



### Belimo Incorporates Subsidiary in Hong Kong

#### Expansion of the Belimo sales organization in Asia

Belimo Automation AG, Wetzikon, a company specialized in the development, assembly, and distribution of damper actuators in ventilation and air-conditioning installations, as well as mixing valves in heating systems, incorporated a subsidiary in Hong Kong at the beginning of October. By being present in Asia, Belimo intends to work the Asian markets in a more intense and targeted manner. In addition, Belimo Hong Kong will support the marketing activities of its established partners in sales, optimize its distribution logistics, and make sure that local customer requirements are identified early on. Belimo is thus creating the conditions for participating in the large, long-term growth opportunities of this region.

Since the beginning of October, Belimo has been present in Hong Kong with a subsidiary of its own. The corporation thus has strengthened its base for the quick development of the dynamic markets in Southeast Asia. Longterm, Belimo expects to achieve substantial growth rates, primarily in China and the Tiger states (Korea, Malaysia). By incorporating its subsidiary and expanding its decentralized sales organization, Belimo meets the consistently increasing demand for Belimo damper actuators in this region.

#### Advice and service on the customer's doorstep

Belimo offers a broad product range worldwide but adapted to local requirements; its current market share is above 65 percent in Europe, approximately 35 percent in North America and about 10 percent in Asia. After having become the market leader in North America, Belimo now intends to expand its activities in Asia in a targeted manner. In addition to the high quality of Belimo products and their technical leading edge, advice and service directly to the customer are decisive for success.

Being present in Asia enables Belimo to meet the specific needs of those markets. Due to consistent concentration on a special area, Belimo products are based on innovative, technologically leading solutions offering an above-average price/performance ratio.

#### Expanding and nurturing customer relationships

Direct attention to the Asian market also enables Belimo to deepen and offer closer attention to customer relationships with all relevant target groups such as component manufacturers (OEMs), control companies, service providers, dealers, contractors, and end users. In the future, Belimo will therefore be able to assist international groups of large projects in a consulting capacity from the beginning of the planning phase. This simplifies direct discussions with the contractor, architects, and planners, to increase the concrete application benefit of the products and to give support to the optimal installation and service.

Belimo is represented in more than 40 countries and employs about 450 workers and employees in the group companies, over 250 of them in Switzerland. For the year 1997, Belimo expects an impressive growth of sales and profit.