

Endress+Hauser inaugurates new sales center in Colombia

Own subsidiary brings customers closer

Endress+Hauser is celebrating the opening of its new sales center in Colombia. 46 employees, located mainly in the capital city of Bogotá but also in offices in Medellín, Cali and Barranquilla, manage customers across the country. “Our goal is to open up new customer segments, gain market share and deepen existing customer relationships,” announced Managing Director Carlos Varela.

The modern offices were dedicated in the presence of numerous customers, as well as guests from government and industry. “We view Colombia as a market with tremendous potential for additional growth,” explained Michael Ziesemer, Chief Operating Officer of the Endress+Hauser Group. “By establishing our own sales center, our aim is to position ourselves well in the market.”

Endress+Hauser has been active in the Colombian market for more than 20 years. At the beginning of the year, the Group took over the measurement and automation technology businesses of Colsein and Saytec, the company’s representatives to date. For Jean-Gyl Capt, Corporate Director Sales responsible for the new sales center, the move is a “stroke of luck.” “Three-fourths of the employees already have experience managing customers across the country. That means we can tie in seamlessly to this groundwork. And we have the complete backing of the owner of Colsein, Gabriel Navas,” he said.

By having its own sales subsidiary in Colombia, which is thoroughly-integrated into the Group’s worldwide IT and logistics network, Endress+Hauser wants to form even closer ties to the market and customers. “Now we can expand our industry expertise while providing even more comprehensive support to international customers,” emphasized Carlos Varela. The sales center also wants to build up the services and automation solutions offerings step-by-step.



Michael
Ziesemer



Jean-Gyl Capt



Carlos Varela

The Endress+Hauser Group

Endress+Hauser is a global leader in measurement instrumentation, services and solutions for industrial process engineering. The Group employs 13,000 personnel across the globe, generating net sales of more than 2.1 billion euros in 2015.

Structure

With dedicated sales centers and a strong network of partners, Endress+Hauser guarantees competent worldwide support. Our production centers in 12 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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