

■ SPECIAL REPORT ■

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# GERMANY BUSINESS REPORT



German technology and expertise are used in the construction of the Hong Kong Link Road, part of the Hong Kong-Zhuhai-Macau Bridge. Photo: EPA

TRADE

## OPTIMISM AMID ANXIOUS TIMES

Economic powerhouse withstands 'political upheavals'. Reports by **LEE HILL-CHOI**

**W**hile anxiety is gripping the global economy, following Brexit, Donald Trump's shock election victory and the flood of asylum seekers pouring into Europe in 2016, Germany continues to flex its economic muscle.

Europe's largest economy defied "international political upheavals" and is showing growth "in manufacturing and services industries since last autumn", according to a 2017 survey by Deutscher Industrie- und Handelskammertag, the Association of German Chambers of Commerce and Industry.

The world's fourth largest economy grew 0.4 per cent in the final quarter of 2016, according to Germany's national statistics office, Destatis.

There are, however, worries about what affect the Trump administration will have on the German economy and the country's exporters.

Trump has outlined a protectionist agenda, but what impact this may have on trade between Germany and China remains uncertain.

Wolfgang Niedermark, chief representative of German Industry and Commerce, says that "trade will be affected, once Trump makes good on his announcements to impose punitive taxes on Chinese exports".

"Such measures would have a strong impact on global trade, with Germany and China being most affected due to their strong international trade and investment relations. On the other hand, it is possible that trade with Germany and Europe could actually increase to compensate for markets lost in North America."

And what impact would this have on Hong Kong? Germany is Hong Kong's biggest trading partner in Europe, and has long enjoyed a relationship with the city that goes beyond trade. Hong Kong hosts around 600 German companies, agencies and regional offices. This bilateral

trade relationship amounts to €7.6 billion (HK\$62 billion), according to Germany's Federal Foreign Office.

The partnership emphasises the growing demand for German consumer goods and luxury brands in the region, with the European economic powerhouse participating in eight international trade fairs in Hong Kong in 2016.

"Hong Kong's strength is the rule of law," says Karsten Tietz, acting consul general at the German consulate in Hong Kong. "This is what attracts German businesses."

The environmental sector is one of the most prominent in attracting these German businesses, such as in waste management, recycling and energy efficiency, he adds.

Niedermark says, "Germany is all too happy to support the city's standing, especially with well-known export technologies in recycling and waste management".

"The successful bid of Alba Integrated Waste Solutions Hong Kong with the Hong Kong

government to build and operate the first [and most modern plant of its kind in Asia] waste electrical and electronic equipment treatment and recycling facility at the EcoPark in Tuen Muen is a shining example of [Germany's] commitment to... Hong Kong and [mainland] China."

German technology and its expertise are ever-present in Hong Kong. The country's presence in the city is sometimes not too obvious, such as in the construction of the Hong Kong section of the Hong Kong-Zhuhai-Macau Bridge.

German technology is also pervasive in Hong Kong's fire services, which are equipped with 13,000 protective suits supplied and maintained by German company, Lion.

The relationship goes both ways, with the main exports to Germany being jewellery. Hong Kong's main imports are cars, and measuring and checking instruments. The latest figures by the Hong Kong Economic and Trade Office, Berlin, counted 85 regional headquarters, 131

regional offices and 141 local offices in Hong Kong. They represent parent companies in Germany and those which use Hong Kong as a springboard into mainland China and elsewhere in Asia.

Last November, for the first time in Hong Kong, the Asia-Pacific Conference of German Business (APK), a German flagship event in the region, held every two years, saw a record-high attendance by senior executives and association representatives from Germany and Asia-Pacific. "The successful event attracted over 1,000 participants – the largest in its history," Niedermark says.

"The reasons for such interest go beyond the development of the conference itself; it is a testament that the Asia-Pacific is the growth driver for the 21st century with [mainland] China being the heavyweight, and Hong Kong being a perfect hub for launching trade with the Asia-Pacific." The next APK event is scheduled to be hosted in Jakarta, Indonesia, in 2018.

FOOD

## Nation's cuisine to tempt locals

German cuisine is famous for "bread, sausages, crispy pork knuckle, sauerkraut, black forest [and much more]", says German-born executive chef Peter Find at the Ritz-Carlton, Hong Kong. "But the truth is, there are a lot more [German food options] waiting for Hong Kong people to discover."

The Ritz-Carlton in Hong Kong started the year by introducing a private dining experience with its new chef's table concept. This involves a series of menus that highlight food staples of one country at a time. For February, German cuisine was in the spotlight.

"The new chef's table concept aims to bring classic cuisine from different regions new to Hong Kong people and enhance them with modern techniques and presentation," Find says. "It is very different from the image of large-portion German dishes as my creations are delicately presented."

The chef's table is on level 102 of The Ritz-Carlton, bringing the kitchen scene into the opulent private dining room, where Find and his team attend to the table throughout the evening.

For a less formal environment, the Beerliner is another well-known German restaurant under the Café Deco Group in five locations across Hong Kong. Beerliner is known for its range of traditional German dishes, boosting delicacies such as the widely-known roasted pork knuckle, lachs flammkuchen, sausage platter, and an extensive list of German draught beers.

If it is German ambience you are looking for, King Ludwig Beerhall is another recognisable sight in Hong Kong. Its six outlets offer traditional German beer and food. It also organises family-friendly promotions such as Kid's Club, which involves cooking, and arts and crafts classes during the day at weekends. When October comes along, these "beerhalls" turn into venues to celebrate Oktoberfest with games and drinking contests.



Executive chef Peter Find of The Ritz-Carlton Hong Kong sources fresh produce for the hotel's new chef's table concept on level 102.

Hong Kong's version of Germany's Oktoberfest started in 1992 when Marco Polo Hongkong Hotel launched its own event.

This event is now "Hong Kong's ultimate immersion of the 200-year-old Bavarian tradition whereby guests of all nationalities turn up wearing their dirmds and lederhosen," says Samantha Poon, director of communications at Marco Polo Hotels in Hong Kong.

Visitors are greeted with a night of live German folk music brought by Die Notenhobler band from Germany.

The guests are then treated to classic German beer and authentic Bavarian dishes prepared by Marco Polo Hongkong Hotel's executive chef Rolf Jaeggi.



German Schwabentopf and Cherry from the kitchen of executive chef Peter Find at The Ritz-Carlton Hong Kong



The chef's table at The Ritz-Carlton Hong Kong

BUSINESS

## Opportunity knocks for investors at Shenyang's Sino-German Park



German Chancellor Angela Merkel visited Shenyang as part of a three-day visit to China in 2016. Photo: Alamy

Germany's relationship with China will be "on a new and fair footing", according to the country's new Foreign Minister Sigmar Gabriel.

He made these comments during his inaugural speech last month.

Speaking about relations between Germany and China, Gabriel asserted that "we have to offer cooperation in a spirit of respect based on the values which have shaped transatlantic relations during the last few decades... We will have to place the partnership with China on a new and fair footing".

China is a key trading partner of Germany; the 2016 business confidence survey, conducted by the German Chamber of Commerce in China, showed "a steady influx of new investments" in China by German companies.

Some 57 per cent of these businesses have operated in mainland China for more than 10 years, and last year proved to be "the most economically

difficult" for these companies.

The majority of respondents attributed this to the changing economic landscape in China.

More than 95 per cent of German businesses are located in areas around the Yangtze Delta, Bohai Economic Rim and the Pearl River Delta.

Shanghai is the main hub, and is where 46 per cent of the respondents are located. The northeastern capital of Liaoning province, Shenyang, is home to the new Sino-German Industrial Park in Tiexi district. Over 50 German companies are already located in the district, including BMW, Siemens, BASF, IBS, Schiess and Sigma 3D.

Last October, BMW celebrated the grand opening of its latest Regional Distribution Center at the Shenyang Economic and Technological Development Zone. It is BMW's fifth such centre in the country, its others being in Shanghai, Beijing, Chengdu and Foshan.

The Shenyang Municipal Bureau says that the Sino-

German Industrial Park is "a milestone in the transformation of the province into one of the leading Chinese hi-tech locations".

German companies are developing and producing machinery and industrial equipment, and represent 46 per cent of Germany's business in China.

Last June, German Chancellor Angela Merkel visited Shenyang as part of a three-day visit to China.

German Industry and Commerce, part of the German Chambers of Commerce, said in a statement last November that "Chinese companies are largely unhindered in their investments in Germany. The same conditions should also apply to German companies in China".

What many German investors have been discovering is that their businesses continue to face many barriers to market access, such as "joint-venture requirements resulting in a comprehensive transfer of

technology in certain industries", especially in the automotive or rail industries. There are also access restrictions to public tenders and product approval procedures.

However, there is much anticipation surrounding Germany's "Industry 4.0" initiative and China's "Made in China 2025" strategy, where possible alignment of these partnerships could benefit both nations, the statement adds.

At Shenyang's Sino-German Industrial Park, a move towards bridging trust has been made with the implementation of a service company established to help German companies seeking access to the Chinese market.

Harald Kumpfert, chairman of the European Chamber of Commerce in Shenyang, says: "For those who come to Shenyang, the German-Chinese Industrial Park can be an excellent opportunity, especially when the products come from the field of intelligent manufacturing."

# GERMANY BUSINESS REPORT

Sponsored section in cooperation with Discovery Reports

## CGI PIONEER MACKEVISION CREATES FANTASY WORLDS AND DESIGNS AUTOMOTIVE MARKETING'S DIGITAL FUTURE

Reports by Cassandra Carothers, Shima Zeroual and Kirsten Joe



S tately medieval castles, sprawling ancient cities and fleets of ships sailing vast oceans make the breathtaking mythical lands of Westeros and Essos seem like the real deal. So real in fact, that these digital continents – created on computer screens for the epic television saga *Game of Thrones* – won for pioneering virtual reality designer Mackevision Medien Design an Emmy Award for visual effects three years ago.

Since 1994, the Stuttgart-headquartered company has set the industry benchmark in realistic computer-generated imagery (CGI) for a vast range of print, film and interactive applications rendered by a worldwide team of more than 450 experts in 3D visualisation, animation and visual effects.

But one look at Mackevision's impressive roster of global clients – which lists a number of prestigious vehicle brands such as Daimler, BMW, Chrysler, Porsche and Volkswagen – tells another story about the company's highly sought-after expertise.

"Augmented virtual reality is an extremely promising and completely new way of approaching the end customer – especially for selling cars," says Armin Pohl, CEO. "We are a bridge between a traditional advertising agency and an original equipment manufacturer merging German engineering and creativity."

From high-end commercials, video games, animated films and media footage to interactive content

Armin Pohl, CEO

for mobile devices and websites, Mackevision is a leader in digital visualisation.

The company offers clients infinite possibilities and solutions to transform creative concepts into powerful visual content – supported by data management and configuration systems and a global production services network – from pre- to post-production.

Such is Mackevision's in-house expertise that it has built its own technologies that shorten development cycles and optimise cost. Motionbox is a one-of-a-kind database of moving images utilising original technologies. These include Configuration Backbone, a tool used to manage complex configuration logistics, and Picture Shooter, a cloud-based plug and play solution that enables high-end rendering and the uploading of a vast library of CGI images.

Apart from its offices across Europe, Britain and the United States, Mackevision is committed to an Asian expansion, with plans to grow its Japanese footprint over the next two years.

The company opened an office in Beijing last year – adding to existing bureaus in Seoul, Shanghai, Singapore and Tokyo – and welcomes partnerships with information technology companies, creative agencies and other innovative enterprises with the right expertise, size and network.

