



SERAPID Group is pleased to announce the official opening of its Asian subsidiary: SERAPID Singapore PTE LTD

Rouxmesnil-Bouteilles, 15 January 2019

SERAPID Group, a leading supplier of lifts, quick die change and horizontal transfer systems, is pleased to announce that as part of its international growth strategy SERAPID has opened a new company in Singapore, with Mr Robert DEGENKOLB, formerly of J.R. Clancy, joining the organisation as Managing Director.

Robert has 30 years of experience in the entertainment industry in project management and sales and most recently as Managing Director of J.R. Clancy’s Singapore operation. He will remain based in Singapore where he has been residing since 2011. Prior to Singapore, Robert worked as a Project Manager for J.R. Clancy and oversaw the successful completion of numerous entertainment projects in both domestic and international markets. As part of the opening of the Singapore office, Mr Ivan SEIGNEUR has transferred from SERAPID France to join Robert in the role of Technical Manager, and Ms Yu Rong CHEN (Sales Manager, China) will also now report to Robert.

The opening and resourcing of the office is part of SERAPID’s ongoing strategic growth plan and reflects the increasing volume of work that SERAPID is securing within the Asian region.

Mr Iain FORBESTER (Vice President Business Development) stated that “The opening of the new company in Singapore and its initial resourcing reflects SERAPID’s commitment to the region and the desire to provide better service and support. This is the first step towards establishing a much stronger regional presence. As well as sales and marketing functions, activities will be expanded to offer design, project engineering and after sales service in what is becoming a key market for the SERAPID Group”.

About SERAPID

SERAPID produces customised solutions for moving heavy loads using of our Rigid Chain Technology (RCT). This durable, low maintenance, eco-friendly technology has found applications in diverse industries including architecture, nuclear, medical, defence, automation, manufacturing, theatre and entertainment. SERAPID has a longstanding commitment to continued innovation in product design as well as to providing leadership in the advancement of engineering applications worldwide.



from left to right:
 Mr Iain FORBESTER (Vice President Business Development),
 Mr Emeric LABESSE (CEO SERAPID Group),
 Mr Guillaume DAVIES (COO SERAPID Group),
 Mr Robert DEGENKOLB (SERAPID SG Managing Director),
 Mr Ivan SEIGNEUR (SERAPID SG Technical Manager),
 not pictured: Ms Yu Rong CHEN (Sales Manager, China)

Key figures SERAPID Group	
Creation date	1972
Head office	Rouxmesnil-Bouteilles (76 - France)
Production units	Rouxmesnil-Bouteilles & Londinières (France) Sterling Heights (Detroit Michigan USA)
Commercial presence	France, Germany, UK, United-States and Singapore Sales agents in Italy, Mexico, China and Brazil
Turnover	27M€, 85% export
Workforce (group)	120 persons
Further information on:	www.serapid.com

Interview on request

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