

ENGEL appoints new Regional President for South East Asia

Schwertberg, Austria – April 2020

As Regional President, Roger Bitterlin takes over sales responsibility for South East Asia for injection moulding machine manufacturer and system solutions provider ENGEL. He succeeds Romain Reyre, who is returning to his home country France to head the ENGEL sales and service subsidiary.

Roger Bitterlin joined the ENGEL Group in 2017 as Head of Business Unit for the Asian markets based in Shanghai and has played a major role in the success of the internationalisation of the business unit structure and the consistent expansion of local industry-specific know-how since then. In this position, Roger Bitterlin is already well-known locally to customers in South East Asia. As Regional President, he is building on his in-depth knowledge of the market, a deep understanding of local requirements, and numerous established customer contacts. He will retain responsibility for the business units in Asia and leverage the resulting synergies to further strengthen ENGEL's excellent market position in South East Asia. "Romain Reyre has done a very good job in South East Asia over the past years. We would like to thank him expressly for this", as Dr. Christoph Steger, CSO of the ENGEL Group, emphasises. "With this internal personnel decision we are ensuring a very high degree of continuity for our customers in South East Asia. We are delighted to have the support of Roger Bitterlin for this important position".

As Regional President, Roger Bitterlin has full sales responsibility for ENGEL in South East Asia. This includes the sales and service subsidiaries in Singapore, Thailand and Vietnam.

Bitterlin has been in the plastics industry for more than 25 years and brings a total of 16 years of experience in Asia to the table. Before joining ENGEL he was the managing director of a plastics processing company in China.



Roger Bitterlin is ENGEL's new Regional President South East Asia.

Picture: ENGEL

ENGEL AUSTRIA GmbH

ENGEL is one of the global leaders in the manufacture of plastics processing machines. Today, the ENGEL Group offers a full range of technology modules for plastics processing as a single source supplier: injection moulding machines for thermoplastics and elastomers together with automation, with individual components also being competitive and successful in the market. With nine production plants in Europe, North America and Asia (China and Korea), and subsidiaries and representatives in more than 85 countries, ENGEL offers its customers the excellent global support they need to compete and succeed with new technologies and leading-edge production systems.

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