

PRESS RELEASE

Rutronik expands logistics, field application engineering and technical support in China



More than 10 years of success in China: Rutronik opens its sixth office in China with a new subsidiary in Xiamen (see picture) and its third warehouse facility in Asia in Shanghai, in addition to the existing ones in Hong Kong and Singapore.

Ispringen, September 13, 2022 – Rutronik Elektronische Bauelemente GmbH is further expanding its presence in China with a new warehouse facility in Shanghai and a new office in Xiamen. This is part of Rutronik's regionalization steps to expand its global presence, such as in Asia and the USA, among others. The overall aim is to supply and advise the strategically relevant markets of the electronics industry as conveniently and directly as possible.

Electronics markets are developing ever more dynamically as supply chains become increasingly global. At the same time, it is crucial to keep an eye on the locally decisive markets with their specific requirements and needs in order to be able to serve customers optimally. "Focusing on regionalization brings us closer to our local customers to provide the best possible field application engineering activities and customer services," stated Markus Krieg, Chief Marketing Officer (CMO) at Rutronik. "In this way, we enable faster decision-making paths, the shortest delivery times, communication in the local language and are further expanding our specialist staff worldwide," Rutronik's CMO added.

To further strengthen its logistics presence in China, Rutronik recently opened a non-bonded warehouse facility in the Song Jiang District of Shanghai. "The establishment of our facility in Shanghai is an

important part of our strategy for regionalization, and it has been put in place to improve responsiveness, to optimize efficiency, and to benefit our customers in China. Importantly, the Shanghai facility offers local currency settlement, streamlining and simplifying operations and business for our domestic customers in China," said Michael Heinrich, General Manager Asia Rutronik. With the new warehouse in Shanghai and the existing ones in Hong Kong and Singapore, Rutronik now has three key warehouse facilities in Asia to address fast-growth sectors such as automotive, medical and IoT.

The new Xiamen office is one of six Rutronik subsidiaries in China to provide technical, sales support, field application engineering activities, and related customer services. Long-term partnerships with customers and suppliers have always been important to Rutronik. Especially in these challenging times regarding the management of supply bottlenecks, the presence on site and close to the customer is decisive for the identification and implementation of customized logistics solutions.

Further information on Rutronik, its current developments and wide range of products is available at www.rutronik.com.

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ABOUT RUTRONIK

Rutronik Elektronische Bauelemente GmbH was founded in 1973 and is an independent family-owned company. Thanks to the positive economic development, the company is now one of the world's leading headline distributors.

In the 2021 fiscal year, its more than 1,800 employees generated a turnover of 1.13 billion Euro. Rutronik is represented worldwide with more than 80 offices and can guarantee comprehensive customer support including Europe, Asia, and the USA.

The broad product portfolio includes semiconductors, passive and electromechanical components as well as embedded boards, storage & displays, and wireless products.

The knowledge of all product areas is bundled in the RUTRONIK AUTOMOTIVE, RUTRONIK EMBEDDED, RUTRONIK POWER, and RUTRONIK SMART divisions and both specific products and services tailored to the respective applications are offered. Competent technical support for product development and design-in right up to the research area, individual logistics & supply chain management solutions as well as comprehensive services complete the range of services. Customers also have access to the Rutronik24 e-commerce platform, where all articles can be found, as well as a procurement area and product change notifications. For more information, please visit:

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