

Hvordan lykkes i Asia ?



Eierskapskonferansen 2010

Morten Fon





Dagens tekst

- Jotun
 - Jotun i dag.
 - har vi lykkes med internasjonalisering ?
 - har vi lykkes i Asia ?
- Suksessfaktorer

Painted by 

Did you know that as well as having a spectacular exterior, the 321 metre high Burj Al Arab in Dubai is also designated the world's most luxurious hotel. So it is no coincidence that Jotun has been chosen to protect and give colour to this prestigious construction.

Did you know that today Jotun employs 2,000 people in 40 countries. Our world is diverse yet we have one common intention: Jotun protects property.



Jotun Protects Property
www.jotun.com

Decorative Paints Marine Coatings Protective Coatings Powder Coatings

Verdier



Lojalitet



Omsorg



Respekt



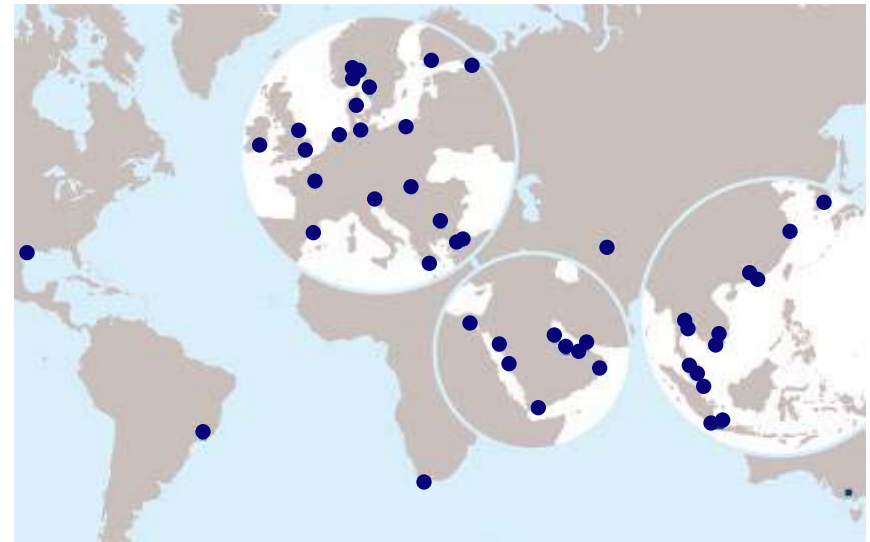
Mot

Jotun verner verdier



Jotun idag

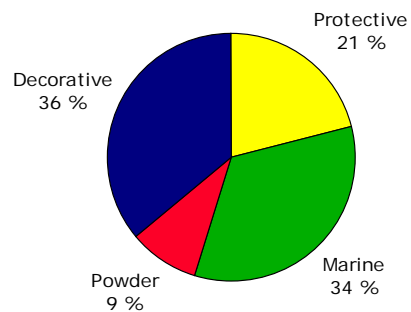
- Omsetning NOK 12,800 mill
- EBITA margin 12 %
- 40 fabrikker
- Global
- 74 selskaper
- 7400 ansatte
- Gleditsch familien / Orkla
- Hovedkontor i Sandefjord



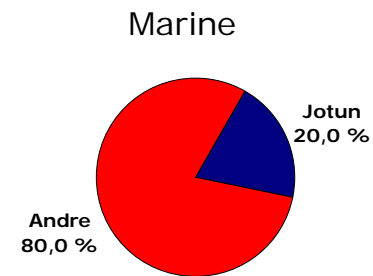
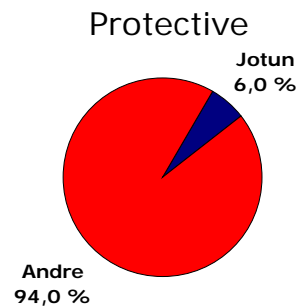
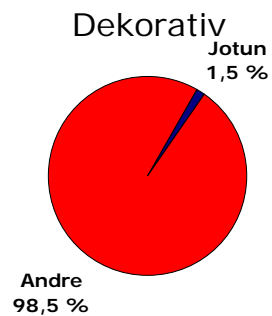


