

Weidmüller expanding global presence in growth markets

Expansion within the Asian market with the new Group company in India and the new sales company in Taiwan

Bangalore (India) / Taiwan (China) / Detmold (Germany), 2 November 2017. The Weidmüller Group, an international market leader in industrial connectivity and automation headquartered in Germany, is continuing to invest in its global presence in key growth markets. One month after the takeover of the W Interconnections Group by Rockwell Automation Inc. in the US, Canada and Mexico, the electrical engineering specialist founded a new Group company in Bangalore, India, which commenced operations on 1 November. The subsidiary comprises a 3,000-m² warehouse and logistics centre and will provide on-site support to the Sales, Marketing and Training areas as well as to all related services. "By investing in the new Group company, we are improving our global presence in what will be one of the most important growth markets in the next few years as well as further increasing our proximity to our customers in this part of the world," states Weidmüller Chief Marketing and Sales Officer José Carlos Álvarez Tobar.

Weidmüller founded the subsidiary Weidmuller Electronics India Pvt Ltd in India back in 2009, which then went on to pool all of the local sales activities. "After successfully establishing the sales office, the next logical step was to found a Group company within the region to ensure that we have a better presence on the market," explains Álvarez. The Group company currently employs 20 people.

On 16 October, Weidmüller took another important step forwards in its expansion within the Asian market by opening a new sales office in Taiwan with the aim of generating additional revenue in the Asia region. "As we have a subsidiary providing support to the Taiwanese market, we are now able to react better to the individual requirements of our customers from this market and significantly improve the personal contact with our customers and

partners," clarifies Lance Zhao, Regional Sales Manager for the Weidmüller Group in Asia.

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Caption: Representatives of the Weidmüller Group from Detmold and China mark the opening of the new subsidiary in Taiwan with a special ceremony.

Weidmüller - Your Partner in Industrial Connectivity

As experienced experts, we support our customers and partners around the world with products, solutions and services in the industrial environment of power, signals and data. We are at home in their industries and markets and know the technological challenges of tomorrow. We are therefore continuously developing innovative, sustainable and useful solutions for their individual needs. Together, we set standards in Industrial Connectivity.

The Weidmüller Group has manufacturing plants, sales companies and representatives in more than 80 countries.

In its fiscal year 2016, Weidmüller achieved sales of 680 million euros with 4,500 employees.

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