

[Article translated from French]

INDUSTRY & SERVICES

ATALIAN will have just as much activity abroad as it does in France in 2017

SERVICES

The family-run Group has expanded into three new countries in Asia.

By 2017 the Group aims to achieve a turnover of 2.2 billion Euros, of which 50% at international level.

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Martine Robert

ATALIAN is tracing its path at an international level. The French provider of facilities services to companies, which achieves 60% of its turnover in Cleaning, 25% in Technical Maintenance and 10% in Security, has expanded into three new countries: Cambodia, Myanmar and Vietnam. This brings the total number of countries where ATALIAN is present up to 27.

ATALIAN began its international development ten years ago, Matthieu de Baynast, President of ATALIAN International, likes to remind us. *“During the first phase, we developed operations in Central and Western Europe, as well as Russia. Then, three years ago we took on, what is one of our largest markets today, Turkey. In parallel, we set foot in Africa whilst following Renault in Morocco. And two years ago, we set course for the Asian continent”.*

This growth is achieved mainly through purchases, whilst keeping the founders at the helm and sending dedicated support teams. Since ATALIAN is a family run company – the President of the Holding, Franck JULIEN, holds 100% of the shares and reinvests the majority of the profits – decisions can be made fast.

“Competition is less arduous”

For the 2015-2016 economic year ending in August, the Group achieved a turnover of 1.8 billion euros, 40% of which was achieved at an international level. The aim for next year is to achieve 2.2 billion, of which half will come from abroad. *“We quickly understood that it would be complicated and costly to reach a critical size with the three largest and most mature European markets; France, the UK and Germany. So we decided to concentrate our efforts on emerging markets, where competition was less arduous and less costly: thus we prefer to invest in South East Asia rather than China or India”* says Matthieu de Baynast, who is also looking into Western Africa. An exception to this focus on emerging markets was a major acquisition in the US this year. *“There, our strategy is to draw closer to the headquarters of Key Accounts”* explains the President of ATALIAN International.