"It's about creating a reality," Pohl says. "We believe that in the near future, there will be no visible difference between what's real and what's virtual – and we are at the innovative forefront of creating that reality."

## FOLLMANN EXPANDS WALLPAPER AND PACKAGING MARKETS, UPHOLDS ENVIRONMENTAL PROTECTION

Owing to a robust real property segment and improved living standards, China's wallpaper industry is one of the largest in the world.

This uptrend presents vast opportunities for Follmann Group, a market leader in Europe offering a full range of wallpaper finishing products.

To get closer to its customer base on the mainland, the group established Follmann (Shanghai) Trading in 2014, and foresees replicating its success in China into other potential markets in Asia.

"Using various wallpaper components – from wallpaper inks to textured printing inks, to plastisols, scatter granules and pigment pastes for plastisols – we offer endless possibilities in wallpaper designs and textures," says managing director Hendrik Balcke.

Family-owned and operated Follmann Group has been developing and manufacturing specialty chemicals for nearly 40 years. It invests significantly in



(From left) Dr Joerg Seubert, managing director and Hendrik Balcke, managing director

research and development (R&D) activities, with a modern R&D facility and leading in-house technology.

The group has three main subsidiaries. One is Follmann Chemie, the holding company providing infrastructure and service to Triflex. Triflex specialises in

marketing materials and waterproofing systems used in roofs, balconies and parking decks for the construction industry.

Follmann, meanwhile, provides decorative and functional coating systems for wallpaper, water-based inks for paper

and packaging, adhesives for the packaging and furniture industry, and microencapsulation of fragrances and other active ingredients for printing and detergents.

"The core of what we do is water-based chemistry, including using water-based printing inks," says managing director Dr Joerg Seubert. A driver of change, the group aims to educate customers about the benefits of green consumption.

The group complies with all European environmental standards. It conforms to ISO 50001 energy management systems and to ISO 9001 and ISO 14001 quality and environmental standards.

In Asia, the group plans to bring its adhesives and printing ink solutions for paper and flexible packaging. It seeks local partners with strong manufacturing and distribution capabilities and who conform to international quality and regulatory standards.

## LAVATEC LAUNDRY TECHNOLOGY RAISES THE BAR IN ECONOMY, EFFICIENCY AND CLEANLINESS

One of the longest-lasting commercial laundry machines in the world is also among the first Lavatec Laundry Technology ever built; it was shipped to the Caribbean in 1986 and is still running today. Beyond establishing such reliability in the past decades, laundry equipment and machinery specialist

Lavatec has helped revolutionise the competitive industry's standards – and continues to raise the bar in economy,



Wolf-Peter Graeser, president

efficiency and cleanliness. "Combine these with German quality, ease of use and low maintenance – and clients practically no longer need to buy new laundry machines – except when expanding their business for higher returns," says Lavatec president Wolf-Peter Graeser.

From small laundry chains to health care, hospitality, mining and automotive industries, clients rely on Lavatec to deliver fully automatic systems, extraction

technology, dryer systems, finish systems and laundry conveyor systems. Lavatec has installed more than 4,000 machines in the United States alone, and serves markets worldwide through its central site in Germany and subsidiaries in France and Italy. Recognising Asia as a strong driver, it also opened a subsidiary in Thailand, which serves nearby markets including Australia, Vietnam and Taiwan, where it occupies more than half the market share.

Lavatec's constant innovation is most apparent in its continuous tunnel washers (CTWs) – the heart of its laundry systems. Designed with 270-degree wash action and continuous 360-degree rotation of the

drum, Lavatec's CTWs are unmatched in efficiency and low energy consumption. Equipped with computer controls and flexible programmes, each machine can be further customised to every client.

"Innovation used to matter more to the Western market, and price was then more important to Asia; this is no longer true as global markets now face similar challenges such as rising energy costs and water consumption," Graeser says. "We look forward to cooperating with local partners and bringing more solutions to Asia – particularly mainland China – and serving the increasingly quality-conscious, environment-friendly market."

## FROM LABS TO HOMES, EXPERIENCE THE MAGIC OF PRECISION WITH DURAN GLASSWARE

Characterised by outstanding thermal and chemical resistance and mechanical strength, DURAN Group's borosilicate glass 3.3 is regarded as the standard for

laboratories all over the world. It can be used for various applications, including those requiring class 1 glasses according to American, European and Japanese pharmacopoeia specifications.

"We aim for the highest quality and precision down to the details of our glassware, such as uniformity in wall thickness, crack-free edges, and exceptional strength and stability," says Michael Merz, managing director for sales and marketing.

Formerly under Schott Group, DURAN's long history spanning more than 120 years has enabled it to master the art of glassmaking, from laboratory and household use to technical applications



Michael Merz, managing director for sales and marketing

for small electronic appliances.

DURAN is the global market leader and owner of the most recognised brands in the premium segment of laboratory glassware, with a product range of more than 10,000 stock keeping units. In Asia, it supplies glass components to assemblers of small appliances and is a trusted partner of wholesalers and distributors of laboratory supplies used in analytical laboratories.

The company works with Schott regional sales offices in Taiwan, Thailand, Singapore, Japan and mainland China, where it also runs a manufacturing facility for the production of laboratory glassware upon acquisition of United

States-based Kimble Chase last year. In China, DURAN also sells systems solutions for pharmaceutical and chemical industries, and household items such as coffee jugs, water kettles and baby feeding bottles.

DURAN aims to propel itself as a worldwide leader in the laboratory and scientific glassware industry. In 2015, the company acquired Wheaton apart from Kimble Chase, another US-based provider of laboratory glassware and life science consumables.

The company sees further expansion in China and Southeast Asia, particularly in Indonesia, Thailand, Vietnam and Myanmar. It seeks local partners with broad market reach and can represent products that meet the highest Western standards of quality. DURAN welcomes opportunities from potential investors in the region, particularly in life sciences and laboratory supplies markets.

## JEBSEN & JESSEN'S DIVERSE SUBSIDIARIES SHARE SAME VISION OF BRIDGING CONTINENTS

Exploring new markets is a daunting task that does not always guarantee success, but for Jacob Jebesen and Heinrich Jessen, travelling from Denmark to Hong Kong in 1895 to establish their own trading business was a strategy that paid off. Fuelled by the enterprising spirit of its founders and the desire to meet continuously evolving market demands, trading

company Jebesen & Jessen has transformed into Jebesen & Jessen Family Enterprise Group, a worldwide conglomerate with diversified expertise in a variety of sectors.

Streamlining the logistical operations of its East-West trade, Jebesen & Jessen Hamburg was established as a liaison



Fritz Graf von der Schulenburg, managing partner

office in 1909. The company later evolved as an independent company focusing on areas such as chemicals, textiles and garnet distribution.

Jebesen & Jessen Hamburg is one of four independent companies working synergistically with each other under the Jebesen & Jessen Family Enterprise: consumer goods-focused Jebesen & Jessen Co., Hong Kong, industrial- and engineering-minded Jebesen & Jessen (SEA), Singapore, and minerals mining company GMA Garnet, Perth.

In synchrony with the rest of the group, Jebesen & Jessen Hamburg grows through constant innovation.

"Our strength as a trading company is

converted to developing ourselves up the value chain," says managing partner Fritz Graf von der Schulenburg. "We follow customer expectations in what we offer in terms of products, processes, production and distribution."

In moving up the value chain, Jebesen & Jessen Hamburg established two new divisions to target identified growth areas. Jebrao supports the growing agrochemical business of the company, while Life Science supports the distribution of food additives in Europe and soon the United States.

Jebesen & Jessen Hamburg is a crucial link in the family enterprise's mission of bridging continents. Even with different business models, the various companies under the group share the same values and same commitment to offer a comprehensive suite of products and services.

## ONE OF THE OLDEST KNIFE MANUFACTURERS, FELIX SOLINGEN, CARVES NICHE IN ASIA'S KITCHENS

When German blacksmith Karl Gustav Felix began making cutlery in 1790, little did he know that his name would eventually carry a legendary brand proposition. Today, Felix Solingen has earned its place as one of the oldest manufacturers of the world's best handmade knives – second to none in quality, function and design with a reputation for excellent craftsmanship – and has made its way to Asia's shores after 300 years.

Tuning to Asia's culinary tradition, which emphasises the use of an all-purpose Chinese chef's knife for slicing, chopping and mincing fish, meats and vegetables, Felix Solingen has created a special line of knives targeted at Chinese



Klaus Schumacher, CEO

customers. The Platinum knife is a thin-bladed kitchen knife designed for the Asian cook's complex cutting requirements while carrying the Felix Solingen seal of high-grade German design and centuries-honed artistry.

"Handmade quality, tradition, know-how, innovation, service and flexibility are the key words that powerfully define Felix Solingen's success in the market today," says Klaus Schumacher, CEO. "We specialise in detailed, handcrafted and forged knives, which not everyone can do. We want to expand our Asian business through distributors who represent the same values."

Founded in Solingen – Germany's "city of blades" and home to the best

artisans of knives, swords, razors and scissors – Felix Solingen manufactures a wide variety of knives for different users. The company's core products include private label knives, limited edition knives designed with famous chefs, and classic kitchen knife collections.

Beginning with premium raw materials such as stainless Damascus steel, each Felix Solingen knife undergoes more than 45 production steps before it leaves the factory. Blade blanks of high-angled steel are drop-forged, grinded, finely satin-finished or mirror-polished before being fitted with a handle and inspected under a special light by experienced artisans.

"We stand for a long history," says Rosario Catalano, export manager. "Our products aren't just here today and gone tomorrow, they've withstood the test of time. This is what our Asian customers value highly and respect about us."

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HANDMADE KNIVES MANUFACTURER

# GERMANY BUSINESS REPORT

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## ENSINGER DEVELOPS HIGH-PERFORMANCE PLASTICS INTO MATERIALS OF THE FUTURE



**Klaus Ensinger,**  
managing director

Advanced technology comes with new and improved materials engineered to optimise performance and maximise cost efficiency. Metallic parts, for example – used in diverse applications from machinery to surgery instruments, implants, integrated circuits, aerospace and oil and gas exploration – are now being replaced by high-performance plastics at a fraction of the cost.

“Durable, light, temperature- and chemical-resistant, and safe even for medical use, high-performance plastics are the materials of the future,” says Klaus Ensinger, managing director. Ensinger’s father, Wilfried Ensinger, explored the potential of then emerging technical plastics in the 1960s by producing high-

quality semi-finished products and machine elements. He founded the company and worked closely with plastics and raw material manufacturers using customer-oriented methods and specialised equipment he developed himself.

Fifty years on, Ensinger’s ingenuity and close collaboration with clients continue to drive the company’s dynamic research and development, which enables it to offer compounds, semi-finished and finished parts, complete assemblies and precision profiles from a range of more than 100 different materials.

The Nufingen-based family-owned company has also expanded to 28 production and sales locations, and distinguishes itself with a total presence –

having its own sales, logistics, and manufacturing entities worldwide. Ensinger recognises the particularly rapid development in key markets such as China and Southeast Asia, where evolving infrastructure and increasingly quality-conscious customers are driving demand for its products.

Ensinger has a presence in Shanghai, Malaysia, Singapore, Tokyo and Taiwan, and plans to broaden its reach with a new or expanded facility in the region. With 3D printing, robotics and other state-of-the-art technologies going mainstream, Ensinger also foresees a healthy growth across industries.

“Asia is a vital market, and we anticipate it to account for as much as 25 per cent of our revenues in the long run,” Ensinger says. “We aim to pursue that journey with more long-lasting, win-win relationships with similar-minded, innovative distributors, clients and other partners.”

