

Press Release

euromicron strengthens footprint in the growth market of China

- euromicron's ProCom founds subsidiary in China
- Expansion of the rail network in China offers future growth potential in existing business
- Tapping of new market segments in China, such as petrochemicals

Frankfurt/Main / Essen / Beijing, November 2nd, 2017 – ProCom Professional Communication & Service GmbH, a subsidiary of euromicron AG, is intensifying its business activities in China and has established its own branch there. The new subsidiary ProCom Communication Systems Trading (Beijing) Co., Ltd was founded at the beginning of August and is headquartered in Beijing. The euromicron Group is thereby strengthening its position in the attractive growth market of China.

With its SOS tunnel emergency call system for high-speed lines, ProCom is the preferred supplier to the Chinese rail industry. Over 10,000 terminals have already been supplied and ProCom Beijing will be responsible for servicing and maintaining them in the future. In addition, the Chinese government's 13th Five-Year Plan (2016-2020) envisages minimum investments of around €500 billion in building new railway lines. Cities with a population of more than 200,000 are to be connected to the rail network which – at 19,000 kilometers – is already the world's longest high-speed train network. New tunnels are needed for that, for example in the mountainous countryside in Western China – and that means prospects for further orders for the euromicron Group.

Whereas ProCom operates not only in rail business, but above all in the steel industry at present, it also aims to tap new market segments in China. The petrochemicals sector in particular promises further growth potential. Due to recertification of its call stations, ProCom achieved in 2017 the highest protection class for dust and gas in areas where there is a risk of explosion. Thanks to this high standard of quality, ProCom has already been able to win and accomplish initial orders in China in the petrochemical segment.

Jürgen Hansjosten from euromicron AG's Executive Board states: "By founding the ProCom branch in China, we've laid the foundations as part of our internationalization efforts to enhance our customer proximity there in the future and benefit more greatly from growth in the Chinese market. With our expertise on the ground, we as euromicron can operate more flexibly and expand our business further moving ahead."

Roland Hünteler, Managing Director of ProCom Professional Communication & Service GmbH and Chairman of the new Chinese branch, comments: “Our own branch in China will enable us to address the needs of the growing market for intercom, alerting and announcement systems even better. As part of installation of the systems, we deliver and fit the initial equipment and also provide service and maintenance, which are carried out by experienced local specialists. Moreover, sales can also continue to rely on our established sales network and our partners in the Chinese market.”



Photo 1: SOS tunnel emergency call system from ProCom



Photo 2: Jürgen Hansjosten, Member of Executive Board, euromicron AG



Photo 3: Roland Hünteler, Managing Director of ProCom Professional Communication und Service GmbH

About euromicron AG:

euromicron AG (www.euromicron.de) is a group that unites medium-sized technology companies from the fields of Digitized Buildings, Critical Infrastructures and the Smart Factory. As a German specialist for the Internet of Things, euromicron enables its customers to network business and production processes and successfully move to a digital future. From design and implementation, operation, to related services – euromicron implements customized solutions and creates the IT, network and security infrastructures required for them. As a result, euromicron lets its customers migrate existing infrastructures gradually to the digital age. euromicron's expertise helps the company's customers increase their agility and efficiency, as well as develop new business models that lay the foundation for commercial success down the road. The technology group is headquartered in Frankfurt/Main, has been listed on the stock exchange since 1998 and employs around 1,800 people at 30 locations. The euromicron Group comprises a total of 17 subsidiaries, including the brand names Elabo, LWL-Sachsenkabel, MICROSENS and telent.

About ProCom Professional Communication & Service GmbH

ProCom Professional Communication & Service GmbH (www.procomgmbh.de) is an innovative company that operates in the communications industry. ProCom develops, makes, plans projects for and distributes communications systems with a broad range of application, as well as offering the related software and services. To enable efficient communication in harsh and very loud environments, ProCom supplies high-quality intercom, public address, emergency call and alerting systems for railways, local public transport, tunnels, the crude oil and gas processing industry, ports, the chemicals sector and heavy industry. ProCom is certified in accordance with the DIN EN ISO 9001 and ATEX standards. Its virtually worldwide network of partners offers customers quick and efficient support in all matters. The company's exports already account for around 40% of sales and growing.

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