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# THE BEARING INDUSTRY & TRADE BY 2030

PTC ASIA EXHIBITION IN SHANGHAI  
ON 8TH OF NOVEMBER 2018

Presented by **KENAN ÖZCAN**

The key note address "The Bearing Industry and Trade by 2030" will be held by Kenan Özcan, editor-in-chief and founder of BearingNEWS magazine. The key note will focus on the current status of the Global bearing market, covering the manufacturing, distribution and the OEM, MRO applications aspects.

Organizations are forced to expand their offered services, stay ahead with the digital transformation and maintain the pricing structure. There are more intense changes in the manufacturing, distribution and application of bearings today than the past 30 years, where only the adapting organizations will succeed to transfer their brand and existence to the next generations. The current technological developments, changing market drivers and dynamics of the industry are resulting in a big switch in customer expectations. Bearing distributors and manufacturers are forced to expand their offered services, stay ahead with the digital transformation while maintaining the pricing structure.

In his key note, Kenan Özcan will try to sketch the big picture for the future by analyzing the past and defining the current status of the Global bearing industry in order to align it with opportunities in the future, during this interactive presentation.

## Bio



Kenan ÖZCAN

Kenan was employed at several bearing organizations and worked both in the European and Chinese markets, first as marketing and later as quality executive since 2005. He founded the BearingNEWS magazine ([www.bearing-news.com](http://www.bearing-news.com)) in 2013 and has today publications in 7 different languages with a reach among 37.000 readers mainly from the bearing, power transmission and maintenance industries.

Beside the online and printed industry magazine, he launched the BearingCLOUD ([www.bearingcloud.com](http://www.bearingcloud.com)), an online inquiry platform for bearing distributors worldwide in 2016 and launched the same year the annual Bearing Reliability Conference & Expo in Germany.

He partnered up with the company BearingDATA ([www.bearingdata.com](http://www.bearingdata.com)) and successfully synchronized all aspects, information and connections of the existing platforms into BearingEXPO ([www.bearing-expo.com](http://www.bearing-expo.com)), the largest global network and online exhibition for the bearing & rolling equipment components industry.

Register today at [info@bearing-news.com](mailto:info@bearing-news.com), there are only **100 seats** available.

