

Emerging Gasification – Emerging Markets

Looking back at 2004, it is clear that gasification is becoming faster around the world, especially in the Asia-Pacific region, where it is helping to provide the environmentally-friendly fuel necessary to drive the economy. Both private usage and commercial applications are on the rise and this creates an increasing demand for gas transmission and distribution equipment, challenging providers of this equipment to create better and faster solutions for their customers.

In this edition of Profiles you will find good examples of how ELSTER-AMCO is contributing to this development with a range of new products and customized solutions. The West-To-East Pipeline Project in China is certainly one of the most famous and challenging projects and we are proud to be involved. But we are also constantly working in detail on cutting-edge technologies such as the Absolute Encoder that offers our customers high performance for Automated Meter Reading at a reasonable price in both residential and industrial applications; or smart solutions like the CHEKKER system, that guarantees more security in conventional meter reading.

Of course, it is not easy for our customers to get a comprehensive and fair overview of who is leading the field. Apart from the many personal contacts we have developed over the years, one of the most important ways of meeting potential and existing customers is by taking part in prestigious international exhibitions like GAS CHINA 2004 in Beijing which provide the platform for information exchange, discussions and personal contact. International and domestic manufacturers present their product portfolios close to each other in a confined space. This colorful mixture of different designs, technological standards and market approaches also reflects the diversity of the gas business. The customer has the choice and we have to convince them.

ELSTER-AMCO firmly believes that it is not only technological performance and a reasonable price that sell our products and services. Being geographically close to the customers, i. e. being local, is becoming an increasingly important argument. Being permanently in contact with the local specifications, understanding unique market demands and having first-hand information at your fingertips clearly provide an advantage when it comes to reacting quickly and flexibly. Investing long-term in foreign markets demonstrates an outstanding commitment that creates confidence in the eyes of customers.

That is the reason why ELSTER-AMCO Group is active with their own subsidiaries and especially joint ventures in the Emerging Markets. The new Shanghai Kromschroeder Meters JV is the most recent commitment to this strategy in the residential sector following ELSTER AMCO Gas Equipment, also in Shanghai, which focuses on industrial metering equipment. Sejong-AMC in Korea, ELSTER Gaselectronica in Russia, ELSTER-AMCO de Mexico, and ELSTER-AMCO de Sudamerica in Argentina are further important examples. We will continue to follow this path.

Our customers can be sure that wherever they would like to extend their business, we will be there.

With this in mind, we are all looking forward to a successful new year in 2005.



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