

## PRESS RELEASE

### Schmersal appoints new managing director for subsidiary in Bangkok

#### Experienced manager now heads Schmersal Thailand Co. Ltd

**Wuppertal / Bangkok, 14 February 2022.** The Schmersal Group has appointed Passara Hongwisat as the new Managing Director of Schmersal Thailand Co. Ltd in Bangkok. Born in Thailand, she has 18 years of professional experience in sales and channel management for IT and industrial products and worked in the automation industry for five years. Passara Hongwisat studied Electronic Engineering at King Mongkut's University of Technology North Bangkok.

"I'm looking forward to the challenge of opening up new market potential in Thailand for the internationally renowned Schmersal brand. Thailand is a growing market in Southeast Asia for new technologies and innovations in the automation sector. Many new machines and robotic systems are developed here. And new products are manufactured with the aim of adapting them even more directly and accurately to the needs of consumers. These trends underline the importance of machine safety, for which Schmersal offers high-quality products and solutions", says Passara Hongwisat.

"Southeast Asia is one of the most dynamic economic areas in the world with high growth rates. But here, too, there is a growing awareness of the importance of machine safety and occupational safety in industrial production. Therefore, the demand for the high-quality products and the profound know-how from Schmersal will continue to rise."

Schmersal Thailand Co. Ltd was founded in Bangkok in 2019 as a subsidiary of the Schmersal Group and focuses on sales and marketing activities to increase the supply of products and innovative system solutions for machine safety in Thailand.

The customers of Schmersal Thailand Co. Ltd. include companies from the food and beverage industry, pharmacy, personal care industry, robotics and automation technology, steel and automotive industry.

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**Image caption:**

Passara Hongwisat is the new managing director of Schmersal Thailand Co. Ltd in Bangkok.

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**About the Schmersal Group**

The Schmersal Group is an international market and expertise leader in the challenging field of machine safety. With the world's most comprehensive range of safety switchgear products, the Schmersal Group develops safety systems and solutions for special requirements in a variety of user industries. Schmersal's tec.nicum business division offers a comprehensive service portfolio to complement the range of solutions offered by Schmersal.

Founded in 1945, the company is represented by seven manufacturing sites on three continents with its own companies and sales partners in more than 60 countries. The Schmersal Group employs over 1,900 people worldwide.

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