

**ROMIRA: New automotive expert**

Pinneberg/Germany, September 5th, 2017 - Strategic alignment and support for local sales staff: In general, these are the tasks of the new Key Account Manager Automotive, Taner Kaplan (47). The qualified industrial engineer, who was born in Turkey and raised in Germany, has been supporting sales in the automotive sector of ROMIRA since the beginning of May. From his office in Southern Germany, Kaplan is in constant contact with his colleagues in Pinneberg. His appointment further strengthens ROMIRA's automotive team, which, under the guidance of automotive specialist Rainer Hoffmann, has driven this division of the ROWA GROUP forward for many years and with great success. Kaplan directly reports to the managing director of ROMIRA, Stig Lindström.

Kaplan brings more than 20 years of experience in the automotive industry. His last job was as an independent advisor to various automotive suppliers. In addition to assuming the role of Key Account Manager Automotive, Kaplan will also be the first point of contact for all the customers based in Turkey. Kaplan sees a lot of potential in the Turkish market: "Our business in Turkey has to date been rather underdeveloped and, therefore, we will be targeting double-digit growth in this region in the coming years. I am also looking forward to the global challenge of working in the automotive sector with the colleagues in Pinneberg as well as those in other countries."

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Text approved - Specimen copy requested



ROWA GROUP Holding GmbH

**About the ROMIRA GmbH:**

The ROMIRA GmbH was founded in 1990 and is an affiliated partner within the ROWA GROUP. As part of this strong combine, ROMIRA sets standards for technical plastics with its profound competence and synergetic know-how.

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