## ‘WE CARE’ MANTRA SPURS DFE PHARMA’S DRIVE TOWARDS EXCIPIENT EXCELLENCE

The drive to help clients accomplish more has made DFE Pharma an enduring global leader in excipient solutions. With more than 100 years of experience and a reputation for continuous innovation, the Goch-based company has become the preferred partner of major pharmaceutical companies in drug delivery and formulation. To date, a large part of tablets manufactured around the globe each year use DFE Pharma’s world-class excipients.

“We care for our pharmaceutical customers, and more for the intended users of our products – people who are ill and highly vulnerable,” says CEO Bas van Driel. “Product quality has to be top-notch. Drug majors also value us for our expertise and cutting-edge technologies,

and how we translate these to excipients that are fitting their specifications.”

Starting out as a lactose supplier, DFE Pharma now offers a comprehensive portfolio of oral solid dose and dry powder formulations, ranging from starch, lactose and microcrystalline cellulose to inhalants and superdisintegrants. Each excipient is mutually developed to meet the clients’ requirements and undergoes a stringent quality control system. DFE Pharma also provides a complete range of regulatory and quality support services.

Jointly owned by two of the world’s top multinational dairy companies, DFE Pharma is a global organisation with robust presence in more than 100

countries. It has the capability to deliver products and services to virtually anywhere in the world through production locations in the Netherlands, Germany, New Zealand and India and additional sales offices in India, Germany, the United States, Singapore, Japan, Brazil and China. This is supplemented by a network of distribution partners who share the company’s customer-centric culture.

“We follow our customers wherever they are,” van Driel says. “And with pharmaceutical demand increasing exponentially, we have to keep up in terms of production and put more people on the ground to continue to add value. Our intent is to expand further in growth markets like China, India and Brazil.”



**Bas van Driel, CEO**

## CPC MANAGEMENT SOLUTIONS SHAPE SUCCESSFUL PEOPLE, PROJECTS AND ORGANISATIONS



**Georg Heuchert,**  
partner and member of CPC’s board of management

Living in a world of permanent change, German consultancy firm CPC knows that the success of companies is greatly influenced by their decision to either embrace or reject change.

As a leading change partner of large, international companies, and having handled more than 600 domestic and international projects, CPC understands that every change is incomparable, and thus requires precise and individualised solutions.

“The experience of our 100 consultants shows that standard solutions do not achieve goals,” says Georg Heuchert, partner and member of CPC’s board of management. “Every change is different, so our methods and solutions

are also unusual and tailored to each client.”

At its core, CPC delivers change management solutions that develop people and shape sustainable projects and organisations.

Combining theory-based logic with its vast experience, CPC developed, aside from its change methodology, its own business simulation method. Consultants or professionals act as employees within client-companies for a given period, put pressure on the participants in their original role to identify the issues and challenges within the organisation, and see how best to address these.

“Feedback is key for us to help companies define the purpose of change

and develop ideas on how to apply the needed changes,” Heuchert says. “Customers come to us because they want to improve a process, but it’s not just about the process. It’s all about winning the people for a common cause.”

With more companies in Asia looking to professionalise their operations, CPC sees huge growth opportunities. Its Beijing office is strategically located to serve markets in China and beyond while rooted to its German headquarters. Helping Asian business leaders resolve the increasing complexity of changes brought by technological and digital innovations, CPC is open to further collaborations while nurturing personal relationships.

“We deliver solutions that develop the management and leadership aspects of the business,” Heuchert says. “We are deeply involved on the ground, so we know everything about project management and processes.”

## DEBAG FUSES GERMAN BAKING TRADITION WITH MODERN TECHNOLOGY

What started as a modest oven shop in Munich in 1911 laid the foundation for DEBAG – one of Europe’s leading manufacturers of high-quality bakery and refrigeration equipment and accessories. Its founder, Alois Paul Linder, revolutionised German baking tradition in the 1930s when he developed the MONSUN principle, which involves the use of two fans that provide a regular change of direction of the flow of hot air to maximise energy efficiency while maintaining product quality.

“Our MONSUN technology allows for the lowest possible air velocity inside the baking chamber, reducing energy costs by up to 50 per cent,” says managing director Jost Straube. “Due to its characteristic, it also enables a perfectly developed crumb and a perfect crust that stays crispy longer.”

Tracing its roots to artisanal baking, DEBAG expanded its portfolio to include retail, food service and gastronomy. Its products are distinguished by the “made in Germany” stamp of quality.

The company applies its MONSUN



(From left) Georg Schulze, account manager for international sales, and Jost Straube, managing director

principle to its range of oven solutions, from deck and rack ovens to combination and shop baking ovens. DEBAG also manufactures proofing, cooling and freezing equipment and food preparation accessories such as stainless steel furniture, and rack and loading trolleys. DEBAG carries on with its tradition of

innovation. It won an award last year at the südback trade fair for its new product line of DECON – a shop baking system which includes added elements of a combination steamer.

The company works with service and sales partners in more than 30 countries worldwide. “We are flexible and quick to

adapt to the demands of new customers,” Straube says. “We have direct contact with our market segments and are well referenced by big clients to other independent customers or retailers.”

In Asia, DEBAG is present in Japan and South Korea. Its Hong Kong presence serves as a springboard to greater China and Southeast Asia. It works with local partners such as sales and service agents in the region and supplies to bakery shops, supermarkets, hotels and restaurant chains, with plans to expand into retail and artisanal bakeries.

“We bring added value to customers in Asia by offering technical and consultancy services,” says Patrick Cheng, director of China-European Technology Investment in Hong Kong and DEBAG’s agent partner for Hong Kong and mainland China. “We educate them about using high-quality raw materials and the evenness of the bake for an authentic German baking experience.”

The company seeks long-term partnerships with local sales and service agents who are able to cater to DEBAG’s gastronomy, retail and artisanal business segments.

## HERAEUS KULZER UNVEILS PROTOTYPE LASER-CUTTING TECHNOLOGY FOR DENTAL RESTORATION



**Akira Misawa,**  
president and CEO

Dentists and dental laboratory technicians in China and elsewhere around the world can now look forward to higher productivity in the workplace.

Next month at the International Dental Show in Cologne, Germany, Heraeus Kulzer will unveil its latest equipment in dental restoration, which uses 3D printing technologies and latest chair-side scanners.

With the acquisition of the dental business of German precious metals specialist Heraeus by Mitsui Chemicals of Japan, Heraeus Kulzer leverages more than 80 years of experience of chemical

technologies of Mitsui in providing a complete portfolio of premium dental restoration materials accompanied by the latest digital dental equipment.

“Our new technologies will cut the time dentists spend in front of the dental chair while improving the productivity of dental technicians,” says Akira Misawa, president and CEO of Heraeus Kulzer.

“We have been developing these total solutions with a commitment to the highest quality and safety standards.”

Heraeus Kulzer’s cara Digital Solution 360°, for instance, provides dental laboratories an end-to-end digital workflow, from scanning of the teeth to

be restored through to fabrication of the prosthetics or crown and bridges using robotic drilling arms and computer numerical control, or CNC technology.

Heraeus Kulzer covers 23 countries and has factories in Germany, Romania, China and the United States. Dentists and dental technicians from China, however, stand to benefit most from the company’s innovations because about a quarter of its business is on the mainland. With Asia’s dynamic growth in population and disposable income, Heraeus Kulzer plans to expand operations in China, India, Indonesia and other countries in Southeast Asia.

“We are going to be the best partners for dentists and laboratory technicians because we completely understand their requirements,” Misawa says.

## EFAFLEX’S HIGH-SPEED DOORS UNLOCK NEW WAYS TOWARDS EFFICIENT, PROFITABLE BUSINESSES



**Jakob Hess,**  
managing director

Doors have been one of the most overlooked aspects of nearly every factory, workshop and building since industry began, but they are now gaining more attention as they open new ways to optimise production and raise competitiveness in any business.

“In the age of speed, doors are no longer just entryways; they are an essential part of any business operation in saving time, energy and other resources while raising productivity, safety and security,” says Ralph Hinderichs, managing director of industrial door specialist EFAFLEX. “To put that into perspective, our clients save as much as €5,000 (HK\$41,490) in energy costs annually for every 600 sq ft of our bespoke high-speed doors.”

The first in the world to specialise in high-speed doors in 1974, EFAFLEX introduced the breakthrough high-speed spiral technology that revolutionised doors for maximum speed, service life and client profitability. The Bruckberg-headquartered company remains family-owned, but has expanded its sales network to span five continents through 10 subsidiaries. It has diversified to roll-up doors, folding doors, clean room doors, freezer doors, machine guards and customised options for industries ranging from automotive to cold storage and logistics.

EFAFLEX’s fastest door, the EFA-STR, opens at a staggering speed of 4 metres per second using a combination of patented spiral technology and a flexible



**Ralph Hinderichs,**  
managing director

door blade. Apart from guaranteeing optimal traffic flow, the heavy-duty door requires extremely low maintenance as it consists of individually replaceable module segments.

“Listening to the market’s needs is exactly how our founders came to develop our distinctive spiral doors – and that is how we continue to innovate,” says managing director Jakob Hess.

The company anticipates an evolving need for highly specialised solutions including deep-freeze doors, which open and close at the highest possible speeds while offering the best insulation. EFAFLEX’s thermally insulated doors seal tightly and save up to 50 per cent on energy costs compared to other solutions.

The company also sees a growing



demand for clean room doors that are designed to resist dust and other particles – ideal for highly sensitive facilities such as laboratories and electronics factories. It sees China as a particularly promising market, citing the country’s huge electronics manufacturing industry and increasing energy and environmental consciousness.

EFAFLEX established a subsidiary on the mainland in 2015, reinforcing its commitment to its China and Southeast Asian clients.

“We look forward to working with more solution-oriented and customer-focused partners who similarly aim to unlock ways towards improved businesses and better lives – one door at a time,” Hess says.

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# GERMANY BUSINESS REPORT

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## IMPLANTCAST PROMOTES LIMB SALVAGE WITH QUALITY PROSTHESES

If there is one area where technology is particularly life-changing, it is perhaps in the medical sector. German company implantcast is among those that harness the vast potential of technology to push the boundaries of the medical sector. In creating an extensive portfolio of primary, revision and tumour prostheses to aid in the preservation of affected limbs, implantcast contributes to improving the quality of life of patients suffering from various bone problems and diseases.

The company made its name through the Modular Universal Tumour And Revision System (MUTARS) used in treating major osseous defects of the lower and upper extremities. It has successfully broadened its scope throughout its history, with more than 60 implant systems making up the company's portfolio. Working with a global network of surgeons, implantcast keeps its fingers on the industry's pulse to develop solutions that are most relevant and fitting for patients.

"Key surgeons worldwide use our system and they help us to continuously improve our products. Combining this valuable feedback with the dedication of our highly motivated workforce, we deliver high-quality products," says Jens Saß, owner and CEO. The company's latest breakthrough is its 3D printing technology, which enables it to customise implants and instruments to fit individual needs. Combining 3D printing with a special software, implantcast creates 3D models based on high-

resolution MRI or CT data of the reconstructed bone or joint. With the 3D model, implantcast engineers can develop the exact prosthesis that meets patients' anatomy and specific requirements. Collaborations with universities are also crucial for implantcast's research and development. It co-developed MUTARS with Dr Georg Goseheger and Dr Winfried Winkelmann, professors from the Department of General Orthopaedics and Orthopaedic Oncology at the University Hospital of Munster. Continuing on its

partnership with the University Hospital of Munster, implantcast also pioneered silver-coated tumor endoprostheses to reduce postoperative infections without toxicological side effects. The company markets its solutions to hospitals worldwide through sales partners and representatives. It also has 10 subsidiaries spread across Europe, Africa and Asia that focus on providing solutions that are adapted to the distinct anatomical structures. In Asia, implantcast solutions are available in South Korea, Thailand,



Jens Saß, owner and CEO

Indonesia, Malaysia, Vietnam, Singapore and Cambodia, to name a few. Looking to strengthen its presence, particularly in China and Japan, implantcast seeks partnerships with local

companies with a wide network of contacts in the medical field. The company also aims to connect with surgeons in the region to raise greater awareness about the company's innovative solutions.

