

# WAMGROUP® NEWS

## WITH WAMGROUP® INTO EURASIA

*Müfit Kurbanzade (59) was born and raised in Istanbul. After attending a local science high school, he continued his education at the Turin Polytechnic in Italy, before returning to Turkey to finish his studies at Marmara University in Istanbul and start a career in the textile industry. Thanks to his many years of experience in working with Italian companies and his proficiency in Italian, he was offered the position of General Manager of the newly founded WAM Eurasia in 2008, a position he still holds today.*

**Newsletter** What about the market situation in your territory?

**Kurbanzade** Since our beginnings in 2008, the Turkish market has been growing steadily especially in the asphalt, milling and food sectors where we have several big projects coming up in the next few years. Our manufacturing plant here in Kütayha started in 2008 in a 2,800 square metre workshop. Today, 15,000 square metres are covered. Another new building with 14,000 square metres is currently under construction.

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**Newsletter** What about the major challenges and opportunities?

**Kurbanzade** A widespread entrepreneurial spirit leads to the establishment of numerous new companies year after year. For the industries in which we are present, this means potential new customers with solid plant engineering know-how. In terms of our competition, we are constantly striving to sustain our undisputed leadership position.

**Newsletter** What do you expect in the medium term?

**Kurbanzade** Turkey is located in a geographically privileged area for the future development of new mar-

***"I can imagine WAM Eurasia becoming the most important hub in the region within the next ten years."***

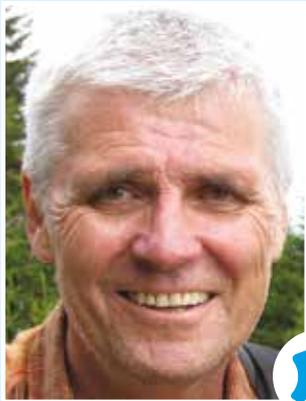
kets for WAMGROUP® products. Neighbouring countries such as Syria, Iraq and Iran have a lot of catching up to do after years of crises. Accordingly, my expectations for the future are thoroughly positive. Over the years, Turkish plant manufacturers in various industries have caught up with their

Western European competitors in terms of performance and quality and have made a name for themselves not



only on the domestic market but also abroad. Turkish companies are therefore well positioned to export their engineering products to neighbouring countries and, thanks to their competitiveness worldwide. I can imagine WAM Eurasia becoming the most important hub in the region within the next ten years.

## EDITORIAL



Dear Reader,

**How our world has changed this year! The pandemic that is not yet over, the war in the heart of Europe alongside the numerous conflicts in other parts of the planet and the enormous challenges to all of humanity to contain climate change preoccupy us on a daily basis. But history shows that where challenges are taken up, mankind will find solutions too. In this scenario, the people of WAMGROUP® have also taken up the challenge and put in a mighty effort in 2022, resulting in global revenue growth of over 23% in the projection.**

**Such results can only be achieved together as a team, with combined forces in a global context. Our corporate vision to be the key global reference point for delivering solutions in our areas of expertise is the guiding principle for each manager in the Group to strategically implement this vision.**

**Thank you all and best wishes for the holidays and a healthy, peaceful, and prosperous 2023,**

Michael Grass

**WAMGROUP®**  
Public Relations Manager

# “3K WALK & RUN”

## A VIRTUAL CHALLENGE FOR CHARITY

**Worldwide, 11th - 19th June 2022**



In a way, the idea was born out of the pandemic. As in the previous year, WAMGROUP® called on all employees and their family members worldwide to take part in a 3-kilometre run for charity.

Participants had to run or walk the distance within a time frame of eight days, mark their time and enter it into a web portal. For each kilometre run, WAMGROUP® donated one euro to UNICEF. Furthermore, five euros were donated for each T-shirt from a special WAMGROUP® series sold to the participants before the event. In addition to their time, participants could upload selfies of their effort.

In the end, the German subsidiary WAM GmbH was the one with the most participants out of a total of 226.



# A HUB FOR PRODUCTION AND TRADE

*Kütayha, Winter 2022 - 2023*



WAM Eurasia manufacturing plant in Kütahya

By Michael Grass

A visit to Turkey remains truly unforgettable. A treasure trove of oriental and occidental culture, since the second half of the last century the country has developed into a modern industrial nation.

