

19.04.2011 - 11:11 Uhr

VDA Managing Director Bräunig: "German suppliers show their drive for innovation at Auto Shanghai" / German Pavilion with 28 automotive supply companies - China continues to display potential

Shanghai/Berlin (ots) -

"The German suppliers are making an impressive show of their drive for innovation at Auto Shanghai. As many as 28 automotive supply companies are presenting their innovations at the German Pavilion alone. And a further 12 suppliers from Germany have their own separate stands at Asia's most important automotive trade show", stressed Klaus Bräunig, Managing Director of the German Association of the Automotive Industry (VDA), at a press conference in Shanghai.

Bräunig pointed out that the German automotive supply companies had certainly grown just as rapidly as the dynamic Chinese passenger car market in recent years. "In 2010 this market increased by more than one third compared with the previous year to 11.3 million units. In the same period our suppliers too boosted their presence in China substantially. The number of production plants of German automotive supply companies - including subsidiaries, joint-ventures and holding companies - grew by almost a third to currently 180. This has also had an impact on employment figures. More than 60,000 people in China are now working for German automotive supply companies and their subsidiaries - in mid-2009 the number was just under 50,000."

In the coming years too German suppliers plan to expand their presence further in China, the growth market. "Let me give you two examples - Schaeffler is already expanding and consolidating its production capacities in China", emphasized Bräunig. Schaeffler is creating 1,500 new jobs in China this year alone. Only a few days ago the Bosch Group announced it would be employing a further 5,900 people in China by the end of 2011. "And the 28 exhibitors at the VDA German Pavilion see major potential in China", added Bräunig. He also pointed that the industry and its workforce in Germany too profited from the German automotive industry's international commitment on the world markets. "As a rule of thumb, three new jobs in other countries create or secure one job back in Germany."

Bräunig went on to say that the Chinese market, that is expected to grow by 11 percent to 12.5 million passenger cars in 2011, was not only concerned with growth in figures. "China is increasingly developing to a market with high technological demands. In view of rising emission levels and legislation too, optimising the powertrain of automobiles with classic internal combustion engines enjoys high priority." Furthermore, China was playing a key role in developing electromobility. "Our suppliers possess great expertise in both areas - conventional engines and alternative drive systems - expertise that is in great demand in this dynamically growing market", emphasized the VDA Managing Director.

Bräunig also said that VDA had been attending Auto Shanghai - and Auto China in Peking that alternates with this show - for many years now. "Both trade fairs have become steadily more important. They reflect the dynamic growth in this great country", said Bräunig. "Alongside our vehicle manufacturers who have production plants in China, many of our supply companies have also been operating here for years."

The following companies are represented at the German Pavilion for automotive supply companies supported by VDA: AMK Automotive GmbH & Co. KG, Berger Holding GmbH & Co. KG, Brose Fahrzeugteile GmbH & Co. KG, Bühler Motor GmbH, C. Rob. Hammerstein GmbH & Co. KG, ebm-papst St. Georgen GmbH & Co. KG, Emitec Gesellschaft für Emissionstechnologie GmbH, Evonik Industries AG, FEBI Ferdinand Bilstein GmbH & Co. KG, Formel D GmbH, GPM - Geräte- und Pumpenbau GmbH, Heyner GmbH; Hirschvogel Umformtechnik GmbH, hofer powertrain GmbH, J. Eberspächer GmbH & Co. KG, Jaeger Poway Automotive Systems (Shenzhen) Ltd., Joker Logistics Exhibitions & Events GmbH; Kiekert AG, MS Motor Service Asia Pacific Co Ltd., Muhr und Bender KG, Oris Fahrzeugteile, Scherdel GmbH, Seeger-Orbis GmbH, Sonderhoff Chemicals GmbH, W.E.T. Automotive Systems (China) Ltd., Webasto AG, Witzemann GmbH, Woco Industrietechnik GmbH.

Bräunig explained that China as a growth market required greater presence of German vehicle manufacturers and automotive supply companies on the ground. For this, German companies received support from VDA's Quality Management Center (VDA-QMC), which helps train auditors as well as to train and certify suppliers. The VDA-QMC office in Peking was opened in 2005, and the branch in Shanghai one year later.

At the close of his speech Bräunig stressed: "Auto Shanghai has become one of the most exciting automotive trade shows in Asia. The world's most important International Motor Show is the IAA Cars, which is organized by the VDA and will open its doors in Frankfurt in Germany in September. We expect over 900 exhibitors from all over the world and thus a far greater number than at the last IAA Cars. Of course we are especially delighted that an increasing number of Chinese exhibitors will once again be present at this year's IAA."

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