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Sunfab Hydraulics AB expands its operations internationally and establishes a subsidiary in Malaysia.

Asia is a strategically important market and by this establishment Sunfab strengthens its presence and service with its own organization. Therefore we will start Sunfab Hydraulics Asia Sdn Bhd from the 1st of July 2019, says Marie Nilsson, MD at Sunfab Hydraulics AB.

With our own staff on location we will be able to improve service to our customers. All with the intention of increasing growth for Sunfab's product offering in the form of high-performance hydraulic pumps, motors and accessories.

We have had a long time representation on the Asian market through our distributors. Our distributors have done a great job and we have a solid foundation to stand on for further growth. It is now time to strengthen our distributors with a local presence and therefore we establish a wholly-owned subsidiary, "says Marie Nilsson.

Organisation

Sunfab Hydraulics Asia Sdn Bhd will be a Sales Company, handling sales, service and support of the entire Sunfab product portfolio for the Asian market. With support from the parent company in Sweden we are confident that we will be able to provide the best level of service. Sales Manager, Fredrik Johansson comes from our head office Sunfab Hydraulics AB in Sweden and he will contribute a considerable amount of experience of Sunfab's product offering and previous experience of the Asian market.

"Sunfab Hydraulics Asia Sdn Bhd will be located in Penang, Malaysia where we will continue to build our organisation according to sales trends" says Marie Nilsson.

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"Sunfab is a world leader in hydraulics. Technologically advanced hydraulic pumps, motors and accessories. At the head office in Hudiksvall, Sweden employs about 100 employees in development, purchasing, sales, manufacturing and logistics.

Sunfab has an annual turnover of 230 MSEK and is represented in some 60 countries. Our subsidiary companies can be found in Germany, France, UK, Spain and USA with the newly established subsidiary in Malaysia.

Ever since its foundation in 1925, Sunfab has been a family company characterised by innovation, skills and visions of the future."

