

ebm-papst Celebrates 30 Years in China

Three Decades of Local Expertise Lay the Foundation for Efficient and Intelligent Air Technology

Shanghai, China | September 23, 2026

On September 21, ebm-papst celebrated its 30th anniversary in China with an anniversary event in Shanghai. Several members of the management team as well as employees from across China were joined by government representatives, customers and business partners to look back on the development of the subsidiary in China and discuss the opportunities of an increasingly digitalized economy.

Over the past three decades, ebm-papst has undergone three fundamental stages of development in China: from pure sales to local production, from production to building comprehensive capabilities in research, development and supply chain management, and from a product supplier to a systems and technology partner. Continuous investment and local innovation have shaped the development of the subsidiary in China and strengthened its local capabilities. This strengthens proximity to local customers while at the same time supporting the global exchange of knowledge and experience within the Group.

“When we entered the Chinese market 30 years ago, our role was primarily to bring products and technologies to the market. Today, the exchange works both ways: expertise built in China in manufacturing, engineering and innovation contributes to our global network. This shift from serving the Chinese market to innovating together is one of the most important outcomes of our development here. China is not only a key market, but also helps shape our capabilities,” said Dr. Klaus Geißdörfer, CEO of the ebm-papst Group.

This development reflects ebm-papst’s long-standing “Local for Local” strategy. Solutions are developed and manufactured where customers need them. This shortens development and delivery times, strengthens competitiveness and makes the company more resilient to geopolitical uncertainties.

Today, ebm-papst China operates a closely integrated network spanning research and development, manufacturing, logistics and customer support. Its plants in Shanghai, Xi’an and Foshan work closely together to provide customers with fast and flexible support. The localization rate now exceeds 90 percent.

Efficiency and resource conservation play an important role at ebm-papst, not only in its solutions for customers, but also at its own plants. The Xi’an production plant has been recognized as a “National Green Factory.” The photovoltaic systems installed there cover around half of the plant’s electricity demand, making an important contribution to reducing resource consumption and improving operational efficiency.

“Customers no longer judge performance based on the technical specifications of a fan alone. Instead, the focus is on energy consumption,

Corporate Communications

Hauke Hannig

Vice President Corporate
Communications & Public Affairs
Spokesperson
ebm-papst Group

Mobile: +49 171 36 24 067

Hauke.Hannig@de.ebmpapst.com

Katharina Eberhardt

Deputy Spokesperson &
International Communications
ebm-papst Group

Mobile: +49 171 1292032

Katharina.Eberhardt@de.ebmpapst.com

Product- and Technical Communication

Corinna Schittenhelm

Press Officer ebm-papst Mulfingen

Phone +49 7938 81-8125

Mobile: +49 160 95291949

Corinna.Schittenhelm@de.ebmpapst.com

Media Contact

Phone: +49 7938 81-0

Presse@de.ebmpapst.com

[Facebook](#) / [Youtube](#) /
[Instagram](#) / [LinkedIn](#)

www.ebmpapst.com

PRESS INFORMATION

ebmpapst

engineering a better life

reliability and operating costs across the entire system. The rapid growth of AI is raising the requirements for data center cooling while also creating new opportunities for innovation. By getting involved at an early stage of customer projects, we can turn local expertise in engineering, manufacturing and service into measurable operational improvements for our customers. Ultimately, our contribution is reflected in system performance and energy costs, not just in product specifications,” said Thomas Nürnberger, Chief Sales Officer of the ebm-papst Group and CEO Air Technology APAC & MEA.

The development in China demonstrates how ebm-papst’s “Local for Local” strategy is put into practice. With strong local capabilities, close customer relationships and close integration within the Group, the Chinese subsidiary now makes an important contribution to ebm-papst’s global success.

Captions (Source: ebm-papst):

Picture 1: ebm-papst officially kicks off the celebrations marking the 30th anniversary of its Chinese subsidiary. From left to right: Ramon Liu, Vice President Operations & Integrated Supply Chain, ebm-papst APAC & MEA; Mary Yan, Vice President Strategic Purchasing, ebm-papst APAC & MEA; Thomas Nuernberger, CSO of the ebm-papst Group and CEO Air Technology APAC & MEA; Zhuang Yong, Deputy Director of the Jinqiao Administrative Bureau, China (Shanghai) Pilot Free Trade Zone Administration; Dr. Klaus Geissdoerfer, CEO of the ebm-papst Group; Frank Mayer, COO of the ebm-papst Group and CEO Air Technology Europe; Arlene Xu, Vice President Human Resources, ebm-papst APAC & MEA; and Henry Cheng, Vice President Sales & Marketing, ebm-papst China.

Picture 2: ebm-papst celebrates its 30th anniversary in China together with customers, business partners and other guests.

About ebm-papst

The ebm-papst Group is a leading global provider of innovative ventilation solutions for air, refrigeration and climate technology, headquartered in Mulfingen, Germany. The company develops and manufactures innovative components for HVAC and cooling applications, combining advanced fan and blower technology with electronics, controls and software & service.

For more than 60 years, ebm-papst has set international standards through innovation in aerodynamics, motor technology, electronics and digitalization.

With its energy-efficient and intelligently connected technologies, ebm-papst supports the reduction of CO₂ emissions, digitalization and the development of future-ready infrastructure worldwide. Its technologies are used in a wide range of applications, including data centers, building and heating technology, industrial applications, cleanrooms, cold chains and renewable energy.

Corporate Communications

Hauke Hannig

Vice President Corporate Communications & Public Affairs
Spokesperson
ebm-papst Group

Mobile: +49 171 36 24 067

Hauke.Hannig@de.ebmpapst.com

Katharina Eberhardt

Deputy Spokesperson &
International Communications
ebm-papst Group

Mobile: +49 171 1292032

Katharina.Eberhardt@de.ebmpapst.com

Product- and Technical Communication

Corinna Schittenhelm

Press Officer ebm-papst Mulfingen

Phone +49 7938 81-8125

Mobile: +49 160 95291949

Corinna.Schittenhelm@de.ebmpapst.com

Media Contact

Phone: +49 7938 81-0

Presse@de.ebmpapst.com

[Facebook](#) / [Youtube](#) /
[Instagram](#) / [LinkedIn](#)

www.ebmpapst.com