

# Long-lasting success through innovative and globalized work

**Peter Zeman & Andreas Hofer, General Manager & Managing Director, Zeman Bauelemente, share the elements of a world leader.**



**Could you introduce us to Zeman Bauelemente, your business, products and services, the company historic landmarks and your current market position?**

We are focused on steel but not limited just there. We are acting as a general contractor in many markets, even for projects that do not have any steel built in. The most experience we have is with steel materials. We know how to handle it, design it, produce and improve it. I believe that we are quite creative and maybe this is what separates us from the other companies in our market. We are among the big steel construction producers in Europe. A share of 78% of our turnover is created outside of Austria.

**Could you give us a glimpse into your understanding on the current state of the steel industry in Europe and globally?**

Our business has been affected very much over the last years by political changes. Consequently, at times we were forced to search for new places where we can put our services in. This has worked quite well over the last few years, but it was not easy at all. We have our native markets, especially in Austria, Germany and Czech Republic within the Central Europe. Poland may be the biggest single market we are present in. On the other side, Turkey is also another native market for us. Turkey is also not so easy now; it could be doing quite well, but politically it may produce some serious issues. I have to say that the whole business is very good, given that we still have great profits and margins, even though we are heavily affected by the abovementioned problems.

**“We believe that everyone has to follow the rules of the transformation due to digitalization these days. When we stop doing that we are left behind.”**

Andreas Hofer, Managing Director, Zeman Bauelemente

**Zeman’s innovative Steel Beam Assembler technology was presented for the first time about ten years ago in 2009. How has this technology changed over time?**

SBA could be described as a revolutionary initiative, given that it was never done before. We have been successful, but it was an extensive procedure to get here. I would describe it as evolution, that being a result of hard work. It was presented on the market 10 years ago, but I have to say that this technology was not expected all over the world. As a company, we have gained a vast knowledge of this industry that we have tried to transfer it into a machine. In that context, there are thousands of parameters one has to take into account,

which make you feel immense respect for the people that do it by hand. We are well-experienced and we are working all together in the group to improve in any way possible. Working with computers puts us on another level, being much more experienced with machines.

**How is technology changing the way you run the business?**

On the one hand, we are trying to use all those available means in the market and we integrate as much as possible. On the other hand, we have to integrate the new demands, such as clean energy, into our business. We do not want to buy everything from our own companies. Instead we try to find local partners, under our supervision. The sector, in the case where it is available, should be convinced about the importance of the way of transportation of building materials around the world.

**What is your assessment on the group performance in 2018? Could you highlight your strategic priorities for 2019?**

2018 was a great year for us and in 2019 we are going to be much better. In terms of strategic priorities, we would like to continue with our developments, which is the

fixed part within our business. We want to stay on the top level of our industry. We should also focus a bit more into better internal organization as well as efficiency. We have a thorough expansion plan that is not linear. In total, thus far we have sold 72 Robotic Assembling Lines. The growth is amazing over the last two to three years, alongside all that we have managed to achieve. We hit a certain niche on the market, given that we know that automation is kicking off in the structural steel industries. There is lack of qualified people. As a result, this is a niche in which we are very successful.

We believe that everyone has to follow the rules of the transformation due to digitalization these days. When we stop doing that we are left behind. We believe that we have to follow this way and this is what we are currently doing, setting up our company’s pace.



**Zeman Group** is active worldwide with more than **20 subsidiaries** and more than **600 employees**



**Zeman Group** achieves an annual turnover of more than **EUR 130 million**



**Zeman** has received several **European Steel Construction Awards**