Jotuns markedsandeler

Jotuns salg



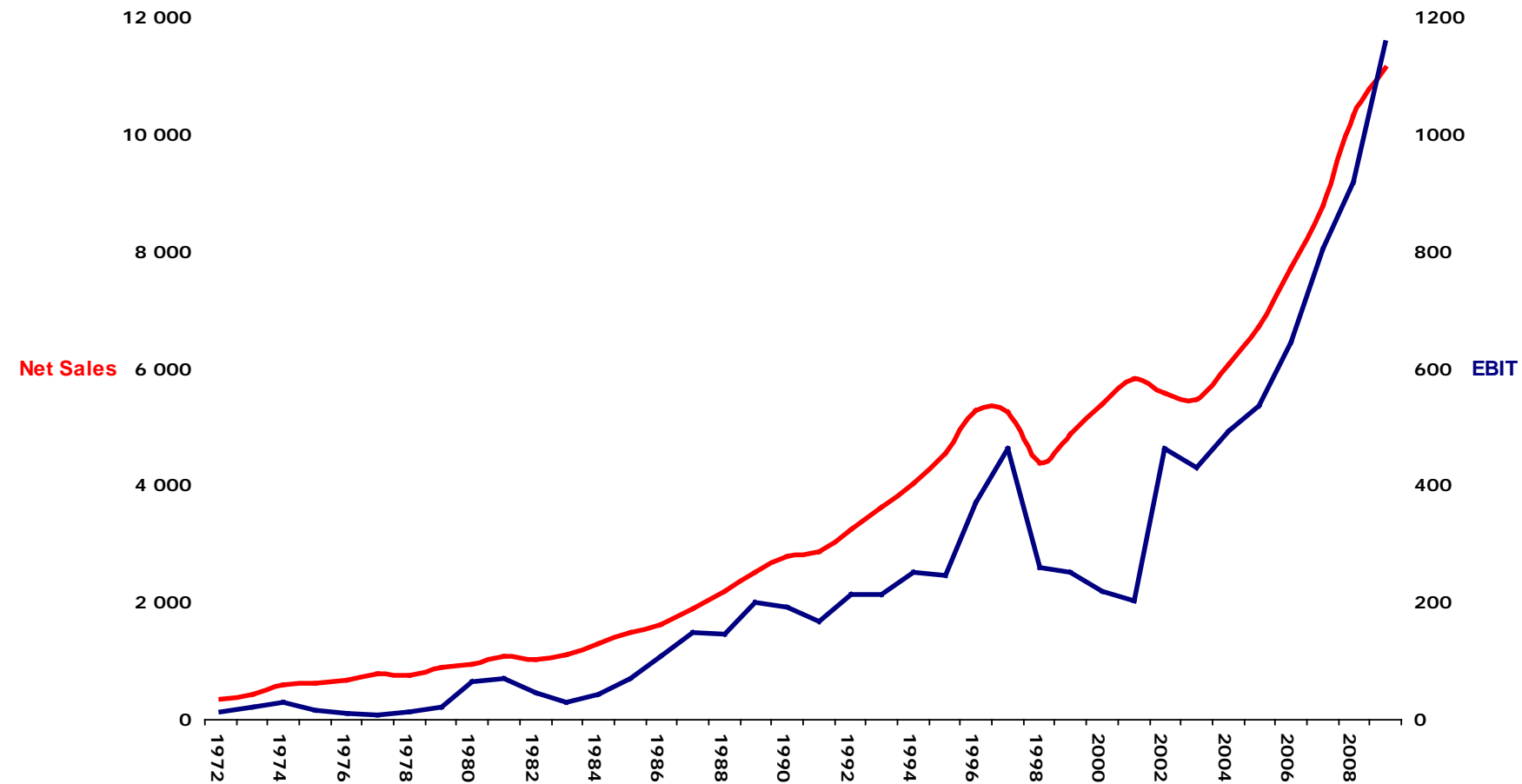
Jotuns salg : NOK 12,8 bill





Salgs- og resultatutvikling

NOK mill

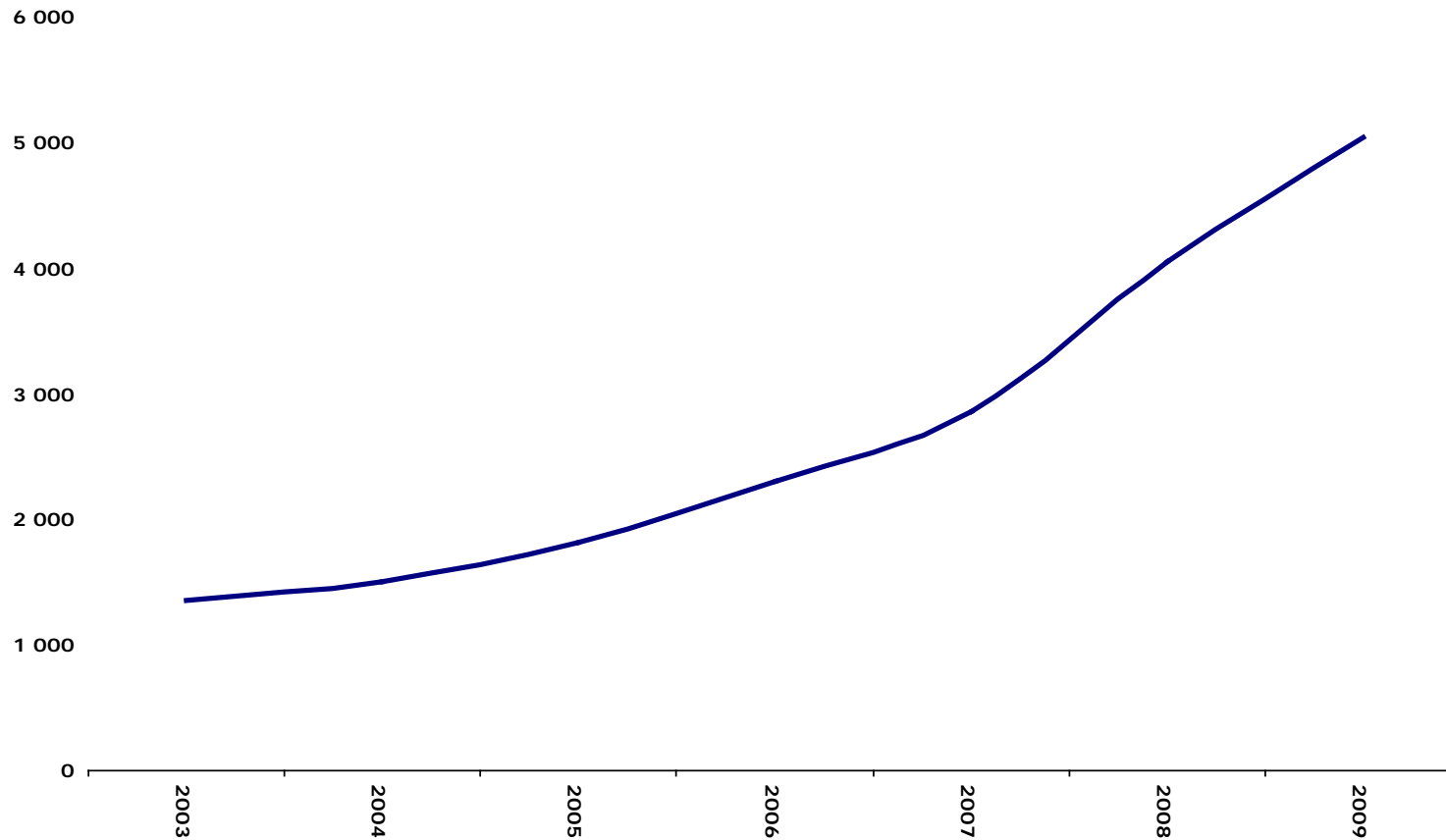


Konsoliderte tall



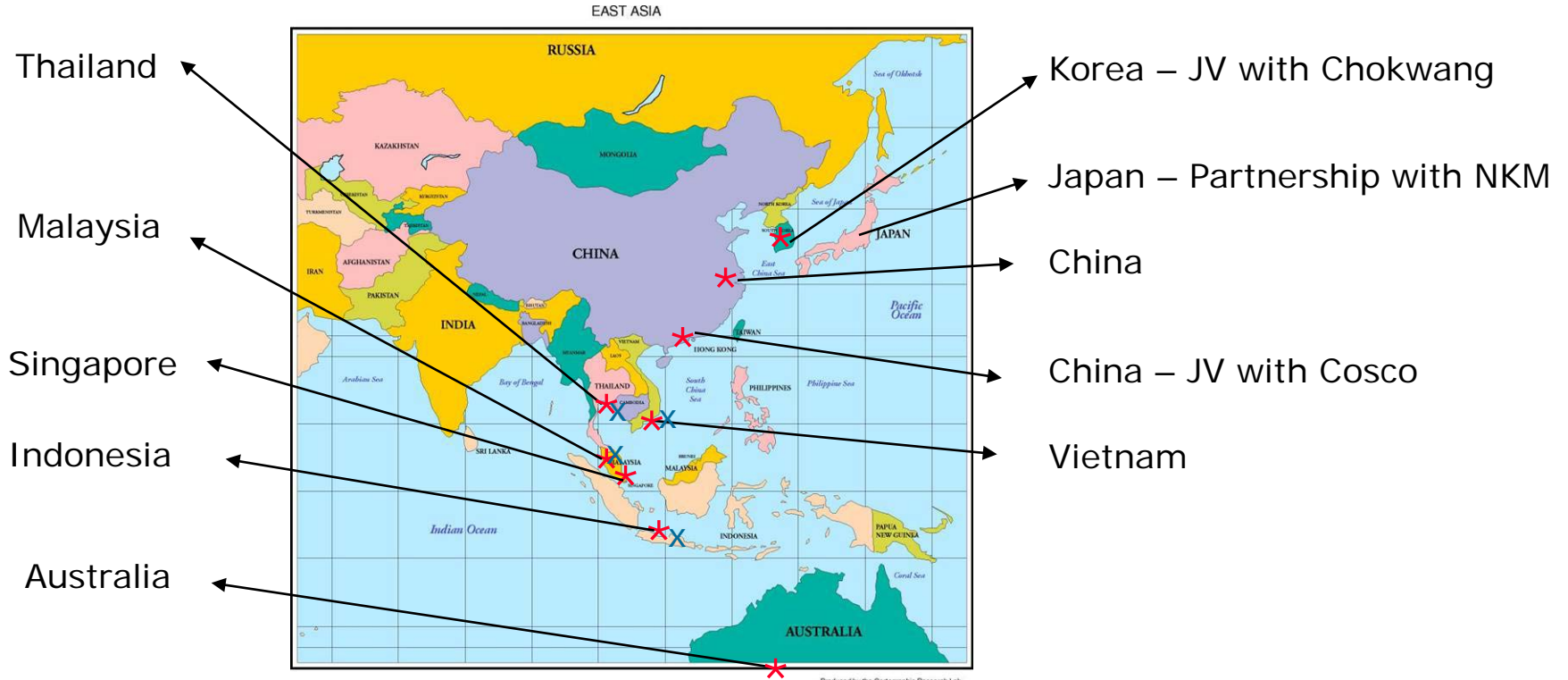


Salgsutvikling i Asia





Produksjonsstruktur i Asia



- * Maling fabrikker
- x Pulvermaling fabrikker



Markedsposisjoner i Asia

	Decorative		Protective		Marine	
