



## TelematicsConferenceSEEurope

2 October 2014, Bucharest, Romania

[www.telematics-conference.com](http://www.telematics-conference.com)

### Investments in telematics reaching a boiling point in SE Europe

**“Mergers and acquisitions are like marriage: they require constant effort to make them successful in the long run,” explained Olaf Gietelink, the Director for Strategic Initiatives at TomTom Telematics, in his presentation. His words encapsulate the core of the fourth international Telematics Conference SEEurope, which was held in early October in the Romanian capital, Bucharest.**

Investments, mergers and acquisitions were central to this year’s event, which was attended by more than a hundred representatives of regional and global providers of telematics solutions, equipment manufacturers,

M2M service providers, logistics and transport companies, and other key stakeholders in the telematics sector.

#### Rapid growth continues

The conference made it evident that vehicle telematics is still – or rather, is increasingly so – a hot industry. Some speakers even drew comparisons to the (too) quick growth of online companies towards the end of the 1990s. The expansion of telematics has not been uniform across all regions, however. The percentage of



**A record number of participants** attended the Telematics Conference SEEurope in Bucharest. (Photo: Ergo Institute)

vehicles equipped with telematics solutions for monitoring driving, for example, is significantly higher in the west and north of Europe than in Southeast Europe, which is why that region is becoming very attractive for investors.

### Complicated relationships

In order to obtain larger market shares and to simplify business operations, telematics solution providers have started to interconnect and merge in the recent years. Some larger takeovers occurred as well, such as the one described by Antoine Mathiaud, the Director of Business Develop-

ment and Marketing at Astrata Europe. His company used to be part of the telematics corporation Qualcomm, which decided on a strategic sale of the European part of the company. It was called Omnitracs Europe; today it is owned by the Astrata group. By taking over Omnitracs Europe, the multinational company, headquartered in Singapore, gained access to the European market.

"A marriage between equal partners" was presented by Sven Aulik, the Director of Export Sales at the EcoFleet Group. His company was formed in September of last year, following a merger of the Estonian Oskando and the Danish Autolog.

The Group, which is becoming influential in SE Europe as well, now tracks about 45,000 vehicles and has even higher aspirations. "In five years, with mergers, takeovers, and natural growth, we will be providing telematics solutions for 100,000 vehicles," assured Sven Aulik.

### The Turkish success

One company headquartered in Turkey has also had an exceptionally high growth rate: Arvento Mobile Systems, which was founded less than a decade ago, provides services to 30,000 customers in 23 countries, for more than



**Antoine Mathiaud**, the Director of Business Development and Marketing at Astrata Europe, described global takeovers in the industry. (Photo: Ergo Institute)



**Olaf Gietelink**, TomTom Telematics: "Mergers and acquisitions are like marriage: they require constant effort." (Photo: Ergo Institute)



"A marriage between equal partners" was presented by **Sven Aulik**, the Director of Export Sales at the EcoFleet Group. (Photo: Ergo Institute)



**Alparslan Kurtulus** from a Turkish provider of telematics solutions and equipment, Arvento Mobile Systems, which provides services for more than 400,000 vehicles in 23 countries, announced the company's expansion into Africa. (Photo: Ergo Institute)



400,000 vehicles. The operational characteristics of this giant, which focuses mainly on the Near and Middle East, were presented by the Deputy General Manager of Arvento Mobile Systems, Alparslan Kurtulus. In a powerful speech, he explained the strategy that Arvento uses for entering foreign markets, including the markets of some promising African countries (Tunisia, Morocco, North and South Sudan, Ghana, Kenya) that the company is already expanding into.

## Every beginning is easy

Claudiu Suma, the CEO of ETA Automatizari Industriale, which offers its solutions under the SafeFleet brand, said of the situation on the Romanian market: "The beginning is easy – what comes after is usually harder." Because starting a company in fleet optimization is fairly easy, numerous new companies have sprung up in SE Europe. That has led to a drop in service prices and, in many cases, also to low-quality telematics solu-

tions. Claudiu Suma believes that the situation will be improved by a consolidation of the market, which could be stimulated by standardisation. That would enable providers to form connections more easily and services would become more uniform and easier to access. "It still pays to persevere in the telematics business," concluded Suma and added that the most worthwhile things to invest in ahead of any expected takeovers are a good team of employees and the technological platform of the company.



**Claudiu Suma, SafeFleet:** "It still pays to persevere in the telematics business!" (Photo: Ergo Institute)



**Stanislav Emelianov, the Deputy CEO of the Russian company Omnicomm,** spoke about solutions for fuel monitoring. (Photo: Ergo Institute)



**Antanas Šegžda, the Sales Director for South Europe at the Lithuanian company Teltonika (in the middle),** presented the most recent solutions in fleet management and technologies for providing telematics solutions in new market niches. (Photo: Ergo Institute)



**The gathering was continued with a panel discussion on investments in telematics, which was moderated by Madalin Lazarescu, IDC Romania. Participants included Claudiu Suma, SafeFleet, and Murat Atik, Fideltus Advanced Technology.** (Photo: Ergo Institute)

## Great savings with accurate monitoring

Representatives of two companies that supply hardware to telematics solution providers also spoke at the conference. Antanas Segzda, the Sales Director for South Europe at the Lithuanian company Teltonika, presented the most recent solutions in fleet management and technologies for providing telematics solutions in new market niches, such as the monitoring of at-risk groups (e.g. employees working in hazardous conditions, the elderly, and children), merchandise tracking, vehicle insurance telematics etc.

Stanislav Emelianov, the Deputy CEO of the Russian company

Omnicom, which provides measuring probes for many vehicles of prominent companies (Halliburton, DHL, Tatra, Lamborghini, Aeroflot etc.) and which also conducts business with NATO, spoke about solutions for fuel monitoring. Fuel represents the largest expense for transport companies, but savings can be extremely high if consumption is closely monitored (according to Emelianov, the accuracy of Omnicomm's solutions goes above 99 percent).

## Next stop: Dubai!

The gathering in Bucharest was continued with a panel discussion on investments in telematics, which was moderated by Madalin Lazarescu, IDC Romania. Participants

included Claudiu Suma, the CEO of SafeFleet, and Murat Atik, the General Manager of the Turkish company Fideltus Advanced Technology. The round table was followed by moderated workshops and group discussions on the importance of investments and business opportunities in telematics. The official part of the event was concluded by Conference Director Alenka Bezjak Mlakar, who invited the guests to attend the fifth regional Telematics Conference SEEurope, which will start on 1 October 2015 in Sofia, the capital of Bulgaria. Guests were also invited to a new international event: the Telematics Conference Middle East & Africa, which will take place on 12 March 2015 in Dubai.



**In the exhibition area**, visitors could see development advances made by Baltic Car Equipment, Cango, Cello-cator Division Pointer Telocation, EcoFleet, Gurtam, iSYS Professional, Mobileye, Omnicomm, RCS-Navigation, Ruptela, SafeFleet, and Teltonika. (Photo: Ergo Institute)

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