



# COMMON FUTURE

THINGS THAT BRING US TOGETHER

Haem  
Pronájem  
Leje  
Rental  
Vuokra  
Location  
Miete  
Evoíkio  
Noleggio  
Bérlet  
Utleje  
Verhuur  
Wynajem  
Alojamentos  
Închiriere  
Alquiler



# COMMON INTERESTS



- 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



# COMMON INTERESTS



## 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 losses



# COMMON INTERESTS



## DEVELOPING MARKET – TREND SETTING & MAKING THE RIGHT CHOICES

- RRA have the opportunity to learn from established market by introducing from early stages renowned 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





# COMMON INTERESTS



## LEARNING FROM EACH-OTHER

- Sharing knowledge – best way to avoid making unnecessary mistakes
- Sharing information – enhancing & embracing basic unitary rental concept
- Sharing benefits – stop looking back, look forward, benefit from common rules
- Stop doing same things again and again or otherwise you will get same results



# COMMON INTERESTS



## 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)
- Customers with bad behavior – private discussions forum as legal solution against customers with repetitive bad behavior
- TCO – helping managers & sales understanding financial issues



# COMMON INTERESTS



## 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!



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