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## Memmert receives top-class international business delegation from Asia led by the Cambodian Deputy Prime Minister, H.E. Sun Chanthol

Schwabach, June 2024: The Memmert Group, a global leader in the development and production of high-quality laboratory appliances with more than 90 years of tradition, has been successfully active in the Asian region for more than 50 years. For decades, hundreds of thousands of Memmert products have been successfully marketed in more than 160 countries around the globe through our own international sales companies in China, India, Slovakia and the USA, as well as through specialist dealers.

### **Lively international dialog and cooperation**

On June 13, Memmert proudly welcomed an international business delegation from Asia, led by the Cambodian Deputy Prime Minister H.E. Sun Chanthol, as well as representatives of the Chamber of Industry and Commerce of Central Franconia and the AHK.Vietnam. The aim is to gain an insight into the various products and activities of German companies in the Asian region and to exchange ideas with German SMEs. After the meeting with Nuremberg's Second Mayor, Julia Lehner, and a visit to the Nuremberg Exhibition Center, the program included a visit to selected successful companies in the region, including Uvex, Memmert and Bosch.

### **Intensive discussions with the high-caliber business delegation from Asia**

Memmert's Managing Directors, Ms. Riefler-Karpa and Mr. Schwarm, welcomed the 15-strong delegation at the production site in Büchenbach. After a warm welcome and mutual introductions, Memmert presented its company and its activities in the Southeast Asian region. During the subsequent factory tour and the tour of the production halls, the Deputy Prime Minister and his delegation showed great interest in the technology of the ultra-modern and environmentally friendly production processes.

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They were equally impressed by the “Memmert family atmosphere”. This ranges from language courses, health and sports activities to freshly prepared, healthy regional products in the in-house canteen.

### **Important findings for Memmert's promising future**

During the dialog, Memmert received further valuable information about the market requirements in Southeast Asia. The company was delighted to make new business contacts and receive suggestions for future products and services to successfully develop this market.

"We are convinced that the market for our high-tech products, which are widely used in the pharmaceutical, medical and industrial sectors, is growing rapidly. Our even more diverse and well-connected 'Memmert family' is the cornerstone of our success," says Ms. Christiane Riefler-Karpa, Managing Director

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