## PREMIUM TRADING HOUSE BUHLMANN REAFFIRMS QUALITY OF CLOSE TIES AND CUSTOMER SERVICE



Jan-Oliver Buhlmann, CEO and chief financial officer

The BUHLMANN GROUP serves the most demanding industrial businesses worldwide, and this is not surprising for a company that welcomes tough times as opportunities to shine. Top companies from the energy, engineering, and oil and gas sectors rely on BUHLMANN to supply their steel pipes, tubes, fittings and flanges. More than a supplier of industrial products, BUHLMANN provides a one-stop service that showcases its expertise in the fields of consultancy, project management and logistics. Since its inception in 1945, BUHLMANN has been adapting to market changes and customer demands. Prudence is one of its key strengths inspired by its founder Karl August Buhlmann, who started the business by

collecting metal scraps and plates, which he sold to shipping companies – a burgeoning sector at that time. When the shipping industry plateaued in the 1980s, Buhlmann foresaw the growth of the energy sector and shifted the company's focus to serve power plants and other energy companies. "We keep the pace to come up with new ideas and directions, and to always be faster than what we anticipate in the market," says Jan-Oliver Buhlmann, CEO and chief financial officer. BUHLMANN delivers its premium distribution and logistics services through three channels: day-to-day trade (which handles one-off orders); large build projects in various locations; and the maintenance and repair business.

"You have to bring customers a very clear advantage," Jan-Oliver Buhlmann says. "We are flexible so we can satisfy customer requirements by giving them tailor-made solutions and personal assistance including responding to short-notice demands." Investing in automation and internationalisation efforts, the family-owned company has managed to preserve its familiar working atmosphere despite having more than 700 highly skilled employees globally. Keen on growing with long-term partners and suppliers, BUHLMANN is expanding in China, South Korea and parts of Southeast Asia as it maintains its hub and warehouse in Singapore.

## CHRISTIAN MAIER INTENSIFIES ROTARY JOINT BUSINESS IN ASIA, SEEKS DISTRIBUTORS

Top machine makers know that the performance of a machine used in any industry is directly proportional to the quality of the rotary joints installed within the equipment. For this reason, they trust Christian Maier for the company's reliable and high-quality rotary unions. Christian Maier designs products that meet the most demanding machine applications. Backed by German quality, the family-owned company is reinforcing its distribution network to better serve original equipment manufacturers (OEMs) in Asia. Maintaining fully owned factories in Germany, Italy and China, Christian Maier leads in developing rotary joints intended for applications such as cold and hot water, hot oil of up to 390 degrees Celsius and steam of up to 250 degrees, among others. Applied mainly in the paper, plastic and non-woven industries, Christian

Maier components are certified by the ATEX directive as secure electrical equipment for explosive atmospheres. ATEX refers to two European Union directives for controlling explosive atmospheres. "Quality and safety are very important for us," says Florian Maier, CEO and managing director. "Every single rotary joint assembled in our factories goes through a very strict quality control process. We approve each item before we pack and deliver it to the customer." Expanding its operations to offer a catalogue of 1,000 standard items excluding customised solutions to OEMs in China and across Asia, Christian Maier welcomes local distributors to help it quickly cover the vast Asian market. Offering OEMs German-engineered solutions at different price points, the 92-year-old company also provides



Florian Maier, CEO and managing director

installation support and worldwide service through its various repair sites within subsidiary locations including China. "We want to set the standards for excellent qualities, and so we want to grow," Maier says. "We offer our customers the full support throughout the whole lifetime of the product. All around the globe, highly skilled employees are happy to help customers with our expertise."



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\* Reduction of periprosthetic infection with silver-coated megaprotheses in patients with bone sarcoma: Haldes J, von Eilf C, Streilbürger A, Balke M, Budny T, Henrichs MP, Hauschild G, Ahrens H. Department of Orthopaedics and Tumor Orthopaedics, Münster University Hospital, Münster, Germany; Journal of Surgical Oncology, Vol. 101, Issue 5, pages 389-395, 1 April 2010

## JEDOX EMPOWERS ENTERPRISES WITH EFFECTIVE INTELLIGENCE, SIMPLIFIED BUSINESS PLANNING

While 86 per cent of businesses globally continue to rely on Microsoft Excel in managing data, increasingly complex marketplaces with equally challenging customer demands are driving industry leaders to seek more effective yet simplified solutions.



Kay-Ingo Greve, CEO

most useful," says CEO Kay-Ingo Greve, whose previous experience at Microsoft has helped Jedox navigate a steep acceleration curve. "We let clients build on their Excel expertise and streamline business processes for every department – from finance to management, sales, procurement and marketing – on the web, in the cloud and with any device."

customised solutions before any purchase. Available in 27 languages, Jedox 7 reinforces why the company consistently tops global industry reports and customer surveys. Jedox takes greater pride, however, in its unmatched ease of use, time to market, return on investment and overall client satisfaction – for more than 1,900 companies across 127 countries. Jedox aims to further broaden this reach by leveraging its partner ecosystem consisting of 180 partners worldwide, 40 of whom are based in Asia where it is eyeing greenfield opportunities.

Exemplifying such game-changing competencies is Jedox 7. Launched in November last year, the software features out-of-the-box planning applications that enable dramatic speed-up for large and complex planning models. The only one of its kind to offer a "try before you buy" option, Jedox allows potential clients to explore its flexible, hybrid and



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## INFIANA'S COLLABORATE-AND-INNOVATE APPROACH EMPOWERS SUSTAINABLE MARKET EVOLUTION

From biodegradable wound plaster and diaper films, to moisture- and temperature-resistant siliconised films used in construction and speciality films for sustainable food packaging solutions, Infiana's engineered and innovative films have been part of materials innovation since 1854. Today, the industry leader is also championing environmental compatibility and resource conservation – and enjoying others to collaborate towards sustainable market evolution.



Peter Wahnser, CEO

applications, and develop more product solutions with 'green' polymers." Through a customer-centric "collaborate and innovate" process, Infiana works closely with clients to drive continuous progress in technologies such as thermal and ultraviolet coating or in multilayer film constructs. It also follows megatrends and evaluates

understanding of the final product requirements, and how an Infiana film could support those needs." The Forchheim-headquartered company supports its global clientele through offices and manufacturing hubs in Europe, North America and Asia, which it sees as an increasingly strategic market. Among its latest partnerships in the region is with Guangxi-based waterproofing product manufacturer Golden Umbrella.

"Chinese and Asian relationships with investors and potential customers are becoming far more significant than they have ever been," Wahnser says. "Our manufacturing units are optimised to serve international and local customers, with the ultimate ambition of delivering the same quality across locations – as we aspire to become the preferred global partner in specialised engineered films."



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## NIEGELOH'S CUTTING-EDGE TECHNOLOGIES SHARPEN ASIA'S DEMAND FOR GERMAN-MADE SCISSORS

Home to master blacksmiths for more than 2,000 years, Solingen city is world-renowned for its exquisitely crafted blades. Medieval weaponry such as swords and knives may have been the highly prized works of art that catapulted Solingen into fame, but the city's long heritage of artisan bladesmithing can still be found in a pair of meticulously fashioned and proudly German-made Niegeloh scissors today. Since 1936, the family-owned company has manufactured the finest scissors, clippers, tweezers and other manicure and pedicure implements for the consumer beauty industry. Strongly focused on innovative production technologies to ensure high-quality products, Niegeloh has even found a



Ralph Ebner, managing director

growing niche in Asian markets such as Hong Kong, Singapore, Taiwan and mainland China. "We combine state-of-the-art modern technologies with the classic Solingen manufacturing tradition to offer a unique range of products that has all but disappeared," says Ralph Ebner, managing director. "Being innovative, developing new technologies using higher-grade steel and experimenting with different product shapes have been keys to our success. We guarantee products that last a lifetime and are really hard to find these days at attractive industry prices."

Niegeloh invites partnerships with Asian distributors that have a good understanding of their local markets as part of its international expansion. "Establishing a good understanding of our products among Asia's growing markets will be important for our future development," Ebner says.

GERMANY BUSINESS REPORT

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# UNIVERSITY OF COLOGNE INITIATES INTERNATIONAL COLLABORATIONS THAT REAR FUTURE LEADERS



Dr Gunther Zander, managing director

The University of Cologne's management, economics and social sciences faculty (WiSo faculty) is developing programmes that address the growing interest among contemporary business school students to obtain an international career. The unconventional business school understands students' aspirations as it also provides them with global contacts and experiences through its interdisciplinary programmes. Renowned in Germany, the EQUIS-accredited school offers cutting-edge, integrated study and research programmes for students and executives.

"Our programmes provide the perfect combination of practical and interdisciplinary approaches that ensure students get an excellent job in an international setting," says Dr Gunther Zander, managing director, WiSo faculty. As the only German university offering the top-ranked CEMS master in international management programme, the school nurtures strong links with leading companies and globally accredited industry and educational institutions to continually develop a range of exemplary master's and bachelor degree courses. A key collaboration is the executive MBA programme developed

with the Rotterdam School of Management, Erasmus University. The programme intends to fill the gap in further education. "Our master's study programmes are designed to become double master's degrees when offered with other partner institutions," Zander says. "We are internationalising all of our programmes to successfully gain and retain international partnerships and networks." Providing internships anchored on research perspectives, the university also specialises in modern research studies such as digital transformation and design and behaviour of markets and

organisations. It is making all of these study possibilities available to a wider market as it seeks to double its international student population this year. Switching almost all of its master's programmes into English, the university encourages more enrolments from China and the rest of Asia. "We are not a typical business school, as we follow a multi- and interdisciplinary approach," Zander says. "We proudly focus on our traditionally excellent research roots, and we are on a journey to become an international partner in educating the future leaders in Asia and the world."

# SCHLOSS WACHENHEIM SEES BUBBLING OPPORTUNITIES IN REGION FOR THE SPARKLING WINE BUSINESS

One of Germany's oldest sparkling wine manufacturers, Schloss Wachenheim, has been cultivating the supreme art of wine production since 1888. Based in Trier, the company has business segments in France and central eastern Europe. "Besides the German wine route, we also source wines from southern Europe and use only premium raw materials to provide outstanding products with excellent taste," says Oliver Gloden, chairman of the management board. As testament to its high quality, the company has earned certification from IFS Food and the British Retail Consortium.



Oliver Gloden, chairman of the management board

Börse Frankfurt-listed Schloss Wachenheim exports to 80 countries and works with importers as its routes to markets. With strong expertise in blending technology, product labelling and design, the company also offers exclusive and private label brands in Asia. It has a burgeoning presence in mainland China, Taiwan, South Korea and Vietnam. "Maintaining a good price-quality relationship demonstrates our commitment to quality yet affordable products, and providing customers with exclusivity to help build their brands sets us apart from the competition," Gloden says. For its non-alcoholic segment, its popular brands include children's party

drink Robby Bubble and alcohol-free sparkling wine Light Live. The company plans to bring to Asia its namesake premium brand and its aromatised, wine-based cocktail Bar Royal. Bar Royal is available in refreshing flavours including lychee, which is expected to appeal to the Chinese market. Since innovation is part of the company philosophy, Schloss Wachenheim is working with an importer in Taiwan to create a customised flavour to suit the local palate. "We are flexible and customer-oriented. We anticipate the market needs and adapt our new flavours according to local preferences," Gloden says. In Asia, the company eyes new markets such as Singapore, Hong Kong, South Korea and Japan, particularly the small- and medium-scale retailers and hospitality segments, and plans to generate more market share through an online sales channel in China in collaboration with its current importer. It seeks partnerships with local importers to serve as its brand ambassadors.

