AHP Merkle goes CHINA

On 1 July 2014, AHP Merkle GmbH acquired the shares of its distributor abroad AHP Merkle China Ltd. in Hong Kong, which so far has been managed by Rhea & Partner International Holdings Ltd., Hong Kong S.A.R., its subsidiary Shenzhen Merkle Machinery Co., Ltd. in Shenzhen, P.R. China, and its branch office in Suzhou, P.R. China. With the acquisition, the successful market launch in China enters into a new phase.

Collaboration between Rhea & Partner and AHP Merkle started in early 2006. Despite all the confidence at the beginning, the rapid success has surprised everyone. Ruediger W. Kuemmerle, C.E.O. of Rhea & Partner International Holdings Ltd.: "We knew from the outset that we would be distributing a good, high-quality product with a very good reputation. Nobody could know at the time that we would be so successful. Customers in China are absolutely thrilled by AHP Merkle GmbH products! Despite the significant price difference compared to local Chinese products, the German quality of AHP Merkle GmbH has fully prevailed in the Chinese market. We are proud of this success and realise that the time has come for AHP Merkle GmbH in Germany to take over the helm and become actively engaged in China."

Even when AHP Merkle China Ltd. was founded, Rhea & Partner's strategy ensured that the company shares could be acquired by AHP Merkle GmbH in Germany at any given time. After some considerations by the management in Germany, the decision was made to buy the shares on June 30, 2014. At the same time, Ruediger W. Kuemmerle retired as Director of AHP Merkle China Ltd. in Hong Kong and Christen Merkle, Managing Director of AHP Merkle GmbH in Germany, assumed his role. However, Ruediger W. Kuemmerle continues to support the company in an advisory capacity. In addition to AHP Merkle China Ltd., Rhea & Partner Holding Ltd. manages seven other successful companies and joint ventures in Hong Kong S.A.R. and P.R. China and thus still remains "on site".

AHP Merkle China Ltd., headquartered in Hong Kong S.A.R. and Shenzhen, P.R.China, currently has ten employees, who became part of the AHP Merkle GmbH corporate group as of July 2014. Founded on 1 April 1973, AHP Merkle GmbH develops, designs and manufactures at its site in Gottenheim state-of-the-art hydraulic cylinders with a workforce of currently 160 employees. Its customers include, inter alia, companies from the tool making, mould making and machine building industries. The company caters to markets in Europe, North America, Asia and India.

In the meantime, approximately 15 per cent of all products go to China. This business segment is to be further expanded. There are plans to expand the sites in the area of Shanghai/Suzhou in order to be closer to the customer in this booming region. Christen Merkle: "China is a very interesting market that has evolved greatly in the past few years for us. We have won many well-known companies as customers. Thanks to our strong and dedicated team in China, we will continue to promote this development."

1/ Rüdiger W. Kümmerle
2/ Christen Merkle
3/ Headquarters AHP Merkle GmbH, Gottenheim, Germany
(Pictures: AHP Merkle GmbH, Gottenheim, Germany)