**Elektror airsystems expands in Asia**

**New production plant in China expands global presence of premium manufacturer of industrial fans**

Ostfildern/Changzhou, 08.08.2023 – Elektror airsystems, manufacturer of industrial fans from Ostfildern, Germany, officially opened its new production plant in Changzhou, China on 10.07.2023. The 2.000 m² facility is managed by the newly founded production company Elektror airsystems (Changzhou) Co. Ltd. and is designed to produce 10,000 to 12,000 industrial fans per year for selected product range, and also served as logistics center of Asia Hub. The produced fans are destined for markets in China as well as in the Asia-Pacific region all the way to India.

"Our business in China and across Asia has performed very well in recent years. For example, we have doubled our turnover since 2017 to 2022. With the new production company and the new plant, we are now laying the foundation for the further expansion of our activities in Asia," explains Ulrich Kreher, Managing Director of Elektror Group.

Elektror currently generates 95% of its turnover from Asia directly in China. However, the new production site in Changzhou is intended to open up further Asian markets. "China also serves as a springboard for Elektror to the Asian market and Oceania. With the new production site, we can react more quickly to local requirements and customer wishes. In addition, we are reducing material and transport costs as well as delivery times," says Jan Oellers, CSO and member of the management board of Elektror Group, explaining the advantages of the new plant.

Elektror is paying particular attention to offering models that are in particularly high demand on the Asian market. These include, for example, the HRD aluminium high-pressure fan. "We want to place our expertise in high-speed industrial fans made of cast aluminium with speeds above 60 Hz more strongly on the Asian markets. That is why we made this investment in the new location. The new plant thus complements our existing production facilities in Europe as part of our international growth strategy. This means we are perfectly positioned for the respective local markets," emphasises Steffen Kraft, CTO and member of the management board of Elektror Group.

Changzhou was chosen as the location because of various advantages: "It has excellent transport links to the industrial centre of the Yangtze River Delta, offers high growth potential and good availability of labour. The establishment of this production here reflects our commitment to China, and with this humble beginning where we will keep promoting growth and continue to play our part supporting our people, our customers, our partners and our communities.," explains Ling Hu, Managing Director of the new production company Elektror airsystems (Changzhou) Co. Ltd.

Elektror has been represented in China since 2013 with its own sales company in Beijing and field offices in Changzhou and Chengdu. In doing so, Elektror has always focused on natural growth.

**Image texts:**

Elektror\_China\_Opening\_01\_0R2A4774.jpg

The new Elektror production plant in Changzhou is opened: (from left to right) Sebastian Weiß, Head of Sales Asia; Feng Liang, Deputy Director of the JinTan Economic Development Zone (JTEZ); Ling Hu, Managing Director of Elektror airsystems (Changzhou) Co. Ltd; Yang Jian, representative of the Jintan District Standing Committee and Party Secretary of the JTEZ; Jan Oellers, CSO and Executive Committee Member of Elektror Group; Steffen Kraft, CTO and Executive Committee Member of Elektror Group;

Kent Zhu, Deputy Director of the JTEZ and Director of the Sino-German (Changzhou) Innovation Park; Xin Chen, Managing Director of Elektror airsystems (Beijing) Co., Ltd.

Elektror\_China\_Opening\_02\_0R2A4813.jpg

At the opening ceremony: the Elektror management team with the team Elektror airsystems (Changzhou) Co. Ltd.

**About Elektror airsystems gmbh**

Elektror turns air into a means of production. With our radial fans, axial fans and side channel blowers, we always provide the right air flow volume and pressure for air-related applications. The use of cast aluminium, steel and stainless steel as materials for our fans and compressors makes them suitable for a wide range of operating conditions. Customised solutions, complete systems and competent consulting round off the core competences of Elektror.

Air is a central component of almost all production processes in industry and in manufacturing. That’s why we can be found in many different applications and sectors. For example, our systems dry the chocolate coating on biscuits, keep the air in production halls clean, cool workpieces for further machining, support efficient treatment of drinking water and much more.

Today, Elektror employs a staff of around 450 at its headquarters in Ostfildern (Esslingen district), at numerous international sales locations and at the production sites in Waghäusel (Germany), Plüderhausen (Germany), Chorzów (Poland) and Changzhou (China).