*As testament to its high quality, the company has earned certification from IFS Food and the British Retail Consortium*

# REGION'S HIGHLY URBANISED CITIES MOVE UP WITH VOLKSLIFT'S HI-TECH, QUALITY LIFTS

With Asia-Pacific comprising a third of the 850,000-unit global demand for elevators annually, leading vertical transport specialist Volkslift helps promote efficiency in mobility for the region's growing high-density metropolises. Merging more than 80 years of German engineering expertise with cost-competitive production capabilities from a joint venture in China, Volkslift brings high-quality German lift technology to its growing Southeast Asian markets in Singapore, Indonesia, Thailand, Malaysia, Vietnam, Cambodia, the Philippines, Myanmar and Australia.

"Our key to success is innovation – looking for new ways to do things and inventing new products," says François Fernandez, owner and CEO of Volkslift. "My way was through market development, taking our German technology and bringing this to China to connect these markets. We are in a transformation, and building bridges means introducing ourselves in a way that fuses our price sensitivity and high technology from both sides." As a renowned German brand, Volkslift offers a comprehensive portfolio of passenger lifts, freight elevators,

panorama elevators, car elevators, home elevators, dumbwaiter lifts, escalators and moving walkways. Its competitive strengths include industry-leading research and development capabilities – such as the certification to produce high-speed elevators running at 7m/s – a focus on high safety levels and flexible and speedy customisation. In 2003, Volkslift formed the joint venture Volkslift Elevator (China) with Huzhou Xunda Elevator, offering its own design, manufacturing, installation and maintenance services in China. The partners understand technical service and

support as a main key to success in the long term. As director of Volkslift Elevator (China), Fernandez sees the joint venture presenting a significant partnership in the world's biggest market for elevators to take on industry rivals such as Otis, Mitsubishi, thyssenkrupp and Kone. "The biggest part of Volkslift China's success is definitely our image and the direct support from our stakeholders," Fernandez says. "We are looking for experienced local companies and agents with technical know-how as part of our aim to educate and build bridges with our markets."



François Fernandez, CEO of Volkslift and director of Volkslift Elevator (China)

# BBM ROAD HEADERS MEAN HUGE SAVINGS FOR ASIAN CLIENTS

Short for Bergbau, Bau and Maschinenbau – or mining, civil engineering and mechanical engineering – BBM is a world-famous authority in building road headers for deep mining and tunnelling. Its founders, expert miners and engineers from Bosnia and Herzegovina, successfully implemented their knowledge after expanding to Germany. Underground coal mining in Germany at a depth of 1,000 metres and deeper, inspired BBM to develop appropriate technologies to deliver high-performance as well as high-quality heading methods. Today, the BBM Group offers the full range of services and equipment clients need to mine or construct large projects from underground highways to hydropower plants. One of the group's subsidiaries, BBM Maschinenfabrik, produces one of the world's most reliable road headers – all units still operational today. "We have built machines with the highest quality. Combined with excellent after-sales service, the customer gets a tool to create top performance," says Ludger Gehrt, managing director at BBM Maschinenfabrik. "Time is money and our machines can accomplish underground roadway developments faster than any other equipment in the market." When BBM introduced its road headers in China, it broke all existing records in mechanical roadway development across the country. Custom-built to clients' requirements, BBM road



Osman Likic, managing director

headers have cutting power of as much as 400 kilowatts, remote control, efficient cooling system and an exceptionally long lifecycle. Eager to share these advantages with companies in Asia-Pacific, BBM is seeking joint ventures in Australia and countries in Asia. One of the world's leading Chinese mining companies already expressed its interest to cooperate in Bosnia and Herzegovina, where BBM holds several mineral deposits and a comprehensive construction infrastructure including high-capacity production of construction materials. "We are open for nearly everything," says managing director Osman Likic. "We are absolutely flexible to discuss with everybody what could be done and what is possible."

# AUTO-KABEL TECHNOLOGY ASSURES ELECTRICAL SAFETY IN VEHICLES WORLDWIDE

Acclaimed for being an innovator in automotive energy distribution systems, Auto-Kabel is sought by leading car manufacturers for its safe, high-quality parts and state-of-the-art solutions for vehicle energy management. Having pioneered groundbreaking technologies that showcase new energy distribution concepts, the family-owned German company is the first contact of top electric vehicle (EV) and hybrid electric vehicle (HEV) producers, and 12-volt application suppliers. "We invented solutions nobody thought about before," says Jens Schumacher, managing director. "We did it because we have good, long-term customer relationships. We listen to our customers and develop outstanding solutions that have never been before used in the automotive world." One such solution was the introduction of aluminium technology, which drove the successful mass production of aluminium cables in 2000. Auto-Kabel also pioneered the use of intelligent batteries in 2003, paving the way for the development of the start/stop button function in smart vehicles. It is now introducing the aluminium bus bar technology as an energy backbone system for vehicles. Working within a niche sector, Auto-Kabel does in-house and on-site engineering services for clients as it integrates ideas during the pre-concept phase of projects. The company supports services, such as global project management or multiple region and brand management, which extend to markets in nine

countries and three continents including Asia. "We give our customers the best service by having a global footprint for global production," Schumacher says. "We are always where our customers are." Maintaining an office and plant in China for 10 years, Auto-Kabel plans to create a wholly owned company in the country to expand its reach as it continues to welcome technical partners that are looking to grow. "China is one of our hot spots for EV and HEV," Schumacher says. "We think global and act local, so our offices abroad have local management. We also have a long-term outlook, so we provide customers with the confidence to trust new technology."



Jens Schumacher, managing director

# TEXTILE SERVICE GETS A SMART MAKEOVER WITH KANNEGIESSER'S LAUNDRY TECHNOLOGY

At the heart of the German government's Industrie 4.0 initiative – a project that aims to establish the country as an integrated lead market and provider – are innovative companies that promote efficiency and availability through automation. One such company is Kannegiesser, the laundry technology partner of choice for discerning textile service companies. Industrial laundry is on the rise as more hotels, hospitals and elderly homes outsource their linens and garments to concentrate more on their core activities. Supporting the industry's growth, Kannegiesser develops and supplies complete industrial laundry machines for washing and drying to finishing and sorting. Taking it a step further, Kannegiesser supports its washing, flatwork, garment processing and cross system technology departments with comprehensive data management solutions to give clients complete control over the whole supply chain. "We support the laundry specialists



Martin Kannegiesser, CEO

by continuously developing our hardware and software systems for the smart laundry. They go hand in hand in making sure that our customers achieve maximum productivity through a continuous workflow," says CEO Martin Kannegiesser.

Understanding how downtimes translate to revenue losses, Kannegiesser provides superior after-sales service to its customers and ensures high availability of genuine Kannegiesser spare parts. The company is present in 51 countries across the globe to offer integrated service to its customers. In Asia, the company works primarily with industrial laundries serving hotels as the region's health care and elderly homes sectors have yet to outsource laundering their linens and garments. Foreseeing that this trend will soon change, Kannegiesser sees itself as an ideal partner for laundry specialists in Asia, especially as quality and hygiene regulations for textile services continue to tighten. "Laundering is hard work and it's getting increasingly expensive. There will be more robotics and less labour in the future. Kannegiesser is in an ideal position to help the industry transition to more efficient and higher quality industrial laundry," Martin Kannegiesser says.

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# GERMANY BUSINESS REPORT

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## SACO SHIPPING EXPANDS SERVICE PORTFOLIO TO CONNECT REGIONAL AND INTERNATIONAL MARKETS



**Daniel Leiters (left), export trade lane manager; and Catharina Retzer, supervisor export operation**

Recognising China's role as an important trade route bridging the east and the west, Hamburg-based SACO Shipping strengthens its footprint on the mainland by expanding its service portfolio. The company pioneered the establishment of a direct sea route from Hamburg to Shanghai, and set another record as the first non-vessel operating common carrier to offer a strictly neutral less-than-container load (LCL) premium rail service to the freight forward industry. In addition to existing direct services from Europe to China and from China to Europe, the company launched LCL direct services last year, which include Ningbo to Bremen, Bratislava and Vienna and Shenzhen and Hong Kong to Bratislava

and Vienna. Also last year, it launched new LCL rail services between Hamburg-Bremen and Suzhou, and from Shanghai-Suzhou and Shenyang to Hamburg. "Rail transport is an alternative worth looking at - it has a shorter lead time compared to sea freight, and it costs 60 per cent less than air freight, with a guaranteed weekly departure," says general manager Michael Kreuz. SACO Shipping provides pre-carriages throughout Europe and on-carriages to China, including door-to-door delivery and cross-border services. It is also a neutral partner for worldwide import and export in the full container load segment. The company's state-of-the-art technology allows for online tracking and tracing of cargos, and global positioning

system monitoring for high-value goods. Connecting markets by land, sea and air, SACO Shipping nurtures long-term relationships with its global network of agents. It serves directly around 180 ports worldwide, and 400 further destinations in transshipment. In Asia, the company has agencies in Indonesia, Japan, Singapore, South Korea, Vietnam, the Philippines, Taiwan, Hong Kong and mainland China, and has business partners in Cambodia and Myanmar. "Working with the best partners in nearly every country allows us to serve clients closely wherever they may need our services," Kreuz says. Tapping into new markets, the company is acquiring offices worldwide and eyes expanding its railway offerings in the region.

## HEMMELRATH DEVELOPS ECO-FRIENDLY PRIMERS, SUPPORTS ASIAN CARMAKERS AND OEMS

A small player compared to large conglomerates dominating the global automotive paint industry, Hemmelrath Lackfabrik is unstirred. The family-owned German company, which leads in providing competitive, eco-friendly paint technologies for waterborne primers, base coats, primerless processes and 2K clear coats to more than 40 vehicle plants worldwide, prides itself on contributing to environmental protection. Through Hemmelrath's technology for developing innovative waterborne paints, more than 50,000 tonnes of organic solvents have been saved in the last 10 years. Top carmakers and original equipment manufacturers (OEMs) benefit from the company-designed Modulare Lackfabrik

(modular coatings manufacturing) system which creates excellent, competitive and sustainable coating solutions. "Our Modulare Lackfabrik system is a set of machines that you can easily scale," says Dr Anton Angerer, co-CEO of Hemmelrath Lackfabrik and president of Hemmelrath International. "This gives us a huge advantage over other coatings specialists." Hemmelrath also reduces all kinds of emissions during the production process. It has garnered awards for zero emissions, and it continues to improve in this area as it seeks to apply the method to factories globally. "In our plants, you don't smell anything. It's totally clean because it's a closed system," Angerer says. Expanding its range of waterborne base

coats for primerless processes, Hemmelrath's coatings technologies portfolio is almost complete, and will be available in China in the midterm. With an office and production plant in China, Hemmelrath supports clients as they expand into other regions. It works closely with customers such as FAW-Volkswagen, Geely and Volvo, among others, as it seeks to build more long-term relationships with OEMs in Asia. Plans to put up another location in China to gain access to additional Asian-based car manufacturers are also underway. "We see Asia as one of the biggest areas for our growth," Angerer says. "We know it will take years to build the kind of market we have in Germany, but we are willing to invest and take the time to do it right."



