

New sales location in Seoul

HÜBNER strengthens its presence in East Asia



Kassel, Germany (2 June 2020). Making the most of Asian growth markets: The HÜBNER Group is now represented with a new sales location in the South Korean capital Seoul. Together with subsidiaries in the cities of Shanghai and Kuala Lumpur – which both also feature production facilities – this is now HÜBNER's third location in the region. The new sales company **HÜBNER Korea Ltd.** will be especially involved in marketing products of the HÜBNER Material Solutions business segment, which handles products made of elastomers, insulation and composite materials such as fiber-reinforced plastics. The Material Solutions business segment supplies products such as functional seals for offshore drilling platforms, paneling elements for the aircraft industry, and intelligent door sealing and safety systems with integrated sensors for public transport applications.

"In its Material Solutions business segment, HÜBNER has developed great expertise in recent years in the fields of material compounding, process engineering and material combinations. This puts us in the position to provide sophisticated and technically demanding solutions and products for our customers," explains HÜBNER General Manager Ingolf Cedra. "In the Asia-Pacific region, we see growing demand for this type of expertise, which we now aim to fulfill more extensively." The region has also weathered the corona pandemic relatively well economically up to now, points out Cedra, which has also been evident in the development of orders there.

The new HÜBNER location in Seoul will also handle business from the markets in Japan and Taiwan as well as Australia. "Very high-growth markets are present in the region. Just the Seoul Metro by itself is planning projects involving more than 900 vehicles for this year and the next, for which we have already provided elastomer seals," reports Christoph Heuser, head of the Material Solutions Business Unit Rail & Bus and responsible for sales. With the new sales office in Seoul, HÜBNER will be able to target the needs of customers there more effectively and provide an on-site point of contact for them. Heuser: "One of our goals is to establish our modern finger protection profile with integrated safety edges and LEDs as a standard for local public transport in the countries there. We see good opportunities for this at the present time."

The HÜBNER Group

Mobility. Materials. Photonics. | united by passion.

As a global system supplier for the mobility industry, for manufacturing and for life sciences and research applications, the HÜBNER Group is the worldwide leader in gangway systems for buses and railway vehicles (**Mobility**), a well-recognized

specialist for sophisticated elastomer solutions and products, insulation and composite materials (**Material Solutions**), as well as a supplier for applications in the field of laser, terahertz and high frequency technologies (**Photonics**). The HÜBNER Group employs more than 3,500 persons worldwide. In addition to the headquarters in Kassel, Germany, HÜBNER has established more than 30 locations around the world.



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