



Press release

ebm-papst China Celebrates 20th Birthday Jubilee Celebration in Shanghai

Mulfingen, Shanghai, ebm-papst writes success story in China for 20 years. As early as 1996, the company management of the leading manufacturer of fans and motors recognized China's future potential and set up a subsidiary there. This year, the subsidiary in China has organized a jubilee celebration with employees and customers on the occasion of its 20th birthday.

After initial talks with partners and customers, ebm-papst opened its doors as an independent company with 13 employees in Shanghai's free trade zone. The Chinese government granted ebm-papst special permission to do so, allowing the German company to avoid entering into a joint venture with a Chinese partner. Initially, the company's goal was to import fans and motors from Germany in order to sell them in the Chinese market.

There were many reasons for the expansion into China. One was to "follow the customers from the West" – more and more of whom were expanding toward Asia and especially China in the mid-1990s – as Thomas Borst, Managing Director Sales and Marketing explained in his speech at the celebration in Shanghai. Another reason, according to Borst, was that "early on, ebm-papst recognized the enormous potential the Chinese market held" and was eager to tap it.

Four years later, the concept of local production for the Chinese market was implemented with the construction of the first production company in November 2000. However, today's technology leader was not interested in transferring jobs or entire manufacturing facilities from Germany to so-called low-wage countries. ebm-papst's objective was to be in a position to satisfy regional needs more individually, thus increasing its market share. Based on the successful strategy, the company built an additional manufacturing company in Shanghai only five years later in August 2005.

Opening the research and development center in 2012 was a key milestone in the history of the Chinese subsidiary. The first R & D center outside Germany was established to expand the number of development partnerships with Asian customers and enable the production of customized products for the Chinese/Asian markets. In highly modern laboratories for air performance and acoustics measurement, both in-house developments and customer applications are tested for their noise levels, energy efficiency and flawless operation.

Since its establishment in 1996, ebm-papst China has experienced extremely positive development. The company has grown from its initial 13 employees to 1,700 today. In addition to the European Economic Area, China and Asia are one of ebm-papst Group's largest markets. At the birthday celebration, Mr. Borst thanked the employees and customers for their commitment and many years of loyalty, attributing a strategically key

Hauke Hannig
Press spokesperson
ebm-papst Group

Phone: +49 7938 81-7105
Fax: +49 7938 81-97105
Cell: +49 171 3624-067
Hauke.Hannig@de.ebmpapst.com

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Author: Nobile, Roberto-Fabio
Volunteer
ebm-papst Group
Phone: +49 7938 81-8313
Roberto-Fabio.Nobile@de.ebmpapst.com

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continued role for the development of ebm-papst to China.

Captions (photos ebm-papst)

Fig. 1: Production employees assembling centrifugal fans.

Fig. 2: Along with 1,700 employees, Group Managing Directors Thomas Borst (5th from left) and Dr. Bruno Lindl (2nd from left) celebrate the Chinese subsidiary's 20th birthday.

Fig. 3: Assembly line in Shanghai. Local production facilities are especially important for ebm-papst so the company can satisfy special regional needs.

Fig. 4: ebm-papst opened a research and development center in Shanghai's free trade zone in 2012.

About ebm-papst

The ebm-papst Group is the world's leading manufacturer of fans and motors. Since it was founded, the technology company has continuously set global industry standards. Developments have ranged from electronically controlled EC fans, through aerodynamic improvements of fan blades, and on to the resource-conserving selection of materials, with sustainable materials being just one option.

In fiscal year 2015/16, the company achieved sales of almost €1.7 billion. ebm-papst employs approximately 12,500 people at 18 production sites (in Germany, China, the United States and elsewhere) and in 57 sales offices worldwide. Fans and motors from the global market leader can be found in many industries, including ventilation, air conditioning and refrigeration, household appliances, heating, automobiles and drive engineering.

Hauke Hannig
Press spokesperson
ebm-papst Group

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Fax: +49 7938 81-97105
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