**Dr Anton Angerer, co-CEO, Hemmelrath Lackfabrik and president, Hemmelrath International**

## IN STEP WITH THE SOLAR BOOM, IB VOGT TAILORS POWER PLANT SOLUTIONS TO ASIA'S NEEDS



**Anton Milner, managing director**

A major industry report predicted in 2015 that solar will account for 35 per cent of new power generation infrastructure built over the next 25 years. In the Asia-Pacific region, energy demand is also projected to almost double by 2030. To meet the world's growing energy needs, Berlin-based solar power plant developer ibvogt has commissioned some of the largest solar farm projects in Europe, while in Asia, ibvogt works with local partners to deliver high quality, turnkey utility-scale solar plants. Applying technology and solutions that are "engineered in Germany", ibvogt maximises lifecycle performance and investor returns. The company has

commissioned over 0.5 gigawatt-peak globally in the last couple of years and has a multi-GWp project pipeline. "There is an ongoing massive energy change," says Anton Milner, managing director. "When markets start to develop, you have to move in early, and we do this by investing in the markets and in our local partners." For the past two years, ibvogt, together with its strategic Asian key partner nv vogt, has developed and constructed a number of plants in the region with a total capacity of 46.5 megawatt-peak. Offices of nv vogt have been established in Singapore, India, the Philippines and Indonesia, and agreements

for projects that can supply more than 0.5 GWp are in place as the company seeks to open new countries for investment. With the Indian subcontinent and Southeast Asia increasingly becoming important future markets for solar, ibvogt continues to forge partnerships to bring its solar solutions into markets such as India, Bangladesh, Indonesia, the Philippines, Pakistan, Thailand and Vietnam. "One of the largest growth markets in solar is expected in the Asia-Pacific region," Milner says. "We at ibvogt and nv vogt welcome more partners and investors to develop the industry and the latent demand in the region."

## EMBARK ON TASTY ADVENTURES WITH TROLLI'S WEIRDLY AWESOME GUMMIES

Eating worms, eyeballs, mice and brains never sounded mouth-watering until German confectioner Trolli crafted delicious fruit gum and marshmallow creations in these outrageous shapes. Ticking the taste buds and imagination of the young and the young-at-heart since 1975, Trolli remains at the forefront of the industry with its creativity and



**Herbert Mederer, president**

passion to provide customers with innovative, German-quality products. "In every bag of Trolli sweets is the motto, 'Life is far too important to be taken seriously.' We take this to heart, so we constantly come up with new ideas to offer clients fun experiences with our products," says president Herbert Mederer.

Family-owned Trolli is no stranger to innovation. Pioneering the widely popular fast-food line of gummies, Trolli was also the first to manufacture liquid-filled gummies. Although they have been sold in Germany for a number of years already, Trolli's liquid-filled gummies just debuted in China and the rest of Asia as consumers welcome more varieties in their candy consumption. Playful shapes and exciting flavours aside, the foundation for Trolli's confections is gelatine, a nutritive jellifying protein powder, sourced from the highest quality pork rind or beef hide. Building on this premium raw material, Trolli adjusts sourness, texture and bite to suit the

different tastes of markets across the globe. Trolli ensures that everyone can enjoy its products, even those with dietary restrictions. It manufactures vegetarian variants without gelatine and instead uses starch and pectin as gelling agents. The company also manufactures halal-certified, gluten-free and lactose-free products. In addition to its manufacturing facilities in Germany, Spain and China that are certified according to international food standards, Trolli plans to substantially expand the capacity in its Chinese production plant. "We work with partners to reach a wider scope in Asia. We welcome additional partnerships that can help us gain stronger footing in markets such as Far East Asia including Japan, and South America," Mederer says.

## COMPANIES FIND OPPORTUNITIES TO INNOVATE THROUGH PSYMA'S MARKET RESEARCH SERVICES

Truly understanding customer behaviour involves not simply gathering quantitative data, but processing the information and turning the data into actionable insights on how to reach, educate, and better market to the target audience. Such competitive strength distinguishes Germany-based Psyma and serves as the bedrock of its sustainable growth for more than 60 years. One of the pioneers of psychological market research in Germany, Psyma has built a solid reputation in quantitative and qualitative research, anchored in its qualitative DNA and client-oriented creative solutions.



**Bernd Wachter, global CEO**

"Qualitative research is our heart and heritage," says Bernd Wachter, Psyma's

global CEO. "We specialise in understanding industries and consumers from a psychological point of view, even with quantitative data. Clients have come to rely on Psyma for new insights and perspectives that open opportunities to innovate and ultimately help them achieve their business goals." A people company to the core, Psyma sees its passionate employees as one of its main assets. Its multi-disciplinary team of experts, consisting of psychologists, sociologists, marketing alumni, economists and alumni from other disciplines, delivers a broader perspective and know-how to clients. Psyma has developed global competences in many industries, notably in the automotive, health care, media,

e-business, energy and infrastructure, and fast-moving consumer goods sectors. It takes pride in the long-standing client relationships it has built owing to its noticeable enthusiasm in completing projects and attentive service as an independent research company. Psyma has established subsidiaries and affiliates in key countries worldwide to ensure adherence and control of quality standards and processes through local market expertise. In China, the company operates through Psyma Business Research China, a Sino-German joint venture with offices in Shanghai and Beijing. "We not only conduct research for western companies in China, but help Chinese organisations position their brands and products in the western markets, too," says Lisa Zeng, CEO of Psyma Business Research China.

## VIETZ FORTIFIES ASIA'S CONSTRUCTION INDUSTRY WITH INNOVATIVE PIPELINE TECHNOLOGIES

With Asia-Pacific forecast to account for almost half of the US\$10.3 trillion global construction industry by 2020, Vietz brings more than 40 years of superior German technological expertise in bending, welding and vacuum lifting to address the region's growing pipeline construction needs. A well-known supplier to construction companies building gas, water and oil pipelines in on-shore and off-shore locations around the world, Vietz is the trend-setting pioneer of a number of innovative pipeline construction equipment and materials. The company was one of the first to develop machines that weld polyethylene pipes for transporting water to mines.



**Joseph Sayegh, CEO**

requirements from A to Z. We rarely reject a project, unless the physics are impossible." The company was founded in 1976 by Eginhard Vietz, an engineer specialising in welding design who invented Vietz welding aggregates and pipeline weldments. Vietz produces a comprehensive range of pipe bending

"Vietz has always been manufacturing state-of-the-art machines with the highest level of durability and quality - some of the machines have been on the market for 25 years," says Joseph Sayegh, CEO. "All our engineering designs are in-house. What makes us very competitive is that we can quickly adopt, design and improve a product to meet a customer's requirements from A to Z. We rarely reject a project, unless the physics are impossible." The company was founded in 1976 by Eginhard Vietz, an engineer specialising in welding design who invented Vietz welding aggregates and pipeline weldments. Vietz produces a comprehensive range of pipe bending

machines, pipe welding machines, polyethylene welding equipment, welding accessories and vacuum lifting devices. The company has its customer service around the core product as added value, as it strongly believes that an excellent customer service leads to the success of a company. Headquartered in Hanover, with subsidiaries in Essen and Leipzig and representative offices globally, Vietz seeks to reconnect with pipeline contractors in Asia-Pacific and strengthen its regional business. "Around the world, Vietz is a name that stands for quality and for providing solutions to customers," Sayegh says. "There are plenty of opportunities in Asia. We are ready to provide the best solutions to finish a job with less downtime, a lot of efficiency and less investment whenever and wherever a pipeline project needs our expertise."

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## GRÜNBECK BRINGS CLEAN WATER TO REGION'S INDUSTRIES WITH STATE-OF-THE-ART TREATMENT SOLUTIONS

With more than 300 million lives across three continents at risk of contracting dangerous illnesses due to rising water pollution levels, leading water treatment specialist Grünbeck upholds a critical role in protecting people and the planet. Since 1949, the German pioneer's trend-setting water purification technologies have ensured the highest standards of water cleanliness in challenging environments globally - and Asia is no exception. As China faces an alarming water contamination crisis - 80 per cent of its supply from underground wells has been deemed unfit for drinking and bathing - the world's most populated country stands to gain from Grünbeck's new Shandong-based subsidiary and a ground-breaking



**Armin Schütz, head of international sales**

anticipate specific water treatment applications over the coming years. We see China as a growing market and have the expertise to replicate our successes there." Grünbeck's comprehensive portfolio of cutting-edge water treatment solutions include nanofiltration, reverse osmosis, ion exchange water softening technologies, and dosing, demineralising

technology called Hygienic Revolution that reduces germs and bacteria by 99.999 per cent. "Our vision is: Grünbeck is the benchmark for excellent water quality worldwide," says Armin Schütz, head of international sales. "As an innovation-driven company, we have a lot of different technologies and the knowledge base to anticipate specific water treatment applications over the coming years. We see China as a growing market and have the expertise to replicate our successes there." Grünbeck's comprehensive portfolio of cutting-edge water treatment solutions include nanofiltration, reverse osmosis, ion exchange water softening technologies, and dosing, demineralising

and ultraviolet disinfection systems that eliminate foreign matter such as scale, rust and dirt. Grünbeck technologies cover a wide range of applications for customers in the food and beverage, residential, medical, power generation and waterworks sectors. Most significantly, Grünbeck is committed to educating industry professionals and the general public about water sanitation, and maintains a training centre at its headquarters in Höchststadt, Germany. The company envisions its upcoming China-based subsidiary as a Sino-German eco-park facility dedicated to the training of more water experts in a healthy environment. "We are the water experts and we offer top-quality, German-made products," Schütz says. "Establishing Grünbeck subsidiaries worldwide to share our knowledge is a major part of what we bring to the market."

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**Trolli**

It will soon be easier for Asian real estate players to explore fresh opportunities coming up in the global market. In line with its ongoing internationalisation programme, Rubina Real Estate has been enlisting the help of developers worldwide. Germany's leading authority on the Berlin property market has particularly been focusing on Asia, expecting the region to comprise half of its overall business in the near future. "Hong Kong, Shanghai and Singapore are on top of our wish list for the region in the next few years," says managing director Carsten Heinrich. "Our goal is to introduce to every Asian country our distinct brand of customer service." A specialist in foreign investors, the company has staff members who speak 14 languages, organises regular private seminars around the world and can provide clients everything from research to assistance with financing from a local bank. Rubina also offers the EichenGlobal Advisor app, which allows clients to completely and remotely manage their properties from anywhere in the world. "We have lined up many other exciting innovations that we have carefully incorporated into our service offerings," Heinrich says. "Smart buildings now feature keyless entry and many other functionalities, but these new technologies need a platform to become a reality." In September, Rubina will come out with a tablet device that would allow its clients to notify property administrators of problems with their apartments, or optimise energy consumption by automatically controlling lighting, heating and many other building functionalities. "We have the most experience in this business and we welcome local partners from around the world to join us," Heinrich says. "Today, you have people from Asia or the United States who have a little bit more money and would like to have an apartment in Berlin, New York, Hong Kong or Dubai. This will be our target group moving forward."

**Carsten Heinrich, managing director**

# GERMANY BUSINESS REPORT

Sponsored section in cooperation with Discovery Reports

## KORN CONSULT GROUP'S APPLIED INDUSTRY INTELLIGENCE TO BENEFIT GROWING BUSINESSES

As a US\$250 billion industry built on the idea of helping other businesses succeed, consultancy is closely tied to economic development – especially in the growing markets of Asia-Pacific. With a global network of offices spanning four continents, and plans to expand its Asian foothold especially in China, German management consultancy firm KORN CONSULT Group stands out from the competition.

