

Media Release

“Walk together, win together” – successful Leadec rebranding event in China

Shanghai, September 15, 2017 – The global, leading technical services provider Leadec has held a solemn rebranding event for its new brand “Leadec”, or in Chinese: “利戴”.

Since fall 2016 Leadec (formerly Voith Industrial Services) has been operating as an independent service company capable of aligning itself fully to the needs of the service sector and providing customized solutions.

Gerwin Gaedigk, Managing Director of Leadec in China, said at the ceremony that he very much appreciates the employees’ support and contribution during the rebranding process. “From now on, we will write a new chapter with the Leadec brand. Commitment, leading edge and reliability define our new brand. According to the global strategy, we are striving to provide our customers with a competitive edge. I hope all of our employees will walk together and win together with Leadec to witness our rapid development in the future.”

Leadec in Shanghai was founded in 1998. More than 1,600 employees are working at more than 50 different locations in more than 20 cities around China. They provide customized and fully integrated industrial solutions, including production equipment maintenance, technical facility management & operations, technical cleaning and preventive maintenance, electrical & mechanical installation, automation solutions and more.

With the rebranding event at Leadec China the whole selling and rebranding process of a worldwide company has been concluded. Next strategic steps will follow.

About Leadec

The Leadec Group (previously Voith Industrial Services) is one of the leading providers of technical services for key sectors like the automotive, process and power plant industries. In 2016 the affiliated companies Leadec and Veltec earned combined sales of around EUR 1 billion.

For more than 50 years, Leadec has been providing automobile manufacturers and automotive suppliers, for example, with support for their production chains. A flexible workforce of around 16,600 highly skilled personnel is available for short-term or permanent deployments at customers' production sites in more than 200 locations. The services provided range from On-site Services through Project Solutions/Engineering to Assembly Solutions.

Learn more about Leadec here: www.leadec-services.com

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