

ebm-papst opens Xi'an plant Milestone for “Local for Local” strategy in China

Xi'an, China — October 20, 2025

The world's leading manufacturer of fans and motors has officially opened its plant in Xi'an. With the completion of the third expansion phase, the company is sending a strong signal of its long-term growth strategy in China, underscoring the importance of this market for the group.

ebm-papst began operations in Xi'an in 2019 and has been continuously developing the site ever since. The plant covers an area of approximately 60,000 m² and employs around 1,000 people. The latest expansion, which cost around 30 million euros, will create around 500 jobs. The completion of the plant marks another milestone in the group's “Local for Local” strategy.

“With our ‘Local for Local’ glocalization strategy, which has been in place since 2017, we are locally and independently positioned in the regions of Europe, Asia-Pacific and MEA, as well as the Americas. The Chinese market has always been of great importance to ebm-papst, and we already have a localization rate of around 90 percent in China. ‘Local for Local’ has three clear advantages for us: customer proximity, independence in the supply chain, and the reduction of emissions,” says Dr. Klaus Geissdoerfer, CEO of the ebm-papst Group.

The site combines comprehensive functions under one roof, including production, logistics, research and development, quality assurance, and procurement. This ensures efficient processes and optimal alignment with regional market requirements. In Xi'an, the industry leader produces energy-efficient fan solutions for important business areas such as data centers and cleanrooms.

A particular focus is on the continuous expansion of local development activities. “The interaction between the local R&D departments at our two Chinese locations – Shanghai and Xi'an – enables us to serve our customers in China in the best and most flexible way possible,” emphasizes Thomas Nuernberger, CSO ebm-papst Group and CEO Air Technology APAC & MEA. “Xi'an in particular strengthens our innovative power. With a comprehensive R&D laboratory focused on product reliability, durability, and adaptability in a wide range of application scenarios, we are specifically driving forward the development of energy-efficient EC fans, digital ventilation solutions, and retrofit concepts there. Close cooperation with local universities also creates a strong basis for pioneering technologies and the promotion of young talent.”

The new plant is also a showcase project for responsible industrial construction. Energy-efficient glazing, LED lighting, a geothermal heat pump, and a large-scale photovoltaic system contribute to reducing its CO₂ footprint. Reusable packaging and a fully electrified shuttle bus service complement the sustainability concept. In recognition of these efforts, ebm-papst Xi'an was

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certified as a National Green Factory by China's Ministry of Industry and Information Technology (MIIT) in January 2025.

ebm-papst welcomed representatives from politics and business as well as the Xi'an city administration to the grand opening. The latter praised the project as an important contribution to local economic growth. ebm-papst shareholder Jan Philippiak, as well as the group's top management, were also present. "Since 1996, ebm-papst has consistently expanded its presence in China," explained Jan Philippiak on the behalf of the shareholder families. "The official opening of our plant in Xi'an marks a significant step in the further development of our activities and lays the foundation for sustainable growth and technological excellence. This investment is further proof of our strong commitment to the Chinese market - an important region for ebm-papst."

ebm-papst has been active in China since 1996 and today employs around 1,700 people at locations such as Shanghai, Xi'an, Qingdao, Beijing, Shenzhen and Hong Kong. In the 2024/2025 fiscal year, the company generated sales of around 2.8 billion CNY in China. Important markets include fan solutions for cleanrooms, renewable energies, and data centers.

Images (source: ebm-papst):

Image 1: ebm-papst began operations in Xi'an in 2019 and has been continuously developing the site ever since. The site covers an area of around 60,000 m².

Image 2: In Xi'an, the industry leader produces energy-efficient fan solutions for important business areas such as data centers and clean rooms.

Image 3: At the grand opening on October 20, 2025, ebm-papst welcomed representatives from politics and business. (from left to right: Mary Yan, Vice President Strategic Purchasing ebm-papst APAC & MEA; Thomas Nuernberger, Chief Sales Officer (CSO) ebm-papst Group & President & Chief Executive Officer (CEO) Air Technology APAC & MEA; Jia Qiang, Director of the Xi'an Economic and Technological Development Zone Administrative Committee; Jan Philippiak, ebm-papst Shareholder; Meng Hao, Member of the Standing Committee of the Xi'an Municipal Party Committee, Vice Mayor, and Secretary of the Party Working Committee of the Xi'an Economic and Technological Development Zone; Dr. Klaus Geissdoerfer, Chief Executive Officer (CEO) ebm-papst Group; Arlene Xu, Vice President Human Resource, ebm-papst APAC & MEA; Ramon Liu, Vice President Operations & Integrated Supply Chain ebm-papst APAC & MEA).

Image 4: Prior to the opening, ebm-papst held a press conference to inform numerous media outlets about its "Local for Local" strategy and investments in China.

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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, and medical technology.

In the 2024/25 financial year, the Group generated a turnover of EUR 2.1 billion. It employs just nearly 13,500 people at 25 production sites including in Germany, China, and the US, as well as around 50 sales offices worldwide.

ebm-papst Group officially entered the Chinese market in 1996, establishing its first wholly-owned subsidiary in the Shanghai Waigaoqiao Free Trade Zone and adopting a strategy of "Localized R&D, Localized Supply Chain, and Localized Production." With rapid business growth, the company expanded its production base in Nanhui, Shanghai, in 2005 and established ebm-papst Motor (Shanghai) Co., Ltd., further enhancing its local manufacturing capabilities. In 2018, the company set up a factory in Xi'an - ebm-papst Ventilator (Xi'an) Co., Ltd. - to strengthen service capabilities for customers in China, as well as the Asia-Pacific, Middle East, and Africa markets. In 2024, the company integrated its Waigaoqiao and Nanhui bases to establish the new China headquarters, "ONE Shanghai," further optimizing operations and service capabilities.

ebm-papst operates local R&D centers in both Shanghai and Xi'an, equipped with state-of-the-art facilities aligned with Germany to provide testing and technical support. Covering all key functions including R&D, production, purchasing, logistics, sales, marketing, etc. The China team delivers highly localized and efficient solutions, ensuring operational excellence and product quality. With over 1,700 employees and multiple subsidiaries certified to ISO 9001 and ISO 14001 - plus IATF 16949 for the Shanghai site - the company continues to empower customers with outstanding products and services in an ever-evolving market.

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