I was 20 when I first travelled there as a tourist and returned ten years later for the first time on business. As a manufacturer of plant components, at that time, in the early 1980s still mainly for concrete plants, we were interested in contacts with local plant

manufacturers. These first contacts were made by a German intermediary who had made a name for himself with Turkish manufacturers. I remember well how impressed I was by the organisation of the companies visited, by the quality of their products and their efforts to market them not only in their own country but also internationally. It was only a matter of time before the Management of WAMGROUP® would decide to invest in its own subsidiary. In the 1990s, WAMGROUP® still distributed its products in Turkey via a local trading partner, until finally establish-

ing in 2008 its own manufacturing and trading subsidiary, WAM Eurasia. The company name chosen indicates that from the very beginning it was clear that WAM Eurasia's sphere of influence would extend to the countries bordering Turkey.

The great success over the past fifteen years proves that the decision was indeed the right one.

[www.wamgroup.com.tr](http://www.wamgroup.com.tr)



# A MEDIATOR BETWEEN ORIENT AND OCCIDENT



As a secular country on the edge of both Europe and Asia, Turkey, with a 99% Muslim population, is traditionally a political and cultural mediator between Orient and Occident. Its population of over 85 million is just above that of Germany, making Turkey the most populous country and Istanbul with over 15 million the most highly populated city in Europe. The German economic miracle of the post-war period would not have been possible without

the labour of the Turkish workers who came to the Federal Republic from the early 1960s onwards. The majority of the mostly naturalised foreigners living in Germany today come from Turkey. Many Turkish mechanical engineers acquired their knowledge at German universities and returned to Turkey with their know-how, made a career there and started new companies. Against this background, WAM Eurasia experienced a steep development as a local premium

manufacturer of plant components developed in Italy.

Today, a large part of the company's more than 100 employees are women. Every year, in addition to Father's Day, Mother's Day in particular gives WAM Eurasia a special reason to celebrate. Teamwork and team spirit are also here at the top of the list as one of the elementary corporate values.

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Mother's Day



Father's Day

# THE WAMGROUP® WELDING ACADEMY

## Kütahya, Turkey, Autumn 2022

In recent years, manufacturing companies have had difficulties finding qualified labour, especially welders. For this reason, a pilot project was launched at WAM Industriale and WAM Eurasia to train employees internally in the form of a welding academy.

WAM Eurasia's Welding Academy will not only be a reference point for the development of internal welders, but it will also soon become a centre for training and issuing licences to personnel from outside our company as well as a reference laboratory for "Kütahya Dumlupinar University".

The two experiences have served to lay the foundation for the dis-



semination of welding academies in all WAMGROUP® companies where welding work occurs and where

skilled welders are an indispensable necessity.

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## WAM EURASIA'S SPHERE OF INFLUENCE

### Ankara, Turkey, Summer 2022

While the industrial city of Kütahya in Central Anatolia is WAM Eurasia's manufacturing base, the company operates sales offices in the capital Ankara, about half a day's drive away, as well as in the mega-city Istanbul, about the same distance away.

Emrah Bagdat has been responsible for sales since spring 2010. From the offices in Ankara and Istanbul, he and his team serve not only the wide-ranging domestic clientele, but also customers and dealers in other countries in WAM Eurasia's area of responsibility, from Azerbaijan to Georgia, Turkmenistan and Uzbekistan.

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The Ankara team



MEDCEM Cement mill in Mersin, Turkey



## WAM EURASIA - SELECTED

With an annual clinker production of 3.5 million tonnes, Medcem Cement from Mersin in southern Turkey is the cement plant with the highest production volume in a single line in Europe. In addition to various other WAMGROUP® products supplied in recent years, seven ATEX-certified Tubular Screw Conveyors with diameters up to 660 mm and TOREX® RVC 80 Rotary Valves were commissioned in 2022.

ELKON, one of the leading manufacturers of concrete batching plants in Turkey, in 2022 placed an order with WAM Eurasia for the supply of various plant components for a Dry-Mix concrete plant in France, including a 2,000-litre batch mixer from MAP® for mixing clay with minerals with the aim of achieving a low-carbon mixture as a cement substitute for the production of eco-friendly concrete.

