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Implementing the global strategy

Jowat AG in Detmold, Germany, is founding a separate branch in China: the Jowat (Beijing) Adhesives Co., Ltd.

Detmold.- Once again Jowat AG located in Detmold is proving that healthy growth is possible even in turbulent times. The manufacturer of industrial adhesives with activities all around the globe now has laid the foundation for opening up additional market opportunities. With the newly founded Jowat (Beijing) Adhesives Co., Ltd., the internationally renowned Jowat know-how and the entire product spectrum are available locally to the international customers operating in China, and also to the Chinese customers, right where they are located: One more component in the Jowat network in Asia-Pacific, implementing the global strategy of the company.

Jowat AG in Detmold will mark its 90th year of company history with the signs set for success: The foundation of the Jowat (Beijing) Adhesives Co., Ltd. on the basis of the existing Jowat AG Beijing Representative Office allows the manufacturer of industrial adhesives to increase his representation on the Chinese Market - with mature products and services, which are mainly used in the woodworking and furniture industry, in the paper and packaging industry, the textile industry, and also in the automotive industry. "Apart from our large product portfolio, we are especially in demand for our application know-how", declares Klaus Kullmann, Member of the Board of Directors of the Jowat AG. "With our it branch in Beijing, we are now in a position to offer the entire spectrum of Jowat services and products also in China. This means: equal quality, a service equal to our service in Germany and the other global Jowat branches. Now our customers can rely on the availability of the high-quality Jowat adhesive solutions at any time around the world."

And with the new Executive Director, Dr. Ralf Schelbach, the Jowat AG is guaranteeing that the expanded business activities in China will start out already with a focus on strategy and success. Dr. Schelbach is not only coming on board with the right experience background from his employment so far with a leading adhesive manufacturer. He is also familiar with the Asian mentality due to the fact that he has already spent several years working in China.

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Further information

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