**Trust is the cornerstone of success**

**WALDRICH COBURG: Celebrating 10 years with Beijing No. 1**

Coburg

WALDRICH COBURG has held an official ceremony to celebrate 10 years of involvement with Beijing No. 1. Managing Director Hubert Becker was keen to emphasise the trusting relationship that the company has established with its Chinese partners, whilst Director Wang Xu of Beijing No. 1 had an optimistic outlook for the future: “We really have grown together, working in partnership at every step of the way to yield opportunities for both companies.”

Their approach involves tackling market challenges together, as they work not only to maintain the driving force behind new developments, but also to promote and encourage it. Underlining his expectations, Wang Xu asserted that the companies planned to “remain side by side going forward”.

Hubert Becker also made reference to the machines installed for Chinese customers in cooperation with Beijing No. 1, highlighting their involvement in supplying key components and technical support for its Chinese partners.

Becker and Xu agreed on the fact that WALDRICH COBURG had experienced an unprecedented level of development over the past ten years, which had never been possible in earlier partnerships. Indeed, the statement made by Cui Zhicheng, former Managing Director of Beijing No.1 certainly appears to have held true: WALDRICH COBURG remains WALDRICH COBURG.

Norbert Tessmer, Lord Mayor of the city of Coburg, compared WALDRICH COBURG to an old oak tree, which can only flourish and grow in Germany. Any concerns held by local politicians surrounding the new investor certainly appear to have been dispelled in favour of a very positive outlook.

Friedrich Herdan, President of the Coburg Chamber of Industry and Commerce (IHK) was confident that both the German and Chinese corporate cultures had been able to shine through, announcing that “the Coburg IHK is proud to count a global market leader such as WALDRICH COBURG amongst its members.”

Image caption: Managing Director Hubert Becker, Managing Director Qunwei Wu, Managing Director Uwe Herold and Director Wang Xu.