

China, Sterilization Machines

The Swiss company Messag AG in cooperation with the French company E.T.I.A., began producing machines for the sterilization of herbs, spices and teas in 1999. They have since produced, set up and operated thirty such facilities for food processing companies in France, Germany and Japan. This form of treatment is considered very modern and supersedes conventional methods such as irradiation.

Despite the soundness of its product, the company was compelled to seek out new markets due to low turnover in Switzerland and its other countries of operation. After in-depth research on the Chinese market, management concluded that it would be a potentially lucrative arena for sterilizing herbs, spices and teas using their methodology. In view of this Messag AG embarked on a project to introduce one machine into the Chinese market, and then expand in the medium-term through the introduction of two or three more machines should they enjoy commercial success.

The project has created 13 new workplaces. There has also been know-how transfer in the use of the new sterilization technology, which in turn leads to improved quality of processed food manufactured in the country.

The company was awarded a credit to finance equipment and working capital from the SECO Start-up Fund.