

Jowat SE founds new subsidiary in Vietnam

The adhesives specialist from Detmold is continuing to expand in the Asia-Pacific region

Detmold, 17 October 2017 – Jowat has established a new company in Vietnam, continuing the enterprise's strategy to supply major markets in the Asia-Pacific region with innovative bonding solutions and advisory service for application technology. The adhesives specialist from Detmold founded the new subsidiary in Ho Chi Minh City in response to the growing demand from regional customers, which now can be met even faster and more effectively.

Jowat has expanded its global presence and has opened a new subsidiary in Vietnam with the objective to provide the optimum service for customers and an efficient supply with adhesives. This is a major step forward for the business development of the adhesives specialist from Detmold: The newly established company in Ho Chi Minh City comes in response to the rapidly evolving markets in the Asia-Pacific region and to the continuously growing demand for Jowat adhesives in the region, two years after Jowat increased its capacities by opening a new manufacturing site in Malaysia.

The newly established Jowat Vietnam Co. Ltd. is headed by Managing Director Sebastian Schäfers and continues Jowat Group's strategy to supply the regional markets in Asia with superior adhesive products, innovative bonding solutions, and a comprehensive service with the customer in focus.

"By becoming actively and directly involved in the dynamic economy of Vietnam, we have opened up new, highly interesting business opportunities. This allows us to expand the international sales and support network of Jowat SE in the Asia-Pacific region and to further strengthen our business relationship with regional customers," says Dr Ralf Schelbach, Vice President Asia Pacific at Jowat SE.

www.jowat.com

The following photos are available:

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Further information



Photo 1: Jowat Vietnam

“The team of Jowat Vietnam. From left to right: Tran Thi Khanh (Finance and Admin Manager), Sebastian Schäfers (General Director), Dr Ralf Schelbach (Chairman), Ho Ngo Vo Hai and Pham Anh Kiet (Technical Account Managers).”

Source: Jowat SE

Introducing Jowat

Jowat SE with headquarters in Detmold is one of the leading suppliers of industrial adhesives. These are mainly used in woodworking and furniture manufacture, in the paper and packaging industry, for graphic arts, in the textile, automotive as well as in the electrical industry. The company was founded in 1919 and has manufacturing sites in Germany in Detmold and Elsteraue, plus four other producing subsidiaries, Jowat Corporation in the USA, Jowat Swiss AG, Jowat Manufacturing in Malaysia, and the Jowat Universal Adhesives Australia Pty. Ltd. in Australia. The supplier of all adhesive groups is manufacturing over 73,000 tons of adhesives per year, with around 1.000 employees. A global sales structure with 22 subsidiaries plus partner companies is guaranteeing local service with close customer contact.

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