

## ABRO Family Meets at AAPEX 2015

*ABRO Team Met with Customers and Suppliers in Las Vegas*



*Tim Demarais, ABRO, Dr. Cosmas Maduka, Nigeria, Mr. Vichai with his Associate, Thailand, Uzor Obuzo with Raph Agbasionwe, Ghana, and Joshua Ozioma, Cameroon, in front of the ABRO booth.*



*Harry Barbosa, Colombia, Mario Manta, ABRO, Eduardo Retana, Costa Rica and Reynald Zriek, from Haiti.*



*Lizzy Salazar and Steve Leddy joined the ABRO team for the first time in 2015 in Vegas. Here shown with Mike Molnar.*

What a difference a year makes. During 2014, ABRO celebrated our 75th Anniversary in Las Vegas with the largest number of ABRO distributors, suppliers and friends gathered in one location. It was quite a night. During the past 12 months, the world changed quite a

bit, including: a dramatic decline in the price of crude oil, significant slowing of many economies, natural disasters, the stunning reality of an infectious disease that could barely be contained and political uncertainty around nearly every corner. The ABRO events in 2015 were in

*Continued on page 2*



**AAPEX Tradeshow in Las Vegas:**  
ABRO Family Meets  
at AAPEX 2015..... 1-4



**Nigeria:**  
Dr. Maduka Featured on the  
Cover of Forbes Magazine ..... 5



**Upcoming Tradeshow:**  
Automechanika in  
Frankfurt, Germany ..... 5



**ABRO Ethiopia:**  
Grand Opening in Addis Ababa ... 6



**ABRO Ecuador and Costa Rica:**  
ABRO Team Wins the "6 Horas de  
Bogotá" ..... 7



**Counterfeit Update:**  
Anticounterfeiting Conference  
Hosted by INTERPOL..... 8

**ABRO's Top 15:**  
Best Sellers of 2015 ..... 8



**Retiree at ABRO:**  
Mary Watkins Retires  
After 41 Years at ABRO ..... 9



**Visitors to ABRO World Headquarters:**  
Saad and Perla Sabra, Lebanon... 9

*AAPEX 2015 - Continued from page 1*



*Eduardo Retano, Costa Rica, Lizzy Salazar, ABRO and Marvin Retano, Costa Rica.*



*Tim Demarais, ABRO, Garry Dumbrell and Roy Barber, Australia, with Peter Baranay, ABRO.*



*Leonor Sosa and María Ysabel Ureña had a sales record breaking year in the Dominican Republic.*



*Mutabazi Frances & Kasyata Edson, Afristock Co. Ltd. Uganda, with Sasan Sohrab and Sue Harper, ABRO.*



*Mikio, Guillermo and Kunio Makabe with Daniel Shinjo and Mario Manta, ABRO. Shurtape Perú had a very successful year selling ABRO lubricants.*



*Shannon Thompson, ABRO, Uzor Obuzo, Ghana, Tim Demarais, ABRO, Dr. Maduka, Nigeria, Raph Agbasionwe, Ghana.*



*Tony Chen, Mikio, Guillermo and Kunio Makabe with Daniel Shinjo, Shurtape, Peru and Dario Nieves, Daluc, Uruguay.*



*Tim Demarais, with Raph Agbasionwe, Dr. Cosmas Maduka and Uzor Obuzo from Coscharis Ghana and Nigeria.*

many ways far more subdued. But the fundamental message of the past 12 months is that the ABRO family is focused, smart and prepared. The old adage is that the only thing certain is “uncertainty” and as we

end 2015 we see great promise and great opportunities. In the past, when there have been down turns and challenges, the strength of the ABRO family has manifested itself in our ability to gather market share

and service our customers even better than in the past. The early days of 2016 seem less chaotic then the beginning of 2015 and I am personally optimistic that the future is very bright.

*AAPEX 2015 - Continued on page 3*

AAPEX 2015 - Continued from page 2



ABRO's Latin American customers were treated again to the traditional Monday night dinner at the Palm Restaurant. The event was hosted by ABRO's Mario Manta and Tersandro (Stan) Santos.



Napoleon's at the Paris Hotel was the ABRO hangout for the second night. Hosts Nancy and Peter Baranay welcomed the ABRO family. A fun time was had by all.