In autumn 2022, a leading Turkish engineering company



Batching plant with SILOFAB™ silos



PVC raw materials processing

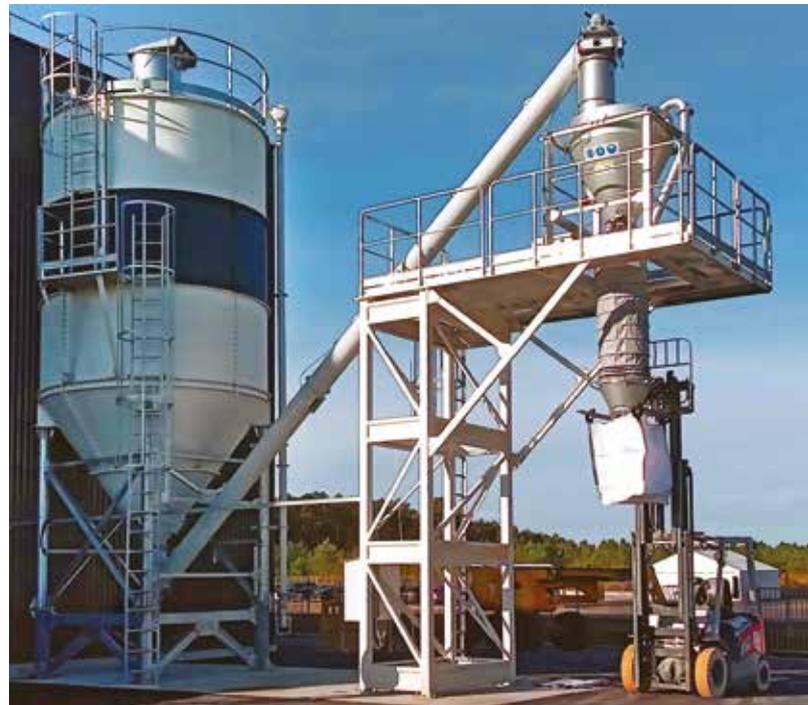


ELKON DryMix plant, France

## APPLICATION HIGHLIGHTS

Tashkent. Since commissioning of the plant, the end user reports flawless operation of all WAMGROUP® products.

In addition to Screw Conveyors and Dust Collectors, WAM Eurasia has also been manufacturing bolted silos in segmental design in Kütahya for several years now, as the only production plant in the Group. The silos are sold by WAMGROUP®'s trading subsidiaries in several countries around the world. In contrast to welded silos, those in segmental construction can be stored and transported cost-effectively, making them an advantageous alternative in many cases, despite the higher assembly costs on site.



g plant in Tashkent, Uzbekistan



2,000-litre Batch Mixer in ELKON plant, France

# WAMGROUP®'S CONCRETE COMMITMENT

*Ponte Motta, Italy, April 2022*

A new relationship marketing project, called Concrete Commitment, consists of a set of tools aimed at engaging with end users, optimising synergies among supply chain actors in order to achieve three objectives:



1) DATA COLLECTION AND NEEDS ANALYSIS regarding technological innovation aimed at reducing energy consumption and improving plant efficiency and performance over time.

2) AWARENESS-RAISING AND TRAINING focussing on operator safety, reduced atmospheric emissions, as well as the reduction of plant, operation, and maintenance costs.



3) PROMOTION sharing best practices, regulations, guidelines, and use of WAMGROUP® components to meet market requirements.

The Concrete Commitment project aims to involve all stakeholders in the construction industry and beyond, as well as to promote collaboration within the supply chain, not only among industry players, but between all those involved in the process, both for new projects and for the maintenance of exist-

ing facilities. Upon the initiative of WAMGROUP®, a first “Concrete Commitment” round table was held in April 2022 at the Archimedes Academy at the Technology Centre in Ponte Motta with the participation of representatives from Regulation and Environment Control, Cement Manufacturing, Construction Project Consulting, a construction company, and a moderator from specialised media.

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## NEXT ISSUE PREVIEW



*View of Kuala Lumpur with the Petronas Twin Towers*

In 2009, a new WAMGROUP® trading subsidiary was opened in Malaysia's capital Kuala Lumpur, initially under the control of WAM Singapore. Kuala Lumpur because it was and still is one of the fastest growing metropolitan regions in Southeast Asia, both in terms of population and economic development.

With its newly industrialised market economy, the third largest in Southeast Asia, and as a founding member of ASEAN, Malaysia offers WAMGROUP® steadily growing business opportunities.



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