



HIMA moves to the next level in China

HIMA moves to a wholly foreign-owned enterprise

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HIMA has relaunched its Chinese operation in the form of a wholly foreign-owned enterprise. The new company is named HIMA (Shanghai) Industrial Automation Co., Ltd.

Speaking about the new entity, Steffen Philipp, Managing Partner of HIMA Group said, “China is the fastest growing market for HIMA, and we are seeing strong opportunities in both the process and rail sectors. With our new company, HIMA can bring its full strength to bear and offer the Chinese market a broader range and depth of technology, services and training support.”

Previously, HIMA had operated in China as part of a joint venture. Following a strategic review of the business and their long-term objectives, the safety specialist relaunched its Chinese operation on July 1, 2016, as the wholly foreign-owned enterprise HIMA (Shanghai) Industrial Automation Co., Ltd.

To introduce its new entity, HIMA held a conference at the Ritz-Carlton Hotel in Shanghai. Attending the event were nearly 100 customers and business partners. Speaking at the event, Wolfgang Hagn, Managing Director of HIMA China, said, “We have changed our structure because of the advantages it offers to our customers. HIMA China will offer access to one-stop shopping and best-in-class service. This is vital as China is strategically important to HIMA as we look to reinforce our position as the leading independent global supplier of safety-related automation solutions.”

HIMA has operated in the Chinese market since 2001. Initially, the company collaborated with a sales agent. In 2006, the agent and HIMA formed a joint

venture. The joint venture operated successfully for 10 years and expanded HIMA's customer base and market penetration in China.



Photo caption: HIMA Shanghai Sales and Marketing Team at the HIMA Shanghai Founding Conference and Product Seminar, held July 25, 2016.



Photo caption: Peter Sieber, HIMA's Vice President Global Sales (background); Wolfgang Hagn, Managing Director of HIMA China (middle); and Michael Sora, Director Operations at HIMA China, (left), took center stage at the HIMA Shanghai Founding Conference and Product Seminar.

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About HIMA

The HIMA Group is the world's leading independent provider of solutions for safety-critical applications. With more than 35,000 installed systems and TÜV-certified hardware and software, HIMA qualifies as the safety automation industry's technology leader. For over 45 years the world's largest oil, gas, chemical, pharmaceutical and energy-producing companies have relied on HIMA products, services and consulting to provide uninterrupted plant operations and protection for people and the environment. HIMA solutions are also leading the way to increased safety and profitability in the rail industry, logistics and machine operations. A family-owned safety specialist, HIMA operates from over 50 locations worldwide, has a workforce of approximately 850 employees and in fiscal year 2015 generated sales of nearly €119 million. Discover more at <http://www.hima.com>

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