AAPEX 2015 - Continued on page 4

AAPEX 2015 - Continued from page 3



*Appreciation Night for customers and suppliers at the Caesars Palace Penthouse is always a very well attended event.*

*Top: Peter Baranay, during his annual speech, addressing the ABRO Family. Here shown, as he talks about ABRO's distributor Dr. Cosmas Maduka, who was featured on the cover of Forbes Magazine.*



## Dr. Maduka Featured on the Cover of Forbes Magazine

Forbes Magazine, the prestigious international business publication, recently featured our own Dr. Cosmas Maduka, President and Chairman of the Coscharis Group, on its recent cover of Forbes Africa Magazine. The by-line on the cover was indeed fascinating – “he turned \$1 into \$500 Million!”.

It was a most interesting article chronicling the success story of Dr. Maduka from his humble beginnings to becoming one of the most successful entrepreneurs in Nigeria today. The Forbes article does a great job detailing what the ABRO family already knows about Dr. Cosmas Maduka – he has a tireless work ethic and a total commitment to the exclusive brands he represents such as ABRO, Ford, BMW and Rolls Royce just to name a few. As he mentions in the article, “adversity is a constant companion for entrepreneurs but the successful ones learn to push things through rough times”. Dr. Cosmas Maduka certainly has been successful in overcoming tremendous obstacles over the years. Dr. Maduka is very optimistic about the future of Nigeria and concludes the article with the following quote: “If we unleash the potential of this country and the government handles corruption, the true potential of this market will be unmatched anywhere else in the world”.

We salute Dr. Maduka and Forbes Magazine for this very unique article and we also believe ABRO is well positioned to take advantage of the future potential demand in Nigeria for many years to come.



## Mark Your Calendars - Sept. 13-17, 2016 - Automechanika in Germany



### ABRO will be exhibiting with a brand new booth!!

We have again many activities planned to help make this a successful and pleasurable event for all. (Details will be in our next newsletter.)

Please let us know that you are coming and we look forward to seeing you at the same location as in 2014:

**ABRO Booth F69 in Hall 9.1**

The ABRO Hotel will again be The Westin Grand Frankfurt.

## Grand Opening!

### New ABRO Branch Recently Opened its Doors in Addis Ababa, Ethiopia



After years of planning and hard work, Mr. Mohammed A. Ibrahim, realized his dream of finishing the construction of the new building in the heart of the commercial district in Addis Ababa Ethiopia. The grand opening of the new ABRO branch in this building took place during this January. We fully expect that our business will continue to grow in Ethiopia due to the excellent marketing effort by AIA Pvt Ltd over the last few years.



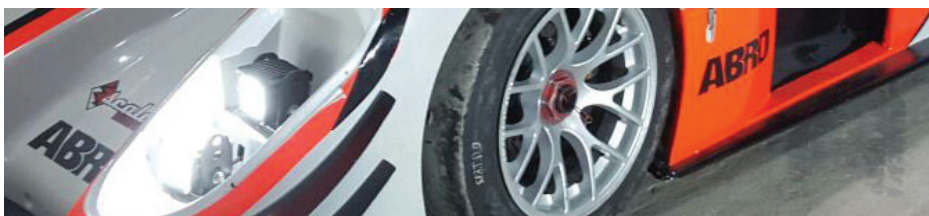
*Mr. Mohammed A. Ibrahim, (left) with his sales team in front of the recently opened store in Addis Ababa, Ethiopia.*



## ABRO Team Wins the “6 Horas de Bogotá” Race in Colombia



ABRO Race Team, Ecuadorian Miguel Villagomez, Xavier Villagomez, Juan Jose Rivera and Costa Rican Jose Moltalto



ABRO's very successful, long time customer, Xavier Villagomez, from Ecuador, sponsored the winning car racing team led by his two sons. Miguel and Xavier Villagomez, Juan Jose Rivera and Costa Rican Jose Moltalto, achieved first place in the category Free Force 3 for cars over 2,000 cc. The race, the 6 Hours of Bogotá, ran its 30th edition at the Autodromo de Tocancipa, with 50 cars on the starting grid. More than a hundred drivers from Colombia, Ecuador, Venezuela and Costa Rica participated.

The team is scheduled to compete in Lima, Peru, on February 6, 2016.

