Equipment Division

Susanne Pahlén Åklundh
Executive Vice President
Alfa Laval Group
Strategic drive

- **Equipment Division**
  - “Component” Driven
  - Sales Channels, e-Business, OEM volumes

- **Marine & Diesel Division**
  - “Marine and Diesel Industry” Driven
  - Customised systems, Modules, Service solutions

- **Process Technology Division**
  - “Process Solution” Driven
  - Product solutions, Systems/Modules, Process lines

www.alfalaval.com
Focus on customer segments

Orders received January – September 2011
Focus on customer segments

Orders received January – September 2011

Parts & Service
Sanitary
Industrial Equipment
Marine & Diesel
OEM
Distribution of refrigerated food

Increased living standards influences

- New consumption pattern in BRIC
- Demands on more prepared food
- Higher quality of food
- Environmental demands on technologies
The opportunity

Newbuilds

Retrofit

www.alfalaval.com
The opportunity

Small numbers many times adds up

200 M Euro

350 M Euro

www.alfalaval.com
Focus on customer segments

- Parts & Service
- Sanitary
- Industrial Equipment
- Marine & Diesel
- OEM

Orders received January – September 2011
Focus on customer segments

Orders received January – September 2011
Focus on customer segments

New Equipment division

- Stronger focus on transactional component business
- Development of Distributors and other Channels
- Increased living standard in fast growing markets, and environmental awareness gives new opportunities

Orders received January – September 2011