



PRESS RELEASE – 17-FEB-2022

## NTN Europe expands its operations in the Middle East, Africa and Asia

In 2022, NTN Europe intends to focus its efforts in the aftermarket segment by putting the resources it needs in place to achieve its international expansion. With that in mind, the world leading automotive manufacturer named Romain TESTARD as Sales Manager for the Middle East, Africa, China and India early this year. His first objective is to establish a strong strategy to sustain and develop activities in these regions.

Just 31 years old, Romain TESTARD has already gained valuable professional and personal experience that made him the ideal candidate for the newly created position of Sales Manager for the Middle East, Africa, China and India at NTN. Having earned a Masters degree from a business school combined with three years of work-study at the German company Mann-Filter, Romain joined NTN Europe in 2016 with a solid understanding of the automotive aftermarket. After first working as a Sales Engineer for Southwestern France, in 2018 he seized the opportunity to take a three-year assignment at NTN Corporation in Tokyo. As part of Business Planning Automobile Original Equipment, Romain managed the implementation of corporate strategy in consultation with Sales and Marketing Management.

*“I’m really proud to be back on this team as we face exciting challenges together in the years ahead. The Group is determined to develop this business unit at an international level, and this is creating extremely interesting and challenging opportunities,”* boasts Romain TESTARD. Romain took on the role of Sales Manager in early January 2022 and reports to Leonardo ARAUJO, Sales Director for the EMEA region. This new position was created as part of the Group’s strategy to accelerate its expansion in the Middle East and Africa and to develop the markets in China and India by allocating the necessary resources, especially manpower. The Group’s customers clearly benefit because this gives them direct access to a single contact dedicated to the Aftermarket.



*“I’ve learned a lot over these past three years,”* explains Romain TESTARD. *“Living in a country whose culture is so far removed from ours in Europe was a fascinating experience. I had to adapt and ask myself questions. I met so many people and formed some very good relationships. On the professional side, I had to work across different corporate departments and different regions, which enabled me to perfectly understand the internal workings of the Group and to grow in a multicultural environment. This will be very useful to me as I work to*

*achieve the underlying objectives of my new position.”*

At the end of 2021, Romain returned to the headquarters of NTN Europe in Annecy, France, as part of the Automotive Aftermarket management.

To sustain and boost activity in these area’s, Romain is relying on the existing partners and conducting a complete analysis of the market, the available products and product ranges, the needs of the end users, and the current competitors. The manufacturer will apply the results of that in-depth study to develop a robust strategy that will guide the deployment of the additional local resources and capacities it needs to market a suitable product range offering and to assert itself in these markets.

*“It’s a real added value for us to have someone as dedicated and dynamic as Romain on our team. With seven years of experience as a volunteer fireman, he’s not afraid to face challenges and he’s definitely a people person. In business, and especially in positions like that of Sales Manager at the international level, that’s an essential quality for maintaining and developing a network that you can rely on to establish a coherent strategy,”* insists Leonardo ARAUJO.



Media contacts:

- MIDNIGHT PURPLE

Emilie DESLANDES

[edeslandes@midnightpurple.fr](mailto:edeslandes@midnightpurple.fr)

+33 (0) 6 71 24 17 01

Camille HUZE

[chuze@midnightpurple.fr](mailto:chuze@midnightpurple.fr)

+33 (0)1 53 20 49 03

- NTN

Carol DONAT

[carol.donat@ntn-snr.fr](mailto:carol.donat@ntn-snr.fr)

+33 (0)6 77 02 87 04