUSTOMER VALUE
- PRODUCT FOCUS
- TAKE CARE OF PEOPLE
- DISCIPLINE
- IMPLEMENT STANDARDIZED WORK
- WORK CLOSELY WITH CENTRAL/REGIONAL GOVERNMENT
- ALWAYS DO WHAT YOU HAVE PROMISED

FOLLOW UP... FOLLOW UP... FOLLOW UP... FOLLOW UP... FOLLOW

OPPORTUNITIES

CHALLENGES

OPPORTUNITIES

- 146 MILLION CONSUMERS
- ENORMOUS NATURAL RESOURCES
- HIGHLY EDUCATED MANPOWER
- BENEFIT OF THE EEU

(RUSSIA, BELARUS, KAZAKHSTAN, KYRGYZSTAN, ARMENIA)

CHALLENGES

OPPORTUNITIES

CHALLENGES

- NOTHING IS EASY
- LARGE REGION – DIFFERENCES
- HIGH UNCERTAINTY
- FIND AND KEEP MANAGEMENT
- UNDER DEVELOPED INFRASTRUCTURE
- PUNCTUALITY / ATTENTION TO DETAILS