	Share	Position	Share	Position	Share	Position
Indonesia	2 %	8	20 %	2	25 %	1
Malaysia	29 %	1	30 %	1	27 %	1
Thailand	7 %	5	31 %	1	20 %	2
Vietnam	2 %	6	39 %	1	34 %	1
China	NA	NA	20 %	1	24 %	1
Korea	NA	NA	NA	NA	15 %	2
Australia	NA	NA	23 %	2	25 %	2
Singapore	10%	3	35 %	1	24 %	2



Suksessfaktorer

- Bedriftskultur / Verdigrunnlag
- Strategi
- Risiko
- Eierskap
- Partnere
- Kompetanse

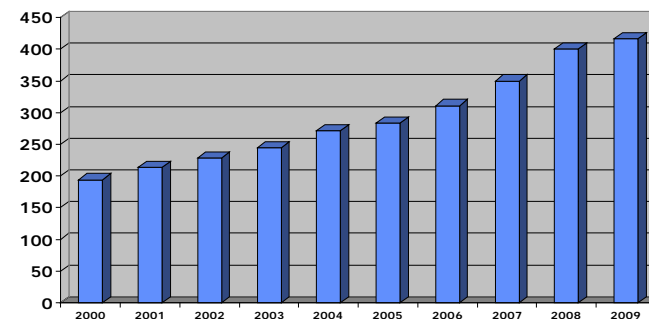




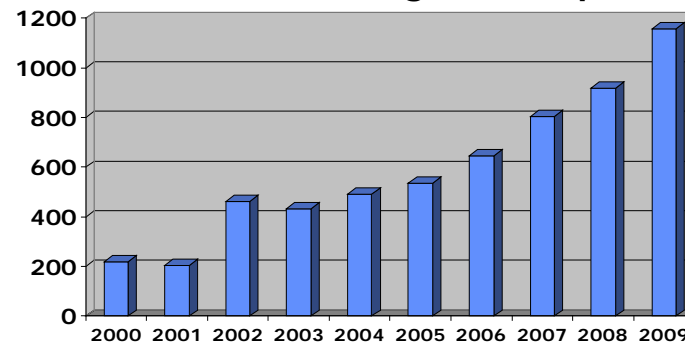
Strategi

- Organisk vekst – kjernekompetanse
- Eksport
- Etablere salgsorganisasjon
- Etablere produksjon
- Vokse videre
- Enkelhet / kommunisere / konservativ

Volum vekst – 9 % per år



Resultatutvikling – 20 % per år





Risiko

- Segment / Geografi
- Internasjonalisering "tidlig"
- Mange markeder
- Forskjellige økonomier
- Beskyttelse





Eierskap

- Langsiktighet
- Gleditsch – Orkla
- Privat
- Kultur
- Egenfinansiert vekst.....

