

Central and Eastern Europe: Ten Years of ELSTER-AMCO Success Opportunities for Future Market Development

The strategic market area of Central and Eastern Europe covers more than fifteen national markets with more than 350 million people. The market environments are very different. We are facing mature markets like Poland, Czech Republic, Slovakia and Hungary, changing markets in Romania, Bulgaria and the Balkan states and high-potential regions with modestly but continuously growing business in Russia, which with 147 million people is the most important market for gas components and systems development. Unrealized potential exists of course in the Ukraine and Belarus with more than 60 million people.

ELSTER-AMCO is present in all important national markets, a result of more than ten years strong and focussed activities based on a strategy of horizontal penetration of this important market area. ELSTER-AMCO realized at a very early stage after the wall came down and the iron curtain disappeared that there were considerable business opportunities in this new strategic market area. ELSTER-AMCO has made major investments in this region to help develop the gas industry in the difficult but growing years.

Today, ELSTER-AMCO is established with manufacturing and marketing joint-ventures in Poland (Intergaz), Slovakia (Premagas), Ukraine (Premagas), Belarus (Bemkromgas), Russia (Elster Rus Gas Pribor, Gaselectronica, Meteko-Premagas) and with strong sales and marketing forces for the Balkan states (Elster-Gastechnic, Vienna). More than 500 employees contribute to achieving the group's goal. Our focus for the next few years is based on a vertical approach to intensify the sales network and the business in each national market.



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