



News

30 years' success on the chinese market

Rheinberg, June 2011 – The Beijing branch of AUMUND is currently celebrating its fifth birthday and can look back on numerous successful projects. The conveying and storage technology specialists supply above all the Chinese cement industry, but have also developed good relationships in other industrial sectors. They thus follow the long tradition at AUMUND: Since 1979 conveyors and bucket elevators have been sold to the Middle Kingdom.

A deeply-rooted success story. For already in 1994 AUMUND established a sales representation in the Chinese capital and developed good contacts in Chinese industry. Twelve years later, after the corresponding legal preconditions were drawn up by the Chinese government, an independent company was created from the representation under the name AUMUND Machinery Trading (Beijing) Co. Ltd. It is located in the East Ocean Centre on Jianguomenwai Avenue in the Chaoyang District. From this location sales, order processing, service and technical consulting on layout and component configuration are organised.

Many successful projects rapidly created the foundation stone for a link with the Chinese cement market. The latter's meteoric rise has quickly led to the establishment in China of globally leading companies active in production and plant construction which nowadays belong to the solid customer base of the Beijing branch. Thus AUMUND Group components very often form part of the scope of supply in plants delivered by SINOMA, China's largest cement plant contracting company.

There are also good relations with another "big player". Numerous components have been supplied in the past few years to Anhui Conch Cement Company Ltd., producer of around 70 million tonnes of clinker per year. Part of this is for the mega-factory Tongling which boasts a daily capacity of 10,000 tonnes. Particularly here, where greatest reliability is the watchword, AUMUND belongs to the list of preferred suppliers. As an example for the loading of the five-stage preheater system with bucket elevators. At around 140 metres high and featuring a bridging structure, 800 tonnes of raw meal need to be conveyed upwardly each hour.

Also overseas business is becoming ever stronger for Chinese companies. AUMUND China successfully supports this development. For example through technical consultation work, but also through direct delivery of components to the site location along with other services. The combination of German engineering and – to a large extent – local fabrication permits very competitive offers without cutting corners on quality and operational safety. Service also makes a contribution here. The range spans from spare parts to implementation of retrofits and upgrades. Nowadays spare parts and consumables mainly come from an internal warehouse in Hong Kong. In this way parts availability can be improved and delivery of all standard spare parts can be guaranteed within 24 hours. Beijing managing director Gang Gong is therefore sure that AUMUND China is well equipped for the next 30 years' success story.