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DEHN opens subsidiary in Singapore

After three new subsidiaries were formed in 2013, the 19th international subsidiary in the DEHNgroup has now been opened. DEHN + SÖHNE, a product and solution provider in the fields of surge protection, lightning protection / earthing and safety equipment, established a subsidiary in Singapore to further serve the increasingly important Asian market. The new subsidiary is named DEHN (SEA) LTD.PTE and will particularly focus on the oil and gas industry, telecommunications sector and increasingly on alternative energies.

With the establishment of DEHN (SEA) LTD.PTE. in Singapore, the ASEAN market, a region of 10 countries, over 600 million residents and world record lightning density, becomes the focus of DEHN's activities.

DEHN SEA is a 100% subsidiary, established between the Changi Airport and Singapore city centre.

Support for the whole ASEAN region will be based there. The rapid development and growth of the Southeast Asian region require a local DEHN presence, particularly with regard to technical support and advice. Close cooperation of DEHN SEA with the two existing Asian subsidiaries in India and China will ensure that DEHN further increases the presence across the region and brings DEHN solutions to more and more customers in the region. Moreover, DEHN will develop optimal protection solutions together with its local partners. The new subsidiary will strengthen cooperation with current distributors and sales representatives, thus further developing business in Southeast Asia.

"Together with our new subsidiary we follow our global strategy on a local level. The aim of this investment is to support local customers in marketing our products, developing customer-oriented protection solutions and promoting internationally accepted quality standards in the fields of lightning protection, surge protection and safety equipment in Southeast Asian countries", says Helmut Pusch, Managing Director for Marketing & Sales at DEHN.

The Singapore subsidiary should be seen as further proof of DEHN's international expansion. DEHN's partners in the ASEAN countries play a significant role in the future development of the region and together with the new subsidiary DEHN's aim is to follow its global strategy on a local level. With this strategic investment, DEHN once again demonstrates a strong commitment to global presence and the Southeast Asian market.

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The market leader DEHN, a globally active family-owned electrotechnical company with about 1,600 employees worldwide, offers innovative products and solutions as well as comprehensive services in the field of **surge protection, lightning protection and safety equipment**. DEHN focuses on the protection of system and building technology, the transportation, telecommunication and process sector, photovoltaic systems, wind turbines, etc. The company's continuous growth is based on more than 100 years of tradition and experience as well as highest quality standards and consistent customer and market orientation throughout the world.

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