

Press Release	
Subject:	Reich Kupplungen on-site around the globe
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Reich Kupplungen establishes additional subsidiaries

The German manufacturer of highly flexible couplings invests in new subsidiaries in India and South Korea. The Dipl.-Ing. Herwarth Reich GmbH started to operate its own on-site subsidiaries for customers in India and South Korea on 01.01.2014. The sales and service company for India is located in Pune, and the company for Korea in Suwon.

So far, customers from India and South Korea used to purchase their Reich couplings through a sales partner. Reich is now directly represented in these markets with immediate effect. For Reich, the establishment of the new subsidiaries in Asia is yet another milestone in worldwide expansion. 'The enhanced presence in the Asian region is geared towards the growth of these markets in the years to come.' says Herwarth Reich, CEO of the Dipl.-Ing Herwarth Reich GmbH. 'With the subsidiaries in India and Korea, we also follow our customers geographically. Thanks to our permanent presence, we are in a position to meet the needs of our customers in a competent and timely manner directly on site.'

Effective immediately, the new Indian subsidiary named Reich India Private Ltd. serves our customers with two sales engineers as competent contact partners for technical advice. The Korean subsidiary, Reich Korea Co. Ltd., also started operations with two sales representatives on 01.01.2014.

The German headquarters in Bochum equally benefit from the internationalization through new subsidiaries abroad. The parent company has recorded a steady growth in employment for the past few years. By now, around 200 employees are working for Reich Kupplungen.