### 2015 ABRO Top Selling Products by Category

- 1 Silicone Gasket Makers and Sealants
- 2 Tapes and Stretch Film
- 3 Masking Tape Jumbo Rolls
- 4 Spray Paints
- 5 Masking Tape Cut Rolls
- 6 Lubricants and Motor Oil
- 7 Carb & Choke Cleaner
- 8 Adhesives
- 9 ATF's
- 10 Repair Products
- 11 PVC and CPVC Cements
- 12 Batteries
- 13 Radiator/Cooling System Fluids
- 14 Engine and Fuel Additives
- 15 Appearance Products

# Counterfeit Update

## Anticounterfeiting Conference Hosted by INTERPOL

RECEPTION & DINNER  
Historic Gala Tango Theatre  
Buenos Aires, Argentina  
September, 2015



Police and government officials from around the world gathered in Buenos Aires, Argentina last September to attend the annual Anticounterfeiting Conference hosted by INTERPOL and Underwriters Laboratory. The conference is an important yearly event where key officials discuss recent developments in the global fight against counterfeit products and coordinate future actions.

Representatives of ABRO also attended the conference. ABRO President, Peter Baranay, ABRO's Director of Intellectual Property, William Mansfield, and Manager of ABRO China, Leon Ge, attended the event.

"The conference is a great opportunity to meet with key government contacts and develop the relationships and connections that are essential to a successful global anticounterfeiting program" said Mr. Ge.



Zhang Wei (Xiamen Customs), Guan Weixing (Ningbo Customs), William Mansfield (ABRO), Maisy (Sinofaith), Ken Leung (UL), Zhang Bin (MOFCOM), Ma Enzhong (MOFCOM), Peter Baranay (ABRO), Leon Ge (ABRO), Joann (Sinofaith), Michael Ellis (Interpol), Ian (Sinofaith), Jiang Mengen (Interpol), Li Bingtao (UL), Liu Lujun (MPS), and Zhang Peng (MPS).

ABRO's involvement with the annual meeting goes beyond simple attendance.

"I like to use the conference as an opportunity to show important government representatives how much we appreciate their hard work and efforts in fighting against the scourge of fake and illegal counterfeit products by hosting an event that allows an exchange of ideas in a relaxed atmosphere." stated Peter Baranay.

When Peter hosts an event, you know it will be done right!

The dinner in Buenos Aires took place at the historic Gala Tango Theatre. Dinner was preceded by a wine tasting conducted by a professional sommelier and featuring a variety of Argentinian wines. Following a tasty dinner of traditional Argentinian culinary delights, attendees were treated to a full professional tango show.

Each guest left with a beautiful memento of the evening in the form of an inscribed mate cup. Mate is a traditional Argentinian tea drunk out of a specially crafted cup and straw. Several attendees commented that they looked forward to displaying this souvenir with pride in their offices back home.

"Too often people overlook the hard work done by government officials fighting against fakes" said Peter. "I hope everyone left our event with the firm knowledge that we DO appreciate them and look forward to working with them for years to come."

## Mary Watkins Retires After 41 Years at ABRO

At the age of 22, Mary had a life changing opportunity to work for a local export management company which, at that time, employed 13 people. A year and a half after being hired as an order processor, she was offered a position as the Executive Assistant to the president of the company.

Three and a half years later, Peter Baranay, took over the company and turned it into the success story that it is today. Mary has been Peter's Executive Assistant for 36 years. She loves her job very much and it was a difficult decision for her to choose retirement.

"I have had the pleasure of working closely with Mary Watkins for the past 41 years. She is one of the most caring people I have ever been associated with as her organizational skills, her commitment to our customers and suppliers and her dedication to ABRO are second to none. The ABRO family will certainly miss Mary and we all wish her the very best in her new endeavors as she enters another exciting stage in her life."

Tim Demarais

After an Alaskan cruise with her husband, Jerry, she plans on spending some playful times with her Springer Spaniel, Newly.

Besides her annual fishing trip to Wisconsin and annual trip to Las Vegas, her travels will include bonding time with her sister and nephew in Florida, family in Georgia, South Carolina, Connecticut and Colorado. Mary loves to go fishing, camping and mushroom hunting. She enjoys gardening and also may spend some of her time pursuing her passion in Interior Design.



"A special thank you to all my co-workers for making ABRO a fun and exciting place to work. I wish you much success in the future. I will miss you!"

Mary Watkins

## Visitors to ABRO World Headquarters



It was a pleasure to have Saad and Perla Sabra visit our office last fall and stay in South Bend for a few months. While they were here, we were able to celebrate the birth of their son, Ramez Ray Sabra, who will sooner or later be the fourth generation of Sabras to sell ABRO products in Lebanon. Our relationship with the Sabra family has been strong and we anticipate significant growth in sales during this year especially in light of the new products such as batteries, filters and lubricants that we are now marketing in Lebanon.