

PRESS RELEASE

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German Embassy Representative Visits ebm-papst Xi'an, Strengthening Sino-German Business Ties

Xi'an, China – April 16, 2025

ebm-papst, co-hosting the German Chamber Industry Day Xi'an on April 15, 2025, welcomed Dr. Thomas Weithöner, Head of the Economic Department at the German Embassy Beijing, to its Xi'an plant, showcasing the company's commitment to fostering economic cooperation and innovation between China and Germany.

Industry Roundtable: Dialogue on Challenges and Opportunities



Dr. Thomas Weithöner communicates with company representatives at the roundtable

The roundtable discussion was a key session of the event, bringing together participants, including representatives from the German Embassy and local Xi'an companies. This dialogue provided a valuable platform for industry leaders to engage directly with Dr. Weithöner, exchanging insights on localization, technological innovation, and the evolving dynamics of the Chinese market.

"We are honored to welcome Dr. Weithöner to our Xi'an plant and to co-host this important event with the German Chamber of Commerce in China," said Thomas Nuernberger, Chief Sales Officer of the ebm-papst Group and CEO of Air Technology for APAC & MEA. "Our 'local for local' strategy reflects our deep commitment to the Chinese market and sustainable innovation. This is a valuable opportunity to share how we are localizing our operations to better meet the various demands from our customers."

Ramon Liu, Vice President of Operations and Integrated Supply Chain for APAC & MEA, added, "ebm-papst is committed to investing in China. With the near completion of our Xi'an plant expansion, we are significantly enhancing our local capabilities, creating new job opportunities, and reinforcing our commitment to China's economic development."

Factory Tour: Showcasing Innovation and Sustainability

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Participants visit ebm-papst Xi'an plant

During the factory tour, Dr. Weithöner and other event participants explored ebm-papst's Xi'an plant, where they gained insights into the company's advanced technologies and its ongoing efforts to drive energy efficiency and sustainability across local operations.

Reinforcing Sino-German Economic Cooperation

In 2025, localization remains a key focus for the German Chamber of Commerce in China and its members, and ebm-papst stands as a prime example of successful localization in China. Building on its initial Xi'an factory setup in 2018, ebm-papst has recently made a significant new investment of EUR 30 million in the Xi'an plant expansion, further strengthening its presence and setting a positive example for Sino-German business relations. This commitment to growth and innovation is one of the key reasons why the Chamber selected ebm-papst as its co-host for this event.

About ebm-papst

The ebm-papst Group, a family-run company headquartered in Mulfingen, Germany, is the world's leading manufacturer of fans and motors. Since it was founded in 1963, the technological leader has set international industry standards with its core competencies in motor technology, electronics, digitalization, and aerodynamics.

ebm-papst offers sustainable, intelligent, and tailor-made solutions for virtually every requirement in ventilation and heating technology. ebm-papst sets the benchmark in almost all sectors, such as ventilation, air conditioning and refrigeration technology, heating technology, information technology, mechanical engineering, intralogistics, and medical technology. In the 2023/24 financial year, the Group generated a turnover of EUR 2.408 billion. It employs just nearly 14,000 people at 27 production sites including in Germany, China, and the US, as well as 49 sales offices worldwide.

Since 1996, ebm-papst has ventured into the Chinese market and significantly improved operational efficiency through a strategic focus on "Localized R&D", "Localized supply chain" and "Localized production". ebm-papst China has established research and development centers in both Shanghai and Xi'an, equipped with state-of-the-art testing equipment akin to the standard in Germany. This enables the provision of professional and comprehensive

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testing, as well as customized services to clients. Moreover, ebm-papst China has two major production sites in Shanghai and Xi'an, catering to diverse product and solution requirements from China and also the APAC&MEA region. Notably, ebm-papst China has passed the certifications such as ISO9001, ISO14001, and IATF16949. With more than 1,700 dedicated employees, ebm-papst China is committed to deliver superlative products and services. This commitment empowers our customers to navigate the ever-changing future with boundless possibilities for their diverse application scenarios.

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