



## Japan meets EU on a hot summer day in Brussels

*“In Europe, as in the Land of the Rising Sun, there is an urgent need to accomplish the shift of truck dealers from a ‘product-based’ towards a ‘customer & service-oriented’ business model”.*

This is the main message sent by a delegation of Japanese and European truck dealers - respectively led by Mr. Kazuo Nakajima and Mr. Gianandrea Ferrajoli - gathered in Brussels on the occasion of a Japan-EU high-level bilateral meeting jointly organised by CECRA (European Council for Motor Trades and Repairs) and JADA (Japan Automobile Dealers Association).



In an increasingly globalised world, the truck distribution, maintenance and repair companies are constantly faced with ever more similar challenges. Finding profitable ways to help logistics companies in reducing their carbon footprint, embracing the opportunities offered by the booming market of e-commerce, integrating the virtuous principles of sharing economy within the new business equation, making the industry more attractive for young and well trained human resources, are just some of the issues that keep truck dealers concerned both in Europe and in Japan.

Over the past 3-4 years some truck dealer companies operating in both markets have worked hard to adapt their business model to the needs of a radically changed business environment. Logistics companies expect truck dealers to be their allies in reducing downtime and in bringing down the TCO of their fleet. Some dealers have already made major improvements by identifying innovative solutions to their customers’ problems, but a lot still needs to be done.

Both truck dealer associations – CECRA and JADA – are currently busy at identifying the most innovative practices successfully implemented by future-minded dealers in each respective market.

To serve this purpose, CECRA has recently launched a series of truck dealership field visits aimed at offering truck dealers from all over the EU some concrete examples that can effectively inspire

them while reshaping their company's structure. The next CECRA's Truck Dealership Field Visit is scheduled on the 20<sup>th</sup> of September 2017, in Utrecht – the Netherlands, in the operations of IVECO Schouten, a truck dealer group that, by exploring the potential of a new disruptive technology in the field of alternative fuels (Liquefied Natural Gas - LNG), has managed to earn a sustainable competitive advantage towards its competitors.

JADA, on its side, has announced the imminent publication of a study called '*2017 Automotive dealer vision*', containing: 1) medium-to long-term market outlook, 2) regional market characteristic analysis, 3) dealer management tailored to the local market for future generations of dealers. The findings of this study will surely represent a source of inspiration for the European colleagues.

Mr. Kazuo Nakajima – Chairman of JADA's Buses and Heavy-Duty Truck Committee & CEO Kanto Isuzu Motor CO, Ltd: "*We are very impressed with the clear vision as well as the firm commitments and confidence shared by the European counterpart. In particular, we are very interested in learning more about the work done in Europe to ensure fair access to in-vehicle generated data to truck dealers*"

Mr. Gianandrea Ferrajoli – Chairman of CECRA's Truck Division & CEO Mecar: "*At CECRA, we always look above the horizon, and always try to go and catch what is important for our sector. So, for us it has been a memorable day because we have had a flavour of such an important country like Japan. We have opened the door on a market of which we are eager to learn more in the near future*"



For more information

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