



# Messer China – an extraordinary success story

SGC Virtual Roundtable on “Experiences of German FDI in China”

Frankfurt School of Finance & Management – September 22<sup>nd</sup>, 2020

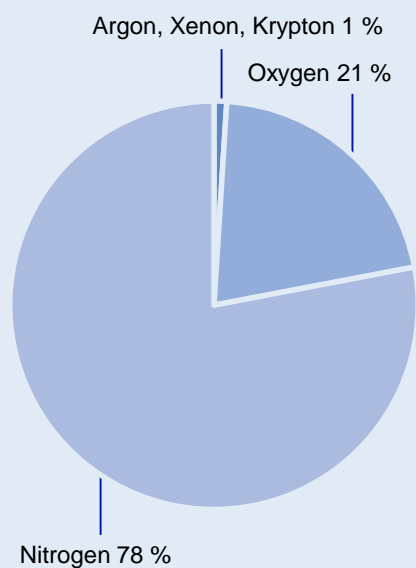
Stefan Messer – CEO Messer Group GmbH

# We do this all along the line

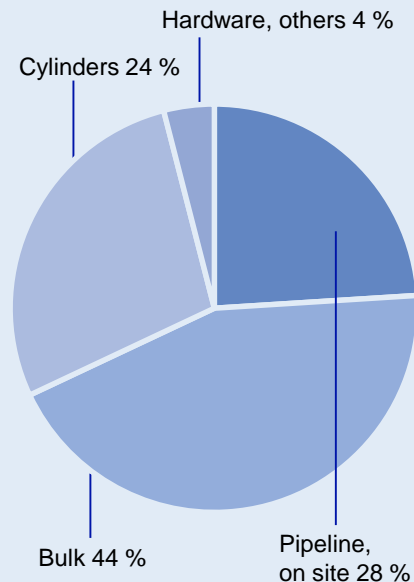
## Air separation unit



## Products



## Sales



## Customer segments



Automotive



Construction



Environmental technology



Food and beverages



Industry, production and manufacturing



Medicine and pharmaceuticals



Metallurgy/steel, iron/glass and ceramics

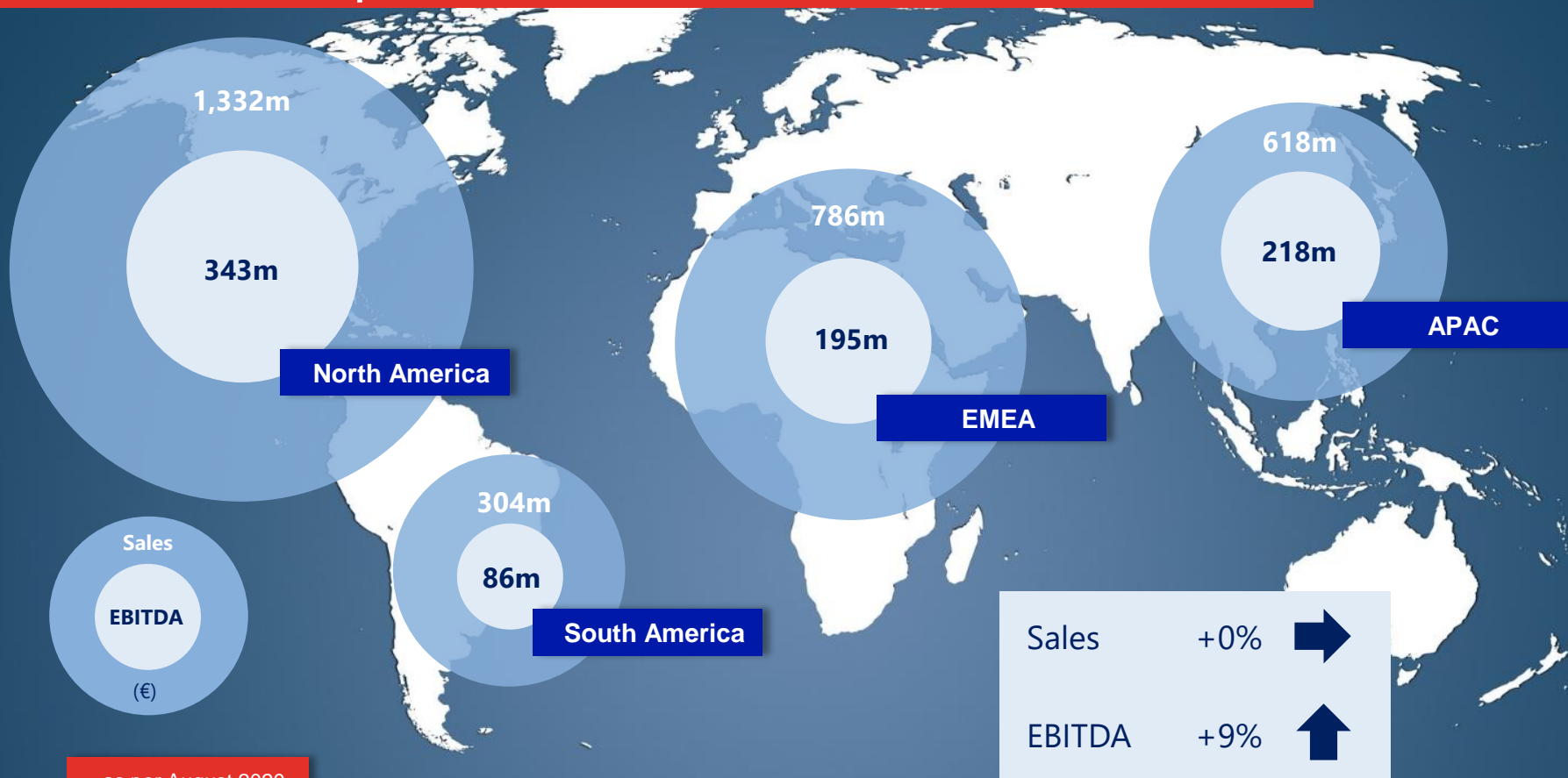


(Petro)chemicals, rubber, plastics



Welding and cutting

# Messer Group / Messer Industries: LTM Financials



as per August 2020

# Development of Messer China

## Phase I (1995 – 2000)

establish a footprint



## Phase II (2004 – 2012)

grow with existing partners



## Phase III (2012 – 2022)

diversify the business



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diversify the business

## Market entry in the 1990ies

- Messer came a little late. The coastal areas were already occupied by competitors.
- The Chinese steel industry offered outsourcing opportunities.
- The GO WEST POLICY created a lot of business opportunities.