Seeking Asian partnerships, the firm sees 20 to 25 per cent of its business growth over the next five years

coming from Asia, where the growth momentum of the consultancy sector is at its highest.

“Our practical experience is what makes clients choose us,” says Holger Korn, founder and CEO of KORN CONSULT Group. “We go beyond theories on paper and PowerPoint presentations and are really able to implement solutions from start to finish with actual results.”

A winner of the Top Consultant Award from 2014 to 2016, KORN CONSULT Group has an impressive clientele of prestigious brands including Audi,

Porsche and BMW. It offers a vast range of industry expertise through its multicultural team of highly seasoned professionals. Unlike traditional consultancy firms that recruit recent graduates, the consultants come from diverse fields with hands-on expertise in senior management positions for a minimum of 10 years.

Customers from the global automotive, industrial, information technology and health care sectors have come to rely on KORN CONSULT Group's wide range of core competencies. Apart from business

consultancy, these include supply chain management, project management, start-up support, business process optimisation and product development as well as interim management and engineering services.

“Quality is not accidental – it is the result of effective business processes,” Korn says. “Our role is to help clients become main players on the global stage by introducing the right business structures. The added value for clients is that the know-how we bring will last for the duration of their entire industrial lives.”



(From left) Christian Haart, chief operations officer; Christian Wulff, Top Consultant 2016 Award mentor; and Holger Korn, CEO

## RHENUS LOGISTICS SEAMLESSLY NAVIGATES NEW MARKETS IN ASIA



Tobias Bartz, member of the Rhenus management board and CEO of Air & Ocean

With more than 500 locations worldwide and close to 27,000 employees on the ground, Rhenus Logistics is one of Europe's leading providers of international intermodal freight forwarding services.

“We think globally while maintaining our local focus, allowing us to deliver standardised and bespoke logistics solutions wherever clients may need us,” says Tobias Bartz, member of the Rhenus management board and CEO of Air & Ocean.

With its regional head office in Singapore supporting its Asian operations, Rhenus has subsidiaries in mainland China, Hong Kong, India, Indonesia, Japan, Malaysia, Myanmar, the Philippines, South Korea, Thailand,

Taiwan and Vietnam. To capture further growth opportunities in the region, Rhenus set up 12 offices in Asia last year and plans to put up 11 more offices this year. It also established a joint venture under the name Rhenus Sankyo last year.

Family-owned Rhenus Group leverages more than 100 years of expertise. It brings value-added services into clients' supply chain management systems through its four business areas: contract logistics, freight logistics, port logistics and public transport, which is mainly based in Europe.

Under contract logistics, Rhenus' comprehensive solutions include procurement, production and distribution of goods. Its customers in Eurasia benefit from its close network of modern, multi-user facilities in Europe, while its

warehouses in Asia conform to European quality and international standards.

For freight logistics, the company offers ocean freight, air freight, cross-border trucking and rail services, customs clearance, and fourth- and third-party logistics. It has more than 200 locations for road service across Europe. In Asia, it opened a road service connecting Singapore, Malaysia and Thailand, with plans to expand into Vietnam and Myanmar within the next few months.

For port logistics, the company provides a complete range of port, customs and transhipment services in port and storage terminals.

Rhenus' idea of quality is based on transparency. Its track and trace system allows clients to monitor consignment status in real time.

“We translate clients' local needs into a single global software solution, giving us more flexibility, speeding up our processes, and keeping the complexity out,” Bartz says.

Rhenus' smart sourcing concept, which monitors and manages the flow of supply chain information, received an award last year from the state of Baden-Württemberg for digitising value creation in the industry.

The company seeks to tap into the local industry centres worldwide, especially in Asia, and connect them with a wide-ranging portfolio of products and logistics services such as air and ocean freight, regional truck service, or fourth-party logistics. Rhenus is also open to local partnerships and mergers and acquisitions opportunities in the region.

## MIDAS BRINGS AN INNOVATIVE TOUCH TO THE REGION'S GROWING MARKET IN PHARMACEUTICALS

The name behind some of the most trusted labels in the global pharmaceutical industry, Midas Pharma, has been lending its innovative touch in developing drug solutions for more than 25 years.

Today, the Ingelheim-based company is setting its sights on a broader, deeper presence in Asia, where an increasingly health-conscious market and equally relentless innovators are shaping the future of pharmaceuticals.

“China tops our priority markets – in terms of sourcing and sales – followed by Japan, Taiwan, Malaysia, Indonesia and other emerging parts of Asia,” says international division senior vice-president Michael Süß. “We also see China becoming our third-largest sales market within the next decade; we are working towards that by continuously investing in personnel, infrastructure and partners in the region.”

For Midas' and its sourcing partners' portfolios and its own proprietary selection, the independent family-owned company provides a one-stop range – starting from intermediates to active pharmaceutical ingredients (APIs) and biopharmaceutical compounds, to finished drug products and primary



Silvia Böhrer, managing director

packaging. To complement these, it offers services that cover the entire pharmaceutical value chain such as regulatory affairs, intellectual property and quality management, making it the partner of choice for industry players ranging from generic drug manufacturers to biotech firms and leading multinational pharma companies.

Midas aims to further grow in Asia initially through the generic industry, and eventually introduce more advanced products. The company's long history in Asia, particularly in China where it has been active since 1999, likewise benefits its business in Europe – with partners and clients maximising the company's expertise in similarly expanding their businesses in Asia.

“With affiliates spanning the United States, Scandinavia, France, Poland, Italy, Brazil, Japan, India and China, we believe our global network and presence in all regulated markets, combined with our know-how, are keys to success,” says managing director Silvia Böhrer. “We hope to share this with more partners as we welcome every opportunity to work and collaborate in new areas.”

## WÜNSCHE GROUP BROADENS EXPOSURE IN CHINA, INCREASES FOOD EXPORTS

Along with the creation of its food, consumer, fashion, electronics and e-commerce divisions, Hamburg-based international trading company Wünsche Group deems the opening of its Shanghai office in 1983 as an important milestone.

The family-run and managed enterprise viewed China as a vital piece of its global expansion and sustainability early on, leading to the subsequent establishment of offices in Hong Kong, Shenzhen, Quanzhou and Ningbo.

More than 30 years into the expansion, China has become a key pillar of Wünsche's strong network of highly productive suppliers and retail affiliates in the Far East that all comply with international social, environmental and quality standards.

“We're one of the first companies in our industry to push the trading business within China,” says Björn Peters, owner and managing director. “We always strive to be a step ahead in our industry to maintain our competitive edge.”

Seeing China's promise beyond being a resource hub, Wünsche is focused on increasing its food exports into the country. Opportunities have emerged with the rise of a middle class having more disposable income demanding higher quality products and with the population becoming more open to international flavours. In the past five years, Wünsche has been selling food specialities initially from Germany and Austria through business-to-business partners.

“Our core strength remains in sourcing – going deep into a product and

seeing if it best fits the market,” says Thomas Wünsche, owner and managing director. “For us to grow our food exports into China, we would need business partners who are willing to invest in the long term with us.”

Starting as a grain and feeds company in 1934, Wünsche has grown to comprise more than 25 operative companies in excess of 35 locations worldwide. It specialises in the development, purchase and trading of store-brand goods and promotional items encompassing food and clothing, electronics and lifestyle articles. Wünsche ventured into the e-commerce business in 2012 and now distributes products to leading commercial chains and online retailers, including Amazon and Alibaba, the owner of the South China Morning Post.



Andre Zuppa (left), managing director of Wünsche Food, signs an agreement with Alibaba

## XELLA PAVES THE WAY FOR ECONOMICAL, SUSTAINABLE BUILDING SOLUTIONS FOR THE FUTURE

High quality, cost effectiveness and sustainability are top priorities in today's construction industry, but few players provide solutions without sacrificing one or two essentials. Xella International delivers all three – and more – paving the way for sturdy, environment-friendly buildings of the future.

Xella specialises in building materials, dry lining panels, and lime and limestone products under renowned brands Ytong, Fermacell and Fels. It is a pioneer and one of the world's largest manufacturers of autoclaved aerated concrete (ACC), which revolutionised the building industry in the 1920s as a lightweight, fire- and mould-resistant material that easily installs



Dr Jochen Fabritius, CEO, Xella Group

without the need for excess steel or insulation.

“We provide solutions, not products,” says Dr Jochen Fabritius, CEO of Xella Group, known for its applied research and construction physics. “Our research and development looks as far ahead as 30 years – assessing how buildings are going to be built, the changes in regulations and the ensuing evolution of our solutions.”

Last year, in an effort to continuously drive cost-effective solutions in a country with increasing labour cost, a panel line – the third of its kind in China – offered improved wall solutions for applications including industrial, commercial, residential, logistics warehouses and government buildings. These solutions

are aligned with China's ambitious goal of using more pre-casted products in order to reduce cost and environmental impact.

“As the global leader in ACC products, Xella strives to be at the forefront of innovative solutions through panels, blocks and partnerships,” Fabritius says. Xella's latest innovations include a dry lining that combines the benefits of AAC and calcium silicate units. The material can potentially decrease the thickness of wall panels and consequently maximise space while reducing construction time, labour and cost.

“Xella is backed by 96 plants and sales organisations in more than 30 countries,” Fabritius says. “Our growing presence and continuous innovation reinforce our commitment to our international clientele – from planners to architects and construction companies, who are similarly always looking to provide better products to their customers.”

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As an owner-managed German company, we at Rhenus believe it is essential to remain close to our customers.

And because each customer, each item and each requirement is different, we not only offer standardised solutions, but combine individual logistics products, if required, so that they are tailored to our customers' individual needs.

## MESSE ESSEN'S TRADE FAIR GROUNDS CREATE BRIDGE BETWEEN INDUSTRIES AND POTENTIAL MARKETS

As one of Germany's leading exhibition centres attracting approximately 1.4 million visitors from more than 150 countries annually, Messe Essen is an ideal environment for world-class trade and consumer fairs – but its modernisation efforts reveal infinite possibilities in one location.

Situated in the city of Essen, which won the European Green Capital Award this year for exemplary sustainability practices, the exhibition centre's state-of-the-art renovations reflect a long trade show tradition honed since 1913.

From 2019 onwards, eight large single-level halls – scaled down from 18 small halls – will enclose wide and well-ventilated open spaces optimised for the construction of booths as high as two



Oliver Kuhr, CEO

storeys using the latest event technologies.

The next generation Messe Essen will also feature a modern 2,000-square-metre glass foyer connected to an underground railway station and a VIP lounge with a separate access road.

“Six million people live in Essen and its surrounding major cities – and this makes our location ideal for business-to-business [B2B] and business-to-consumer [B2C] events,” says Oliver Kuhr, CEO. “The success of our shows – addressing sectors such as welding and cutting, horticulture, energy, metal packaging or sanitary, heating and climate – is related to the strength of our region's industries.”

Messe Essen's strong service-oriented culture and reputation for

building up small shows make it an attractive partner in the German trade show market.

The exhibition specialist's track record of successful B2B events also include the E-world energy and water exhibition – Europe's leading communication platform for energy and water industries – and IPM Essen, a leading international trade fair for horticulture. Its B2C shows include the Essen Motor Show and Equitana horse show.

Messe Essen also manages various trade shows abroad such as Hortiflorexpo IPM – a B2B horticulture fair held in Shanghai and Beijing – and Beijing Essen Welding & Cutting, the Asian export of Essen's world-leading trade fair.

“Asia is our most important international market, but Essen will always be our home base,” says Kuhr. “We are always looking for new opportunities.”

