

Наем Pronájem Leje Rental Vuokra Location Miete Ενοίκιο Noleggio **Bérlet** Utleje Verhuur Wynajem **Alojamentos** Închiriere **Alquiler**

COMMON FULL URE TO GET HER
COMMON FULL US TO GET HER





- Developing market trend setting & making the right choices "GLOCAL"
- Facing common issues things that bring us together
- Learning from each-other the turning wheel effect
- Helping each other Help me to help you & vice versa

MYTH BUSTERS: European market – are segment markets so d





DEVELOPING MARKET - TREND SETTING & MAKING THE RIGHT CHOICES

- Romanian rental market at an early stage less than 10 years old
- Fragmented Romanian market with over capacity & unsustainable pricing
- Creditors / financiers are reluctant to execute debtors due to potential high loses





DEVELOPING MARKET - TREND SETTING & MAKING THE RIGHT CHOICES

- RRA have the opportunity to learn from established market by introducing from early stages renown ways of doing business
- European rules paves the future paths and drives forward local legislation toward common rules CE & EN

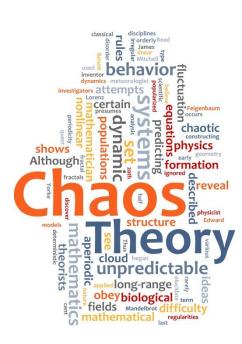


Dialogue between European association develops new synergies



FACING COMMON ISSUES - THINGS THAT BRING US TOGETHER

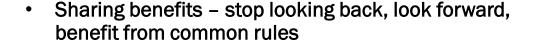
- Lack of national reliable statistics lack of predictability
- Influence of construction equipment owners other than rental companies – the one of the few good sides of a crisis
- Sustainable policy lack of basic management skills kills the market
- Rental Associations are bringing all together manufacturers, rentals, banks, insurance, government, clients: one common place for all – Understanding rental

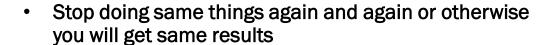




LEARNING FROM EACH-OTHER

- Sharing knowledge best way to avoid making unnecessary mistakes
- Sharing information enhancing & embracing basic unitary rental concept





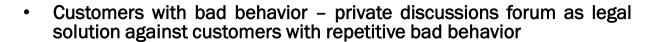






HELPING EACH-OTHER

- Safety & Productivity We often forget to believe in
- Anti Theft –National rental association will help recover stolen equipment (e.g. RRA & ASSODIMI managed to retrieve for the first time a stolen telehandler from Italy that was found out in Romania)











MYTH BUSTERS: EUROPEAN MARKET - ARE SEGMENT MARKETS SO

DIFFERENT?

- Don't ever forget the basics Rental is one world
- Sell! Don't just Quote the one way to get out and move upwards!



- TCO helping managers & sales understanding financial issues
- Use local knowledge to get local spot place National Rental Associations working together to provide common worktables

THANK YOU FOR YOUR TIME!



Stefan PONEA

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