



Photo above: The official part of the opening ceremony was concluded with an ice-carved Larox logo being filled in with red liquid and a red ribbon being cut by the VIP guests, who had given the speeches. From the left: Mr Pan Wenju, Deputy Secretary General Non-Ferrous Metal Industry Association, Mr Lars Backström, Ambassador of Embassy of Finland Beijing, Mr Timo Vartiainen, Chairman of the board of directors of Larox, Mr Yang Zhiping, Chairman of Suzhou Industrial Park, Mr Toivo Matti Karppanen, President & CEO of Larox.

Larox China Celebrates Inauguration

Larox celebrated the inauguration of the company's brand new production plant in Suzhou on October 16. The official ceremony gathered together Larox's customers, partners, local authorities, company management and employees. With the establishment of a subsidiary Larox shows firm and long-term commitment to supply efficient, high-quality filtration solutions to Chinese customers.

"As a leading global supplier of industrial filtration solutions, Larox's strategy is to grow, and to offer local service worldwide. China is a very important market for us, and we want to service our Chinese customers in the best possible way", says Mr. Topi Karppanen, President and CEO of Larox Corporation, "Larox has been represented for many years in China by its local agent Filterox, but opening a subsidiary demonstrates that Larox really has a long-term commitment in China. Our presence in China enables us respond better to customers' needs, monitor better market developments and emerge with new applications."

Growing Market

With the growth of the Chinese Mining, Metallurgy and Chemical Process industries, the demand for high quality filtration solutions has been increasing steadily. "China is facing increasing pressure to improve its industry's energy efficiency. There are ambitious targets and programs aimed at reducing energy consumption and emissions. This drives demand for efficient filtration technology. Larox is very well positioned to offer competitive solutions to help our customers reduce costs, consume less energy and improve process performance in many ways," says Mr. Karppanen.

Larox's production plant is located in Suzhou Industrial Park in Jiangsu province near Shanghai. "This is a very good location close to many customers, suppliers and skilled labor, with well developed logistic facilities", says Mr. Su Xugui, Managing Director of Larox China. A total of 30 new employees were recruited to the China office to support the existing 15 Larox China employees and the global Larox team.

Celebrating Larox China

The official inauguration ceremony was held at the Larox Suzhou plant, at the production facilities, where the guests were welcomed to the grand



opening with traditional Chinese dragon dancers and drum beat. The welcoming words were expressed by Mr. Topi Karppanen, President & CEO of Larox.

Throughout the inauguration ceremony the importance of the China office to Larox was emphasized. "Larox was established by my father Nuutti Vartiainen in 1977, and the first Larox deliveries to China took place in the mid 1980's. Already in the mid 1990's Larox had plans to establish a subsidiary in China in form of joint venture. As the establishment did not happen then, I am very pleased to see the China office and production facilities being established now. China has always been good market to Larox" stated Mr. Timo Vartiainen, Chairman of the Larox Board of Directors in his opening ceremony speech. Mr. Vartiainen also informed the audience about the business acquisition arrangements between Larox and Outotec and stated "Larox China will get great new opportunities through Outotec, but let us concentrate tonight on celebrating this great event of Larox China".

Fruitful cooperation

"Whatever the name may be, I am sure Larox China will be successful" said Mr. Lars Backström, Ambassador of Finland, at the beginning of his speech, referring to the Outotec acquisition over Larox, announced on the day before. The ambassador emphasized the cooperation between Finland and China and how the Suzhou Industrial Park would become a center of that cooperation. At the moment China is the fourth biggest importer to Finland and possibly in the future, Finland could increase their import share in China. "The cooperation between the two countries has been long-term and especially the Non-ferrous cooperation between Finland and China has been fruitful and beneficial for the industry", complemented the Deputy Secretary General of China Non-ferrous Metal Industry Association Mr. Pan Wenju, who is also a long-term friend of the Vartiainen family.

A small Finnish hub has already been formed in the Suzhou Industrial Park (S.I.P) and the future is seen prosperous. "I would like to

compliment the Larox Management on their wise decision on establishing a subsidiary here" stated the Chairman of the Suzhou Industrial Park, Mr. Yang Zhiping.

After the official opening, the guests were treated with traditional Chinese dinner and performances of Jiandang dance and acrobatics show. The Larox customers and stakeholders were offered an evening full of experiences and excitement. The topmost thought after the party was a feeling of community, success and Larox spirit.

The Larox team spirit reflects on the Larox operation and customer orientation. "Our customers in China will benefit in many ways from the fact that the company is now operating through a local subsidiary. We will have a local spare parts warehouse in Suzhou, which means that our response and delivery times will be much faster than before. We offer local service and customer support in local language, and our customers can pay us in local currency. This change is highly appreciated by our customers who will not have to worry about currency exchange matters anymore", Mr. Topi Karppanen concludes.

Larox Corporation
 P.O. Box 29
 FI-53101 Lappeenranta
 Finland
 Phone +358 20 768 7200
 Fax +358 20 768 7277
 E-mail info@larox.com
 www.larox.com
 for press contacts: kati.maillot@larox.com

LAROX®

Separates the best from the rest

Certified Quality System SFS, Certificate No 1398-05. Complies with the requirements of standard SFS-EN ISO 9001 Copyright © 2009 Larox Corporation. All rights reserved. Larox is a registered trademark of Larox Corporation.