

LNS opens new production plant in China (Press Release, 10. 11. 2008)

The Swiss company LNS SA, world leader in bar feeding, has opened a new production facility for the Asian market.

Shanghai (10 November 2008) – The Swiss enterprise LNS has put into operation a new factory in Wujiang, a city between Shanghai and Suzhou. Philippe Scemama, chairman of LNS has opened the 5'000 square meter facility last week-end together with the Mayor of Wujiang. The factory that was designed by a Swiss architect will employ 100 people and will initially produce 1'500 bar feeders of the Fedek brand per year. These feeders allow the automatic loading of bars in CNC lathe to save time and run around the clock.

“LNS is a pioneer in the machine industry in making products tailored for the Chinese market” explains Nicolas Musy, founding partner of CH-ina Co. Ltd – a company that offers fully integrated set-ups to European companies in China. “To be successful in China, one has to be close to the clients and adapt to their specific needs.”

“Working with experts is essential if one wants to be successful in a foreign market like China” analyses Scemama. “CH-ina has given us a very comprehensive support – from the strategic investment decisions and the architect selection to the legal and administrative establishment, project management and recruitment of the general manager. The complexity involved in such a project in China is considerable.”

50% market share

LNS already owns 50% of China's bar feeding market share, delivering the Fedek brand from its production facility in Taiwan and an initial rented production unit in China.

The China operations produce a range of bar feeders designed in Taiwan specifically for the Chinese and Asian markets. All these products are delivered in China and the region and make 20% of the Group's turnover.



Legend: The new production plant of LNS SA in Wujiang.

About LNS SA: LNS SA was born in the year 1973 and it has established the LNS Group in 2000. It has more than 700 collaborators and seven production facilities located in North America, the UK, Taiwan, China and Switzerland. To this day more than 100'000 bar feeders have been installed by LNS. In addition to bar feeders, the LNS group is producing and distributing conveyors and coolant systems for the machining industry, realizing a turnover of about CHF 170 Mio. More information on www.lns-group.com.

About CH-ina (Shanghai) Co. Ltd.: CH-ina offers fully-integrated company set ups, M&A and management support for enterprises in China. The strategic advisory and project management firm with Swiss roots looks back on 20 years of experience in the Chinese market. Recently, the CH-ina expert team managed the publications of the comprehensive China-entry guide “Behind the China Kaleidoscope” and its follow-up, “The China Human Resources Paradox”. More information on www.ch-ina.com.

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