

maxon strengthens its presence in South East Asia.

New sales company founded.

Together with its long-term partner Servo Dynamics, drive specialist maxon motor has founded a new sales company for the South East Asia region – a move that also takes into account the changed global economic situation.

South East Asia is on an economic upswing. Countries such as Malaysia have high growth rates and are increasingly advancing into high-tech industries. DC motor and mechatronic system specialist maxon motor is therefore expanding its involvement in the region and now has its own sales company to represent it.

maxon has been represented in Singapore since the early 1990s by its exclusive sales partner Servo Dynamics Pte Ltd. This partnership has now been taken to another level. The parties have jointly founded the sales company maxon South East Asia, which means that maxon can now provide its excellent service directly to customers in Singapore, Malaysia, Indonesia, Thailand, Vietnam, Hong Kong, and the Philippines.

“South East Asia is an important base outside China for many global companies. Particularly since trade relations between the US and China are in crisis, companies are increasingly reviewing their supply chains and are considering a stronger presence in this region,” commented Marc Gottenkiény, Head of Business Management APAC at maxon. “The new sales company allows us to position ourselves very nicely, and we are looking forward to the many opportunities offered by the market in South East Asia”

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maxon motor ag

Headquarters
Media office
Brünigstrasse 220
P.O. Box 263
6072 Sachseln
Switzerland
Tel: +41 (41) 662 43 81

Email: media@maxonmotor.com

Website: www.maxonmotor.com

Company blog: www.drive.tech

Twitter: @maxonmotor



Celebrate the founding of the new Southeast Asia sales company SEA (from left): Martin Zimmermann (Chief Sales Officer and SEA Director), Marc Gottenkieny (Head of Business Management APAC and SEA Director), Eugen Elmiger (CEO maxon group) and SEA Directors Teo Cher Koon and Lau Choon Guan.

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The Swiss specialist for quality drives

maxon motor is a developer and manufacturer of brushed and brushless DC motors, as well as gearheads, encoders, controllers, and entire mechatronic systems. maxon drives are used wherever the requirements are particularly high: in NASA's Mars rovers, in surgical power tools, in humanoid robots, and in precision industrial applications, for example. To maintain its leadership in this demanding market, the company invests a considerable share of its annual revenue in research and development. Worldwide, maxon employs some 2,600 workers at eight production sites and is represented by sales companies in more than 30 countries.

maxon motor

driven by precision