

Press release

Nordheim, 18/04/2012

A base for the Asian market -

Armaturenfabrik Franz Schneider GmbH + Co. KG has an own company in Singapore

For a long time now, Singapore has acquired a good reputation in the industrial economy as a regional trade centre. But in the meantime, Singapore has become more than just a trade location. The manufacturing industry now makes up for more than 22 percent of the economic performance with a rising tendency. The state is supporting investments in these areas and is continuously improving the framework conditions for companies. Singapore can score high marks with its calculability, security and its first position in the World Bank's "Ease of Doing Business" ranking. For SCHNEIDER, too, the Asia-Pacific region has been playing a key role in their long-followed growth strategy.

To consistently maintain their growth course of the last years in the sector of industrial valves, SCHNEIDER recently established their own company in the Asian region. The new location in Singapore functions as a hub and serves to acquire additional customers in what may be the world's most dynamic economic region. Additionally, the Asian customers will have a share in strengthening the headquarters in Nordheim, which will thus secure 300 jobs, and in ensuring optimised manufacturing capacities in the long term.

Tim-Frederik Kohler is the Chief Executive Officer of the independent subsidiary in Singapore. Mr Kohler started working for SCHNEIDER in 2004 as a sales engineer in international sales. Since the middle of last year Mr Kohler has been in Singapore, initially responsible for setting up the branch and since October for its development. The sales activities will be supported by Ana Laura Corzo Gonzalez in Administration and by Zulfan Syahputra in Technical Sales.

Successful thanks to personal support and short response times

The first measure of the growth strategy for the Asian region is to consolidate the sales activities of the Asia-Pacific region in Singapore immediately. In the future, the already existing authorised dealers and customers will be cared for by "Team Singapore" and be partly supplied from the branch's stock.

By being present regionally, SCHNEIDER can continue to live up to its customer-oriented mission statement "Tailored to Your Business". This ensures, among others, short response times and a more intensive, personal support when realising individual customer requirements from the same time zone.

In the further course, an assembly of different types of industrial valves for customers in the region is planned. It is not about saving costs, but about customer proximity and reacting flexibly to specific requirements of the Asian region.



From the left: Tim-Frederik Kohler (Chief Executive Officer: Subsidiary in Singapore), Rolf Kummer (Chief Executive Officer: SCHNEIDER), Ana Laura Corzo Gonzalez (Administration Singapore), Axel Müller (Sales Management) and Zulfan Syahputra (Technical Sales Singapore).

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