Duermentingen, Dezember 2022

Georg Schlegel GmbH & Co. KG

Founding of a Joint Venture in China by SCHLEGEL

SCHLEGEL Electronics Ltd. is located in Guangzhou

GEORG SCHLEGEL, located in Duermentingen, now also has its own subsidiary in China: Together with Southchina Electronics Technology Ltd., SCHLEGEL has founded a joint venture – SCHLEGEL Electronics Ltd. The joint company, in which SCHLEGEL has a majority shareholding, is located in Guangzhou.

SCHLEGEL has been present on the Chinese market for over 40 years through partners in Hong Kong, Shanghai and Beijing. With the new company we hope to further strengthen our position on that market: "We will increase our presence in China with the joint venture and can assist our customers even better," are the convincing words of managing director Christoph Schlegel. "The quality, the versatility and the design of our products, joint by the market expertise of our partner is a perfect combination."

SCHLEGEL Electronics Ltd. in China is a pure subsidiary. Customers and distributors will now get their support from our SCHLEGEL Electronics coworkers and will be supplied via the stock in Guangzhou. This will be valid from 1st of January. The products will purely remain "Made in Germany".

"It was in 2018 when the plans for the joint venture in China were put in concrete terms for the first time, and four years later they have finally become reality," Christoph Schlegel said at the opening ceremony which could only be held digitally due to the stric COVID rules in China. The general conditions have gotten harder since 2018, but still the managing director of SCHLEGEL is confident that the joint venture in China will be successful and "that we will grow together".

The founding of this new international subsidiary is another brick within the company´s strategy for internationalisation. This joint venture is SCHLEGEL´s fourth subsidiary. In 1980, Georg Schlegel Vertriebsgesellschaft has been founded in Austria, in 1995 another subsidiary in Singapore followed. Just back in September, SCHLEGEL established a third subsidiary in the US. Apart from this, SCHLEGEL is represented via distributors or partners in more than 80 countries on all continents.

SCHLEGEL develops and produces pushbuttons and switches, emergency-stops, panel mount jacks, RFID and bus systems, enclosures, and terminal blocks. SCHLEGEL products, all "Made in Germany", are characterised by high quality and award-winning design. They can be found in trains, luxury yachts or elevators as well as in industrial plants, laboratory technology or on airports worldwide. Customers particularly appreciate the flexibility and the professional know-how in the development of customised solutions for individual applications. The company was founded in 1945.

Photo

Photo caption: Managing director Christoph Schlegel, deputy head of sales Ulrike Lemke and managing director Wolfgang Weber (from left) are happy about the founding of SCHLEGEL Electronics in China. Photo: SCHLEGEL





By cutting this red band the joint venture has been officially opened. Photo: SCHLEGEL

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About Georg Schlegel GmbH & Co. KG

Schlegel stands for innovation, quality and design. Founded in 1945, Schlegel is today a globally operating company with headquarters in Germany, sales offices in Austria and Singapore, and exports to more than 80 countries on all five continents. The core competences: Development and production of control units, pilot lights and terminal blocks. The product portfolio further includes bus systems, enclosures, limit switches, control panels and functional components. When developing new products, Schlegel sets high standards as to the design. More than 100 national and international design awards confirm the company's high level of design expertise, among these prizes are the iF Design Award, the Red Dot Award, the Good Design Award and the German Design Award.