

Turck and Banner Found Joint Venture in Malaysia

On March 15, Turck Banner Malaysia Sdn Bhd celebrated the opening of its business premises in Petaling Jaya

Mülheim, April 10, 2018 – Turck and Banner Engineering have founded an additional joint venture in Southeast Asia (SEA). After the regional headquarters in Singapore, Turck Banner Malaysia is the second joint venture in the region. Both partners agreed to cover specific markets in joint ventures as part of their internationalization strategy.

On March 15, 2018, the business premises of the new company were officially opened in Petaling Jaya. Managing director Darren Chan formulated the objectives of the company in his opening speech: "We aim to be close to our customers and as partners for automation support them with our products and services in the development of integrated solutions." The opening ceremony was also attended by guests Frank Rohn, APAC sales manager from Turck headquarters in Mülheim an der Ruhr, and Matthias Turck, SEA sales manager. Banner Engineering was represented by Bob Schlicksup, vice president for global business, and Patrick Maguire, senior Asia business development director. Chuck Choi, the managing director of the regional headquarters Turck Banner Singapore, was also present. They cut the opening ribbon together with Darren Chan.

The partnership in the ASEAN region is not the first joint venture between the two companies. Turck and Banner Engineering have successfully worked together in Europe for many years with joint ventures in England, France and Italy. Turck is the regional sales partner for Banner products in many other regions.

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Ceremonial cutting of the ribbon (from left): Chuck Choi, Patrick Maguire, Frank Rohn, Darren Chan, Bob Schlicksup, Matthias Turck

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