

## Media information

### **Mennekes announces new subsidiary in China**

#### **A 1.8 million Euro investment in the provincial metropolis of Nanjing – Mennekes will maintain a smaller interest in the current joint venture**

**Kirchhundem/Nanjing**, At the start of March 2012 a new subsidiary of the Mennekes Group started operating in Nanjing, a city with a population of five million in Jiangsu province. Mennekes Industrial Electric (Nanjing) Co., Ltd. will supply the complete range of Mennekes products to the Chinese products, from wall- and panel-mounted sockets through plugs and connectors to AMAXX receptacle combinations. The leading manufacturer of industrial plugs and sockets and charging systems for electric vehicles will invest around 1.8 million Euros in the start-up. The new company, a wholly-owned Mennekes subsidiary, has evolved from the successful joint venture with the Chinese company Nanjing Putian.

Mennekes and Nanjing Putian formed the Nanjing Mennekes Electric Appliances Co. joint venture, which has enjoyed huge success in China, over 16 years ago. At the end of 2011 the management teams of both companies signed contracts for further collaboration. Under the terms of these deals, Mennekes is to reduce its interest in the joint venture and will play the role of strategic partner going forward. Nanjing Mennekes Electric Appliances Co., Ltd. will focus on the distribution of customer-specific power distribution boxes of different designs.

At the same time Mennekes is investing in the start-up, which is assuming the regular customers of the joint venture, thereby expanding its presence in the fast-growing Chinese market by a further site. With its own field representation and local workforce,

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this new subsidiary further strengthens Mennekes' focus on China, a key market of the future.

“The size of the Chinese market requires a clear focus with regard to range, service, contacts and partner and delivery capacity,” says Christopher Mennekes, Managing Director of the Mennekes Group. At the same time, the creation of the new company is a logical step in the company's international expansion strategy. “This latest move is again in keeping with our “Think global - act local” philosophy and strengthens our capacity to serve the key markets of the future from local facilities,” says Andreas Sprecker, Managing Director, Sales and Marketing.

Christopher Mennekes stresses that the company's commitment in China also plays a pivotal role in strengthening Mennekes' production in Germany: “By investing in China we are also securing jobs at our German sites, because we produce the semi-finished components here that undergo final assembly in China.”

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Picture:



Grand Opening of the new Mennekes subsidiary in the provincial metropolis of Nanjing.

The photograph shows, from left to right:

Christoph Epe (Managing Director Mennekes Group), Jörg Schneider (Mennekes Sales Director Asia Pacific), Ni Haijin (Managing Director Nanjing Mennekes), Christopher Mennekes (Managing Partner Mennekes Group), Dietmar Löcker (Managing Director Mennekes Industrial Electric), Wang Hong (Managing Director Nanjing Putian), Walter Mennekes (Managing Partner Mennekes Group), Chen Hao (Provincial Government Nanjing), Frederic Jörgens (German Consulate General Shanghai), Andreas Sprecker (Managing Director, Sales and Marketing, Mennekes Group), Bernd Wagner (Head of Sales Mennekes Industrial Electric).

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*MENNEKES Elektrotechnik GmbH & Co. KG was founded in 1935 and is the developer of the German standards draft for charging couplers as well as leading manufacturer of industrial plugs and sockets. The company has a global presence with subsidiaries and representations in more than 90 countries and employs more than 900 people worldwide. The product range comprises standardised plugs and sockets in over 11,000 different variants and designs as well as charging couplers for electric vehicles, which were awarded with the first VDE test seal ever. We take an integrated approach towards electric mobility and develop components like charging plugs, charging cables and vehicle inlets as well as complete charging stations for commercial and private application. The solutions thus fulfil perfectly the requirements of car manufacturers, electric utilities and consumers. In the past business year, the MENNEKES Group achieved a consolidated turnover of more than 110 million Euros. More than half of the turnover is made in export.*

*More information at [www.MENNEKES.de](http://www.MENNEKES.de) and at Facebook, Twitter and YouTube.*

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