

Kraus & Naimer: High-level visit by the Austrian diplomatic mission to the branch of Kraus & Naimer Netherlands.

Austrian companies are an important economic factor abroad.

Vienna (A) / Hengelo (NL), 25.07. 2018 - *The Austrian ambassador Ges. Mag. Dr. Heidemaria Gürer in the Netherlands recently visited a Kraus & Naimer branch in Hengelo (NL) with a business delegation from the region to get to know Austria's business network in the country better. A visit that not only underscored the diplomatic relations between the countries but also allowed looking behind the scenes of a specialized world market leader.*

The Austrian ambassador visited on her tour of the province of Overijssel (Holland) and others. also the Kraus & Naimer company branch in Hengelo, which was founded in 1964 as an important foreign location for the globally active Kraus & Naimer Group - with headquarters in Vienna.

The diplomatic visit underlines the lively activity of Austrian companies in the Netherlands, which is an important key market for the national economy. "As Austria's diplomatic representation in the Netherlands, we not only want to strengthen bilateral relations between the countries, but also to emphasize the local presence of local companies. By being anchored and integrated into the local regional economy, the entrepreneurial branches also represent Austria's economic strength abroad. It is interesting to get to know companies like Kraus & Naimer on this tour, whose products are used all over the world," says the top diplomat.

Strengthening economic relationships

During the tour of the branch, the ambassador was able to get to know the operational processes better with the business delegation of the Province of Overijssel and the municipality of Hengelo and also test various switchgear themselves, which among other things. be used in heavy industry or space travel. "It is impressive to see the variety of products generally Austrian companies have had on the international market for decades. Networking with the Austrian economy gives us an even better picture of our nation abroad and can also support possible synergies," says the diplomat, who has been the official representative of Austria in the Netherlands at the embassy in The Hague since October 2017.

"For us as a long-standing location in the Netherlands, the official visit is also a special sign of appreciation of our Austrian roots. Although our company location is perceived as a Dutch company, we are closely interwoven with our headquarters in Vienna and part of the international sales network," says Bert Koershuis, current managing director of Kraus & Naimer Holland. "As a company, we have both economic and social responsibility. We have been working closely with SWB Hengelo - a social institution - that specializes in re-integrating people with special needs for over 20 years. A long-term partnership that we are particularly proud of," says Bert Koershuis, who will continue to do so in the future. "During our visit, we were able to get to know a company and gain insights into a long company history, the technical developments of which have had a lasting impact on the industrial landscape," said Heidemaria Gürer in conclusion about her visit to Kraus & Naimer in Hengelo.

Caption from left to right:

1) Heidemaria Gürer (Austrian ambassador), Eddy van Hiijum (business delegate Overijssel), BertKoershuis (Managing Director K&N Holland)

2) A look behind the scenes

3) Delegation in front of company building, Kraus & Naimer Holland (Hengelo)

Image source: Arjo Kleinhuis

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About Kraus & Naimer:

Kraus & Naimer is a manufacturer of electrical switchgear founded in 1907 with its headquarters in Vienna. The company's trademark symbol is the Greek "Phi". The company's specialties are modular cam switches and switch disconnectors. Kraus & Naimer is a strong partner for customers from many areas, such as transport (trains, vehicles, ships, etc.), conveyor systems, lift systems, mechanical engineering and in power generation and distribution systems. The family business, which has been run by Joachim (Ted) L. Naimer in the third generation since 2004, is the world market leader in the field of cam switches and has brought forth numerous innovations. As early as 1948, the company introduced the world's first modular cam switch (C15), which made it possible for the first time to manufacture customer-specific products. Even the smallest cam switch in the world (model CA4N) comes from Kraus & Naimer. The company operates six production facilities for the manufacture of its products - with the largest production facility in Weikersdorf, Lower Austria - 18 group-owned sales and consulting companies and employs around 900 people worldwide. *

To better serve the global market, a worldwide sales network with independent branches was set up. The country-specific organizations ran under the name SOLENOID, which should underline the accompanying but independent function. Kraus & Naimer's head office opened its own sales company in the Netherlands on June 1, 1964 - 'De NEDERLANDSE SOLENOID'. After the merger with the 'Belgian Solenoid' in 1994, the name was changed to 'Solenoid Benelux BV' in order to be able to operate as a unit in the Benelux countries. The goods are delivered from Hengelo (O) to the Netherlands, Belgium and Luxembourg. In addition to the office in Hengelo, there is also an office in Zaventem (Belgium), Barcelona and an agency in the Caribbean. On January 1, 2009 the term SOLENOID was changed worldwide and updated for Holland in KRAUS & NAIMER Netherlands to establish an even better relationship with the parent company in Vienna.

Kraus & Naimer Netherlands has been headed by Bert Koershuis since March 2018.