



**READY FOR THE
WAVE OF CHANGE
IN 2018**

Mineral Circles Bearings Top Bills *Organizational Changes This 2018*

Mineral Circles Bearings is the first company in the UAE who specialized in automotive bearings, making it one of the top aftermarket institutions in the region. With its head office located in Jebel Ali Free Zone; their branches and subsidiaries are situated in Deira, Dubai, as well as throughout the Middle East, Africa, East Asia, and Europe.

For more than 30 years, MCB serves as the preferred supplier of a wide range of quality and cost effective brands for automotive, industrial or agricultural bearings, cv joint, universal joint, grease, tools, as well as oil seals from leading manufacturers.

We tried to find out the story behind Mineral Circles Bearings during an interview with Mr. Hassanein Alwan, MCB's Managing Director.

Mineral Circles Bearings (MCB) formally announced Hassanein Alwan as its new Managing Director, who will be

responsible for the company's commercial strategic growth. Under his leadership, he will be overseeing the sales, marketing, and human resources departments to fulfill the goals of the next decade.

When asked about what is expected of his tenure, Alwan said: "We will do what is profitable for the company and we'll align our priorities to achieve this goal. However, the most important department that I will handle this year is Human Resources to ensure that we have the right people and that they grow with us." Joining him in MCB's management team is founder Amar Ridha, whose new designation is Product and Technical Director, as well as Safaa Alwan, with his new title of Finance and Investment Director.

Industry Game Changer

"Automotive is a big market share but we relentlessly continue expanding to the industrial sector while deepening our footprint in key areas such as the MEA region."

Mineral Circles Bearings' 34 years of bearing know-how and market intelligence enabled continuous resiliency in the ever shifting business trends. Challenging traditional industry practices, it continuously strengthens and diversifies its sales and marketing platforms, technical expertise, and, most importantly, its talent pool. Today, MCB "speaks the customer's language" due to more than 13 languages spoken by its multi-national workforce.

Social media and e-mail campaigns have similarly contributed to the 65% increase in sales leads, a record breaking feat for the marketing team in 2017. Finally, the company's rebranding efforts on its own economical brand, which started in the fourth quarter of 2016, proved to be another bearing industry game changer as its current value increased more than 10 times according to

industry sources.

2017 Sales At A Glance

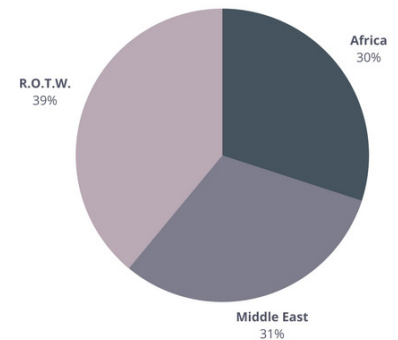
Having once again proved its unshakable hold on Middle East and Africa (MEA), Mineral Circles Bearings' sales reached 61% in 2017 despite the economic and political risks experienced in the region.

In terms of automotive aftermarket products, it championed wheel bearing sales and made it the most sought after product of 2017, followed by tapered roller bearings (TRB), and deep groove ball bearings (DGBB). As for growth compared to 2016, tensioner bearings gained 58%

THE NUMBERS

Giving you an overview of the 2017 regional performance

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followed by DGBB for automotive, and spherical roller bearings (SRB) for the industrial sector.

Meanwhile for brands, NTN reached a milestone by leading the most sellable list for the first time in MCB's history. When combined with SNR's, it covered a 3rd of the company's 2017 sales by brand.

Closer to the Market

This 2018, Mineral Circles Bearings conveys to its clients, suppliers, and partners its determination to open new sales and logistics channels, while streamlining new products and services. "Automotive is a big market share, but we relentlessly continue expanding to the industrial sector while deepening our footprint in key areas such as the MEA region.", says Hassanein Alwan.

To start the new year, MCB is set to showcase its aftermarket products in the first ever Automechanika event in Riyadh from February 5-7, 2018 at the Riyadh International Convention and Exhibition Center. Visitors at hall 2, stand 2-D09 will experience the latest in bearings and grease from leading brands such as NTN-SNR, MCB, MBS, and ILJIN, and will be welcomed by the following delegates: Hassanein Alwan, Managing Director and In-House Engineer, Michel Peltier, Regional Sales Manager and In-House Engineer and Tamer Farid, Sales Executive .

