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SIMONA opens plant in China

Closer proximity paves way for additional market share in Asia/Pacific – PP sheet production commences, PVC to follow by end of 2010



Kirn, 23 February 2010. The official opening of SIMONA's first production facility in Asia has been scheduled for 10 April 2010. Located in the southern Chinese province of Guangdong, the company's Jiangmen site spans an area in excess of 40,000 square metres. The facility built as part of the first phase of construction will accommodate extrusion lines for the production of polyolefin sheets. Subsequent phases will focus on the expansion of production facilities to include PVC products by the end of 2010. The company has invested approx. USD 10 million in the new plant.

„The new plant in Asia clearly illustrates our commitment to an incisive programme of internationalisation and a long-term policy of growth," said Wolfgang Moyses, CEO of SIMONA AG, adding that the company would continue to pursue its investment plans despite challenging economic conditions. Moyses went on to explain that the Asia/Pacific region is one of the fastest-growing markets for plastic products. "In taking the decision to establish a plant in Asia, we have also responded to our customers' local requirements, the aim being to serve the market with faster response times and thus realise the enormous potential of the Asia/Pacific region. Within this context, SIMONA will be positioning itself as a quality leader for all areas of applications. Drawing on our unrivalled expertise in the field of process engineering and leveraging our local production capabilities, we are committed to capturing additional market share in this region.“

Among SIMONA's principal sales markets are chemical tank and equipment engineering, the semiconductor industry, mechanical engineering and the mining industry. SIMONA serves the Asia/Pacific region via its sales offices in Hong Kong and Shanghai. Business in the Asia/Pacific region is headed by Edmund Poon, who joined SIMONA in 1996.

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