Painted by 

Did you know that the design inspiration of Burj Khalifa in Dubai is drawn from a desert flower? Standing at 828 metres in height, the "vertical city" is the tallest free-standing structure in the world. This is state-of-the-art engineering, where nothing can be left to chance, so it is no coincidence that Jotun has been chosen to provide the protective paint.

Did you know that today Jotun employs 7,400 people in 40 countries. Our world is diverse yet we have one common intention: Jotun protects property.

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www.jotun.com

 **Decorative Paints**  **Marine Coatings**  **Protective Coatings**  **Powder Coatings**



Partnere

- Partnere hvor nødvendig
 - Lovgivning
 - Historisk
 - Bygge relasjoner
-over tid
- Respekt

Painted by 

Why do we paint the Eiffel Tower? The 324m high tower was completed for the world exhibition in Paris in 1889 and retained the ceremonial of the French Revolution. It was recognized that when the tower shines for the second time for painted this national monument from the elements.

Why do we paint the Eiffel Tower with JOTUN? It was recognized that when the tower shines for the second time for painted this national monument from the elements.

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Jotun Protects Property

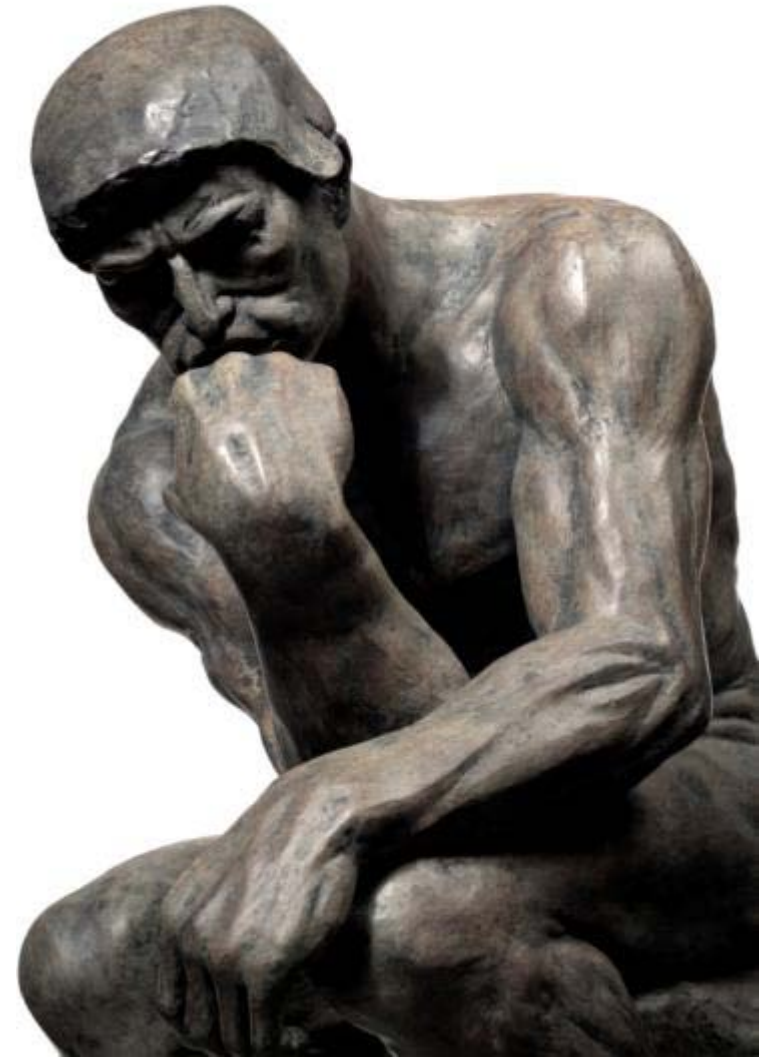
www.jotun.com

Decorative Paints Marine Coatings Protective Coatings Fireproof Coatings



Kompetanse

- Internasjonal ledelse
- Jotun Academy
- Trainee program
- Jobbrotasjon





Jotun Protects Property