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# GERMANY BUSINESS REPORT

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## DUNGS' BURNER CONTROLS CAN HELP OEMS MEET BEIJING'S STRICTER AIR QUALITY STANDARDS



Karl Dungs, CEO

On the heels of adopting stricter air quality standards starting in April, Beijing will lower the maximum allowable nitrogen oxide (NOx) emissions for new commercial and industrial boilers to only 30 micrograms per cubic metre NOx from the existing 150 micrograms per cubic metre.

In light of this development, affected original equipment manufacturers (OEMs) are recognising the benefits of collaborating with Karl Dungs—a leading expert in hi-tech combustion

controls and burner management systems.

"Our technologies raise the efficiency of burners and gas engines so they can produce exceptionally clean exhaust," says CEO Karl Dungs.

Dungs' father invented the world's first fully automated electronic flame safeguard for heating applications. Today, the company has become well known globally for safe and clean gas combustion. It offers the entire combustion controls hardware and software, from valves to entire gas trains

for heating, process heat and gas engines. DUNGS offers mechanical and electronic system components such as air/gas ratio controls and automatic burner controls incorporating microprocessors and internet-of-things technology.

"Innovation is the centre of our company and is the most important thing we need to offer," Dungs says. "We pursue research and development with clients because this practice creates much more efficient ways of introducing new ideas into this industry."

DUNGS' latest innovation is the iAFR

(intelligent air-fuel ratio) system, which offers a toolbox of different solutions such as O<sub>2</sub>/CO closed-loop control for nozzle-mixed, dual-fuel, premix, or post-mix burners. OEMs can add sensors and controllers via a system bus to get a tailored burner application system. The results are reduced emissions and higher efficiency for heating systems that burn primary fuels.

The company complements its technical expertise with an uncompromising regard for quality. Complying with all global quality

requirements, each DUNGS valve is designed for a long-lasting, reliable operation beyond industry standards.

"We're on the top class of safety," Dungs says. "We work within the boundaries of standards, following defined state-of-the-art processes that guide our collaborations with OEMs, from product development and manufacturing through to installation."

With more than 50 representatives and 14 subsidiaries worldwide, DUNGS foresees further growth, especially in China. If the undertaking in Beijing

becomes successful, the company plans to offer the technologies to other megacities including Shanghai, which is the hub for the company's operations in Asia-Pacific. DUNGS has been active in China since 1988 with independent representatives before it started its own subsidiary in Shanghai in 2006

"DUNGS has a long tradition of working in the Chinese market," says Klaus Frenz, head of marketing communication. "We're here to support our customers' goal for a clean air environment."

## RÖDL & PARTNER LEVERAGES INTEGRATIVE EXPERTISE TO GUIDE COMPANIES THROUGH NEW SILK ROAD

On the heels of the Chinese government's initiative "Made in China 2025", which is driving the broad upgrade of the country's industries, the family-owned professional services firm Rödl & Partner anticipates the further growth of trade between China and Germany. An embodiment of the New Silk Road, increased trade and knowledge-sharing between the two countries have stimulated Rödl & Partner's business, as it is well positioned to serve markets from either end.

Apart from guiding German family-owned companies that expand into markets in China and Asia, the Nuremberg-based firm provides streamlined professional services to

Chinese investors exploring opportunities in Europe, especially within the economically stable and hi-tech haven of Germany. With wholly owned offices and multilingual staff present in 106 locations worldwide, including four in China alone, Rödl & Partner brings together investors and businesses across continents to achieve mutual understanding and success.

"As a firm with a global presence stretching from São Paulo to Shanghai,



Dr. Christian Rödl, chairman of the board and managing partner

we have a broader and more informed perspective of businesses and markets," says Dr. Christian Rödl, chairman of the board and managing partner, and an honorary professor at the University of Erlangen-Nuremberg. "We understand the needs of investors, but we also see the concerns of the investment targets."

Rödl & Partner offers personalised guidance in the areas of legal, tax, including tax declaration and business process outsourcing, audit and management, and

information technology consulting. It shares the same entrepreneurial DNA as its clients and can readily recognise and anticipate their specific needs. Each client has a single point of contact for all concerns. Consequently, the firm's specialists across disciplines and borders collaborate seamlessly while applying quick decision-making processes.

"In our industry, time is money," says Dr. Thilo Ketterer, the partner responsible for China. "We are devoted to supporting our clients wherever in the world they may be, and we're strong and agile enough to endure any challenge. Our success is ultimately based on the success of our clients."

## TRADITION MEETS PRECISION AS SCHIESS BRINGS MACHINE TOOL EXPERTISE TO ASIA

With China expected to comprise 40 per cent of projected global demand for machine tools by 2019, pioneering German machine tool manufacturer Schiess celebrates its 150th anniversary with new offerings for Asia-Pacific's growing industries.

Acquired in 2004 by Shenyang Machine Tool Group (SYMG), the largest machine tool manufacturing company in China, Schiess has the advantage of combining traditional German engineering expertise with SYMG's China-based production resources. Armed with a new product—the standard medium-sized machine—and a close partnership with a major aerospace company, Schiess aims to expand its market share in China and Japan, and enter more Asian markets such



Alain Reynvoet, chief sales officer

as Thailand, South Korea and Indonesia.

"We have a lot of expertise in developing new hi-tech products that meet our customers' day-to-day and future needs," says chief sales officer Alain Reynvoet. "Our competitive strength lies in building everything ourselves. We have our own engineers who ensure that our machines are calculated for

strength and reliability." Known for their maximum precision, reliability and outstanding performance in accomplishing highly complex machining tasks, Schiess machine tools are wholly designed in Germany with fully built models importable either from Germany or China. Machines can also be custom-built in China with German parts. Because of their resilience, older

Schiess machines can be retrofitted with upgraded parts and new technologies while maintaining the same level of high precision and accuracy.

Since 1857, Schiess has produced some of the world's largest machining centres used in heavy industries such as power generation, transport and shipbuilding from its factory in Aschersleben. Schiess machine lines include the Vertimaster and Horimaster series that address a range of production jobs requiring portal turning, milling, drilling, grinding and boring depending on the model.

With a globally active service department, Schiess invites distributors with Asian partners who are highly knowledgeable about their markets and the machine tool industry.

"Accuracy, big machines, good products and good service—that's what we want to be remembered for," Reynvoet says.

## MANROLAND ENDURES AS HIGH-PERFORMANCE PARTNER IN THE NEW ERA OF PRINTED MEDIA

Focused on reinforcing the competitiveness of printed media, Augsburg-based manroland web systems has continued to provide groundbreaking and integrated solutions for commercial web offset, newspaper and digital printing. The German manufacturer's commitment to delivering real added value has also led to its offering of ancillary printing equipment and software products, notably its PECOM-X automation and workflow management system. Since producing its first flatbed press in 1845, manroland has installed more than 1,800 printing systems globally in addition to retrofitting third-party machines.



Alexander Wassermann, managing director and CEO

performance business partner not only for users of traditional web offset systems, but also for those taking the digital route," says Dr. Daniel Raffler, executive vice-president. "We strive to become the preferred service provider of printing houses irrespective of whether they use our machines or are third-party-equipped. We deliver lifetime support—a guarantee of continuity

and quality." While seeing an overall decline in the mature markets, manroland sees expansion opportunities in Asia, which has emerged as the biggest print region. Highlighting its commitment to Asia, manroland opened its own market organisation in China in April last year to

have a direct contact with its growing client base that includes Hong Kong's English-language newspaper *South China Morning Post*. "With solutions that are more market responsive, we have a bright future in China and the rest of Asia," says Alexander Wassermann, CEO and managing director.

A member of Lübeck-based Possehl Group, manroland is actively expanding in digital printing and finishing systems, which allow small runs, short lead times and customised applications. It has its sights on flexible packaging, which can be a better alternative to the more expensive flexographic printing.

"The printed media sector needs new business models to be able to grow again," Wassermann says. "It should not be one-size-fits-all. Every publication has to be tailor-made to each reader's specific interests, and we could play a role in this transition."

## POWER AUTOMATION DESIGNS SOLUTIONS THAT STEER MACHINE TOOL COMPANIES INTO INDUSTRY 4.0

The fourth industrial revolution is underway, and manufacturers are looking at how digitalisation and computer numeric control (CNC) machines can add value to their processes and business models. Adapting to Industry 4.0 can be unsettling for some manufacturers, hence CNC-pioneer Power Automation offers a distinct CNC solution. Upholding the high technology clamour, Power Automation provides the only PC-based CNC software technology for all processes in the machine tool building sector ready for Industry 4.0.

"Industry 4.0 requires the use of new technologies, and to succeed, companies



Bernhard Hilpert, CEO

need to have all the information about their machine tools to make adjustments fast and easily," says Bernhard Hilpert, CEO. "Our Soft-CNC solution gives immediate access to every data in the machine. It is accepted by mid-sized and large machine tool builders for its high accuracy and performance, huge functionality, openness and excellent software architecture."

Power Automation is no stranger to disruptive technology. In the early 1990s, Hilpert secured a patent in the United States for PC-based CNC technology. This led to the creation of the PA 8000 CNC control system, the forerunner of today's

PA 9000, which uses real-time Ethernet for the control of motors, drives, inputs, outputs, and other peripherals.

Using the PA 9000 Soft-CNC, a machine tool builder can choose out of various suppliers of industrial PCs, panels, control units, motors and drives. Furthermore, machine tool builders can autonomously implement their own software functions into the PA real-time kernel, which then safeguards their own know-how. "Nobody can run a machine today that is as fast, accurate and flexible as with our Soft-CNC," Hilpert says.

Expanding beyond Europe and the US, Power Automation is bolstering its presence in mainland China, Taiwan, Japan and South Korea. The PA 9000 Soft-CNC will be presented at the Taipei International Machine Tool Show from March 7 to 12.

## EYE-TECH SPECIALIST SCHWIND SEES BRIGHTER FUTURE FOR REFRACTIVE SURGERY

Eye diseases left untreated may lead to more serious complications. Such is the case in China, where cataracts, cornea diseases, trachoma and glaucoma are common causes of blindness among 18 per cent of the world's visually impaired. Schwind eye-tech-solutions pushes the boundaries of refractive and therapeutic corneal surgery research to develop cutting-edge eye laser systems that optimise vision, and consequently improve the quality of life of people.

A pioneer in refractive surgery technology, particularly excimer lasers, Schwind sets the industry benchmark through its intensive focus on research and development. Schwind's Amaris line



Rolf Schwind, president and CEO

advances excimer laser technology as it built on its 500 hertz system and upgraded it further to develop the 750 hertz and 1,050 hertz systems.

The higher pulse rates of the Amaris 750 hertz and 1,050 hertz systems shorten treatment times and minimise risk of corneal dehydration. Since July 2016, there have been 3 million treatments globally using the Amaris technology.

"We are an international technology leader because we listen to customers," says president and CEO Rolf Schwind. "We are in tune with their needs and act swiftly to respond to them."

Schwind's expertise in refractive surgery and related technologies

empowers the company to blaze a trail for new surgery methods such as SmartSurf. In a single step, the Amaris laser corrects vision without incisions. Since the procedure is non-invasive, safe, gentle and applies no stress on the cornea, healing occurs faster.

Continuing on its innovative streak, Schwind is developing mobile excimer laser systems, making them lighter and smaller to provide users greater flexibility. The company is also working on addressing intrastromal ablation using femtosecond laser instead of an excimer laser. Schwind hopes to bring these developments to market by the end of this year.

In Asia, Schwind is present in mainland China, Taiwan, Singapore, South Korea, Vietnam, Malaysia and the Philippines through exclusive partnerships with distributors.

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