

Dedert Strengthens its Commitment to China

Dedert Corp., specialists in drying and evaporation technology worldwide, has opened a new office in Shanghai, China, to help the company better serve its growing client base. Dedert (Shanghai) Drying and Evaporating Technology Co. Ltd officially opened on October 1 2012. It is located on the 15th floor of the Hongjia building in downtown Shanghai, at 388 Fushan Road, suite 1504, Pudong District, Shanghai, China.

The office will enable Dedert to support the Chinese market with its full range of products and services: sales, project execution, technical support, local sourcing and manufacturing, working with high-quality fabrication partners to build equipment. Dedert will trade in local currency and be able to ensure compliance with local governmental regulations. The office can service both English- and Mandarin-speaking customers.

Jirui Chen has been appointed as general manager. Chen earned his degree in mechanical engineering from McGill University in Montreal. Since then he has spent his career building the Asian market for western companies expanding into the region. His leadership will provide customers with the benefit of years of experience and a well-known face in this new venture. Octavio Flores has relocated from Dedert USA to take on the role of technical manager.

“We continue to see potential for more growth in China.” says Guy Lonergan, President, Dedert Corp. “The new office allows us to build the market and provide China with a level of support that Dedert is known for worldwide. We see this as a significant step in affirming Dedert's place as a global force in drying and evaporation technology.”

With China's rapid rise in Dedert's core industries of food, starch and chemicals, the company concluded that the opening of an office in China was prudent business strategy. The company is looking to strengthen the team further with engineers and draftsmen who will work closely with Dedert headquarters in Chicago, USA, to provide existing and new customers with excellent customer service.

Dedert Corp. specializes in the custom-design of industrial concentration and drying equipment, and has successfully provided and integrated dryers and evaporators worldwide for over 40 years. Headquartered in Chicago, Dedert's standard of design provides systems that are innovative, flexible and energy-efficient, and can be incorporated into customers' expansion plans.

For more information, please visit www.dedert.com [1].

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