

# Getting their bearings at international shows



**Taste of success:** Following the Moscow International Motor Show, International Bearings now supplies bearings to the second-tier OEM Russian manufacturers

Reports by  
**CHUANG PECK MING**

**INTERNATIONAL** Bearings' visit to the Automec Brasil exhibition with International Enterprise Singapore in May turned out to be fruitful.

"Through this event, excellent results were generated for FBJ, a house brand of international bearings in the automotive aftermarket, tractors and agricultural and specialised OEM (original equipment manufacturer) sectors," says Jason Choi, the company's director of business development.

The success at Automec in Brazil must have encouraged International Bearings, a supplier of ball and roller bearing products, to join IE Singapore last month to attend the Moscow International Motor Show.

"Together with our long-term Japanese partner, Nachi Fujikoshi Corporation, we seek to enhance our market presence and strengthen our foundation in the automotive OEM and aftermarket sectors for Japanese vehicles," Mr Choi says. Apparently, International Bearings' attendance at the motor show in Moscow also turned out to be

fruitful. "We are currently in progress to supply Nachi bearings to the second-tier OEM Russian manufacturers of automotive components, such as starter-motors, power-window motors, windscreen wiper motors, ABS brakes, magnetic clutches, etc," Mr Choi says.

International Bearings sees Russia as a "very im-

portant market" for small players in Singapore – and coming from Singapore, Mr Choi says that they have an edge in the Russian market.

"Singapore, being a highly respected brand name to many Russian companies, and coupled with the efforts of IE Singapore, had aided us in our venture into the global market," he says.

## Sights set on US, Russian markets

THE US and Russia will be Robson Design's global stepping stones.

Robson, which uses carbon fibre to beautify interior and exterior car panels and parts, already has dealers in South-east Asia, Europe and the US.

It now wants a direct presence in these markets.

"We see the Russian and US markets as very important impetuses for us to open up for globalisation," says managing director Tommy Wong. "With further aid from International Enterprise Singapore, we believe Robson Design will make it."

The company has made a good start – at the the Moscow International Motor Show last month.

"We received numerous enquiries and are working to appoint distributors in Russia," Mr Wong says.

Robson is aiming at the high-end after-market – cars from BMW, Mercedes-Benz, Audi, Lamborghini, Porsche and Ferrari.

"Markets like Russia and the US, where there are many owners of such cars, definitely fall in our target segment," Mr Wong says.