

China, Measuring Instruments

Rueger SA, a company based in Crissier (Lausanne), Switzerland offers a complete range of temperature and pressure measuring instruments, which are used in the petrochemical, pharmaceutical, food processing and manufacturing industries. The company of 170 employees with subsidiaries in Germany and Italy, capitalized on the rapid growth of South East Asian markets by opening a sales office in Kuala Lumpur, Malaysia in July 1997. With the aim of further extending its presence in Asia and improving its service to existing clients in China and South East Asia, the company set up a manufacturing facility in Shanghai.

The factory is a joint venture with Pu Guang, a private Chinese company that has been producing temperature measuring instruments for ten years and selling them on the Chinese market. Pu Guang is bringing its network of customers and distribution channels to the venture, thereby expanding Rueger's current market in the region.

The joint venture operates under the license of Rueger, Switzerland, and procures all sophisticated components from Rueger SA to ensure quality control. It has created about thirty jobs. Several local employees are being trained in Switzerland and transferring their expertise to the local workforce. As part of the products are exported, this generates hard-currency income for the local economy.

Rueger SA was able to secure co-financing from the SECO Start-up Fund for equipment, materials and operating expenses.