# Development of Messer China

**Phase I (1995 – 2000)**

establish a footprint



**Phase II (2004 – 2012)**

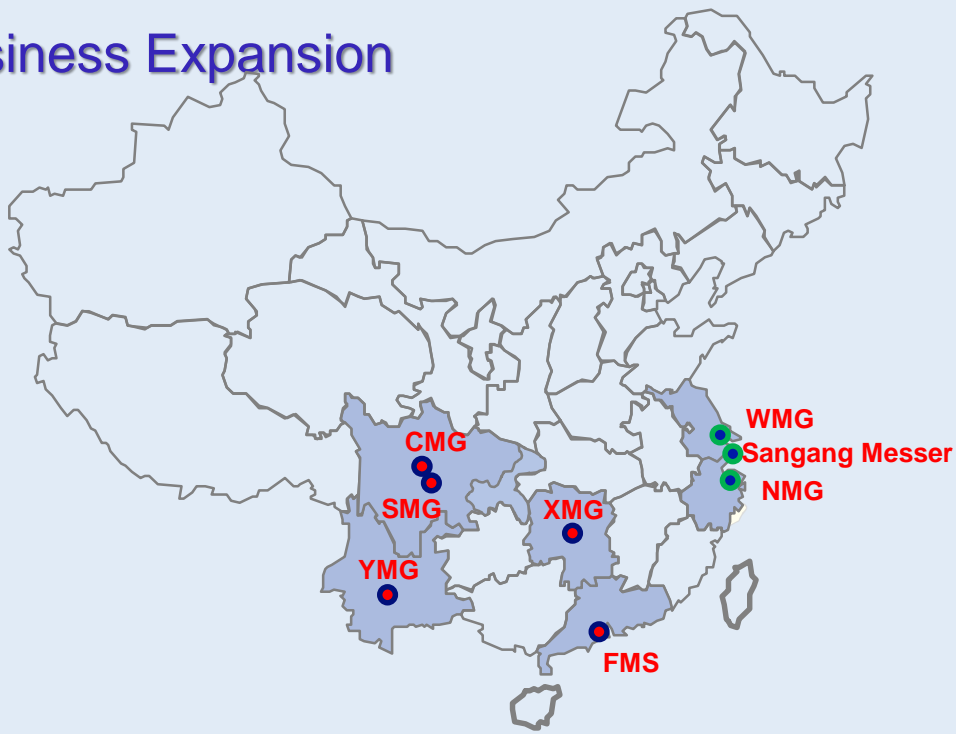
grow with existing partners



**Phase III (2012 – 2022)**

diversify the business

## Business Expansion



# Development of Messer China

## Phase I (1995 – 2000)

establish a footprint



## Phase II (2004 – 2012)

grow with existing partners



## Phase III (2012 – 2022)

diversify the business

## Messer China Diversification Strategy

- Diversify the business by:
  - Developing non-steel on-site business
  - Expanding the liquid business
  - Growing the specialty gases business
  - Entering the CO2 market
  - Developing cylinder business
- while pushing continuous expansion with existing customers and partners

# Development of Messer China

## Phase I (1995 – 2000)

establish a footprint



## Phase II (2004 – 2012)

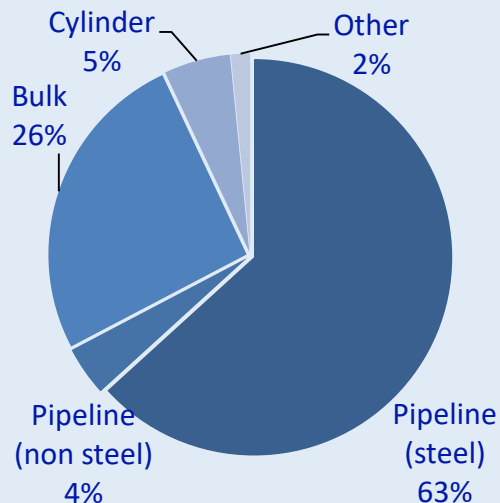
grow with existing partners



## Phase III (2012 – 2022)

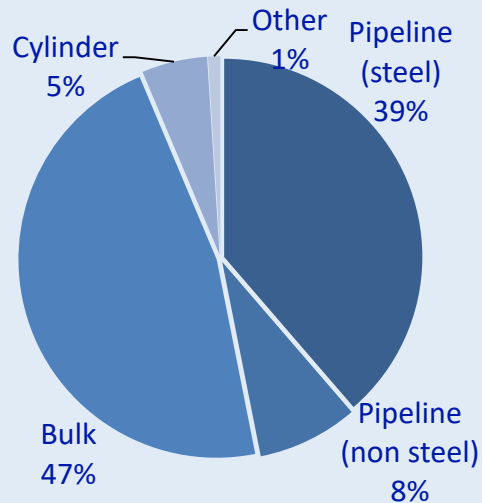
diversify the business

## Diversification of Product Lines 2012-2020



2012

Sales: CNY 2.4 bn.



2020

Sales: CNY 4.1 bn.



# Where we are in China

