PRESS INFORMATION

ebm-papst Opens New Air Technology Hub in Malaysia

New regional hub combines local assembly, application expertise and digital services to support customers across Southeast Asia

Mulfingen, October 26, 2026
ebm-papst officially opened its new Air Technology Hub in Shah Alam on October 22. The new hub brings together local assembly, warehousing, application support, digital services and customer training, strengthening the company's ability to serve customers in Malaysia and across Southeast Asia with faster response times, enhanced technical support and improved local availability.

The grand opening brought together customers, business partners, and representatives from the HVAC industry. Guests toured the new facility and learned more about its assembly, laboratory, warehouse, and customer experience capabilities.

Air technology has formed the foundation of ebm-papst's business for more than six decades. Going beyond a conventional production facility, the Air Technology Hub extends local capabilities across the product lifecycle. These include local RMA (Return Material Authorization) analysis, repair and refurbishment of selected products, fan health monitoring, and retrofit proof-of-concept initiatives. Together with technical training for customers, partners and employees, these services support knowledge transfer and local talent development while bringing expertise and services closer to local markets.

"Customers today expect more than an efficient fan or motor. They need partners who understand the complete application and can help reduce energy consumption, enhance reliability and optimize lifecycle performance," said Thomas Nuernberger, Chief Sales Officer of the ebm-papst Group and President & CEO Air Technology Asia-Pacific, Middle East & Africa. "The Malaysia Air Technology Hub brings our technology and expertise closer to customers in Southeast Asia. It is an important part of our Local for Local strategy and reflects our long-term commitment to the region."

The hub covers approximately 3,000 square metres, including a 2,000-square-metre warehouse, a 500-square-metre assembly and laboratory area, and a 500-square-metre office area. It supports the local assembly of high-demand products for various application types, as well as quality analysis, digital services and solutions, and customer training. The warehouse will stock selected products locally, helping improve availability and shorten delivery times.

The facility also includes a Customer Experience Center where customers and partners can explore ebm-papst technologies for different applications and discuss opportunities to improve system performance through intelligent controls, digital connectivity and retrofit solutions.

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“The Air Technology Hub connects the physical product with the expertise and digital capabilities needed to improve its performance in real applications,” said Thomas Schwab, Vice President of Digital Services and Solutions, APAC & MEA, and Managing Director of ebm-papst Southeast Asia. “By combining application expertise with digital services and solutions in one location, we can work more closely with customers, use operating data more effectively and develop solutions tailored to their specific systems and operating conditions. In this way, we can achieve even greater energy savings and help improve the reliability of our customers’ equipment through measures such as predictive maintenance and fan health monitoring.”

Malaysia was selected for the new hub because of its established industrial base, skilled workforce and strategic location within Southeast Asia. Growing investment in HVAC systems, data centers and energy-efficient buildings is driving demand for reliable air technology and stronger local technical support.

“For our customers, the main difference is proximity and flexibility”, said Ramesh Swaminathan, Sales Director of Malaysia, Thailand and Vietnam and Country Manager of ebm-papst Malaysia. “By building greater local capability, we can adapt the product mix more flexibly to meet changing customer requirements while reducing lead times and optimizing local conversion to finished goods. Customers will also benefit from faster root cause analysis and expanded lifecycle services enabled by the Hub’s technical capabilities. The Hub therefore goes beyond faster delivery, enabling us to support customers and create value throughout the product lifecycle.”

The Malaysia Air Technology Hub forms part of ebm-papst’s regional Air Technology Hub network in Asia-Pacific, alongside the South China Air Technology Hub in Guangdong, China. By connecting Southeast Asian customers more closely with the company’s wider technology network, the new hub will strengthen long-term partnerships and help customers improve the efficiency, reliability and overall performance of their air technology systems.

Captions (Source: ebm-papst):

Picture 1: Thomas Nuernberger shares ebm-papst's vision at the Malaysia Air Technology Hub Opening Ceremony.
Picture 2: Guests tour the new Air Technology Hub and learn about its local assembly, IoT programming, warehousing and customer training capabilities.

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

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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 technological standards in aerodynamics, motor technology, electronics and digitalization.

With its energy-efficient and intelligently connected solutions, ebm-papst supports the reduction of CO_2 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.

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