

Endress+Hauser strengthens presence in South America

The process solutions company is creating its own sales subsidiary in Colombia to better serve a growing market

After two decades serving the Colombian market, the Endress+Hauser name stands for quality, safety and reliability. To fortify the brand even further, the company is acquiring 100 percent of the process automation business of Colsein Ltda., its longtime sales and service partner in Bogotá.

“We believe Colombia represents a market with great potential for further growth,” explains Michael Ziesemer, Chief Operating Officer of the Endress+Hauser Group. To date, the Swiss measurement and process automation specialist has been represented by local partner Colsein Ltda., whose portfolio includes a wide range of services such as calibration, maintenance and engineering, in addition to its sales activities.

To gain additional market share and fortify the Endress+Hauser brand even further in the country, Colsein’s process automation business will be transferred to a new Endress+Hauser sales subsidiary on 1 January 2016. The company will continue to maintain its headquarters in the capital city of Bogotá. Gabriel Navas, founder and managing director of Colsein, will stay on as a member of the board.

A committed team

Of Colsein’s roughly 250 employees, nearly a third work in the process automation business. The company has represented Endress+Hauser in Colombia since 1993, successfully managing both domestic and international customers. “We’re pleased that we can rely on a skilled team of employees in Colombia who have worked hard to establish the Endress+Hauser brand in the country,” says Michael Ziesemer who adds: “This is a foundation we can build on.”

With a population of almost 50 million, Colombia is one of South America’s most populated countries, second only to Brazil. After Chile, it’s considered the continent’s largest growth market. Although the oil and gas industry is the main driver of economic development, state-of-the-art measurement and automation technology is also helping to make process technologies efficient, safe and environmentally compatible in the food & beverage, water & wastewater and power & energy industries.

The Endress+Hauser Group

Endress+Hauser is a global leader in measurement instrumentation, services and solutions for industrial process engineering. The Group employs more than 12,000 personnel across the globe, generating net sales of 2.0 billion euros in 2014.

Structure

With dedicated sales centers and a strong network of partners, Endress+Hauser guarantees competent worldwide support. Our production centers in 11 countries meet customers' needs and requirements quickly and effectively. The Group is managed and coordinated by a holding company in Reinach, Switzerland. As a successful family-owned business, Endress+Hauser is set for continued independence and self-reliance.

Products

Endress+Hauser provides sensors, instruments, systems and services for level, flow, pressure and temperature measurement as well as analytics and data acquisition. The company supports customers with automation engineering, logistics and IT services and solutions. Our products set standards in quality and technology.

Industries

We work closely with the chemical, petrochemical, food & beverage, oil & gas, water & wastewater, power & energy, life science, primaries & metal, renewable energies, pulp & paper and shipbuilding industries. Endress+Hauser supports its customers in optimizing their processes in terms of reliability, safety, economic efficiency and environmental impact.

History

Founded in 1953 by Georg H Endress and Ludwig Hauser, Endress+Hauser has been solely owned by the Endress family since 1975. The Group has developed from a specialist in level measurement to a provider of complete solutions for industrial measuring technology and automation, with constant expansion into new territories and markets.

For further information, please visit www.press.endress.com or www.endress.com

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