Press information

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BITZER opens first office in Pakistan

Sindelfingen/Karachi, 07.04.2021. BITZER establishes its first office in Pakistan – today, the specialist for refrigeration and air conditioning technology opened a sales office in Karachi in the course of a digital ceremony.

BITZER is the very first compressor manufacturer to operate directly in Pakistan with an own office for sales and aftersales services. The foundation ceremony for BITZER Pakistan was held today with company representatives and invited guests.

BITZER compressors and other products have been well represented and used in the Pakistan market for decades. Now the company is establishing a Pakistan office that will report to BITZER Middle East in Dubai. As the sixth largest population in the world, Pakistan is a growing market with a very young population and rising sectors such as housing, textile, food and beverages. The country's agriculture is prospering, in particular, and the service industry is expanding. Additionally, the Pakistan government follows a strong digitalization agenda. Stefan Leitl, Managing Director BITZER Middle East, states: 'We are very confident of the future potential of Pakistan, which is why we are developing a personal presence there. It has always been one of the most important goals for BITZER to get closer to our customers. In addition, product availability is a huge topic for the Pakistan market. We are going to offer sales and support for OEMs and distributors and already have several special projects in the pipeline.'

Sami Jamil, BITZER Country Manager Pakistan, adds: 'In Pakistan, BITZER products are recognised as very reliable products. Although we haven't been present here directly so far, we have a fairly good

share of installed compressors – and this number is noticeably increasing. But we want to give customers our maximum support, so we will be assisting our OEMs, establish our distribution network further and support this market in all possible means. Moreover, our end users need access to original spare parts and oils, which is why we will establish Green Point in Pakistan later this year.'

With the foundation of BITZER Pakistan, BITZER is also taking action against counterfeit compressors, spare parts and poor-quality oils that are becoming more and more prominent in the country. Available as a contact representative for system operators and business partners, BITZER Pakistan not only helps to determine the authenticity of already purchased products, but also advises official BITZER sales partners so that their customers can rest assured that they have acquired an original.

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As an independent specialist for refrigeration and air conditioning technology, BITZER is present all over the world: with products and services for refrigeration, air conditioning and process cooling as well as transport, BITZER ensures optimum temperature conditions for trade in goods, industry processes and indoor climate control – always striving for the highest possible energy efficiency and quality. BITZER is represented all over the world with 72 sites in 37 countries, including its sales companies and production facilities. Trade and service partners included, the BITZER network of manufacturing, development and sales extends to almost all countries in the world. In 2020, 3,800 employees generated a turnover of €808 million; expenditure for research and development totalled €45 million.

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Overview of images

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Image 1: Gianni Parlanti (on the far left), Managing Director of BITZER Italia and Green Point Servizi Industriali since 01.04.2021, and Martin Büchsel (on the far right), Chief Sales and Marketing Officer and Member of the Management Board at BITZER, at the virtual office opening

Image 2: Sami Jamil, BITZER Country Manager Pakistan