

/ HASLER Group in China: Interview with Romuald Collaudin, HASLER Shanghai's General Manager

Zoe Zhu, VP - ALTIOS China, recently had the opportunity to talk to Mr. Romuald Collaudin, General Manager, HASLER Shanghai, about the success story of Hasler Group in China and their experience of working with ALTIOS.

HASLER Group provides various Dosing, Mixing, Filtration & Kneading equipment and services industries using continuous production processes: Cement, Fertilizer, Mines & Metals, Fine and Specialty Chemicals are among the main industries using HASLER Group solutions.

Operating all over the World for several decades already, HASLER Group, has always placed its values of proximity and responsiveness at the forefront, offering all the benefits of an international company that operates on a human scale. With products and brands that are benchmarks in their respective sectors, their pride lies in their high quality and detail-oriented approach.



HASLER GROUP

We care about your performance

- / Headquarters:** Nanterre, France
- / Turnover:** € 32 M
- / Expertise:** Dosing, Mixing, Filtration & Kneading equipment for industries using continuous production processes: Cement, Fertilizer, Mines & Metals, Fine and Specialty Chemicals
- / Production Sites:** 2 - Mêle-sur-Sarthe (France), Shanghai (China)
- / Brands:**
 - Dosing : HASLER®
 - Agitation : LUMPP®
 - Filtration : Aoustin® Table Filter, Filtres PHILIPPE®, Filtres VERNAY®
 - Kneading : Aoustin® Continuous kneader, Malaxeurs GUITTARD®, NOVAMIX®



1. Is China still a priority market for HASLER? If yes, why?

HASLER Group strategy till 2026 is geographically divided into 3 zones of priority:

- A. China
- B. North America
- C. Europe, Africa and the rest of the world.

This shows that China is an important market for HASLER Group right now and for the future.

Our legal structure was set up in 2005 and now we have 30 people here in Shanghai.

Our subsidiary has 2 main roles :

- To address the Chinese market thanks to its geographical & cultural proximity with Chinese customers

- To support HASLER Group as its main source of competitive manufacturing.

To open an office & assembly workshop in China has allowed a steady progress and success resulting to where we are now.



**Romuald Collaudin,
General Manager,
HASLER Shanghai**

2. What has HASLER Group strategy been in China? How is it different from other countries?

HASLER Group has been focused on building long term relationship with the right customers and partners to build sustainable growth. We believe in our philosophy of thinking global and acting local. We found our competitive edge with our local assembly workshop and local manufacturing base which allows us to manufacture some of our products 100% in China.

The Chinese structure of HASLER is smaller than the French establishment, but we can propose most of the services provided by our mother company (sales, design, procurement, manufacturing, after sales service...), and we have managed to enter some segments of market in China which had not been as successful in other countries, by striving to adapt to local reality.

Our team here wears a lot of hats and adapt their roles depending on the expertise required and the customers expectation. One thing we have learned is that Chinese customers love reactivity. They prefer a responsive reply rather than a perfect offer. We take advantage of the various skills of our team members and how they could be adapted in the perfect manner for the client. This adaptation and understanding of different work cultures have made us quite efficient in the market.

3. Has HASLER Shanghai made any strategic adjustments to business development in China due to the lockdowns and pandemic as a whole?

COVID-19 has been quite an issue for the last 3 years. Uncertainty due to ever-changing travel & quarantine rules, has caused miscommunications and delays. Personal relationships in China's working culture hold very strong importance when it comes to business success.

Due to strict health monitoring status and heavy lockdowns, we have seen reluctance in face-to-face meetings causing stagnation and unwillingness in people to work together. Shanghai lockdown was definitely a big challenge but we had support and understanding from our mother company in France and our clients in China.

In terms of turnover, 2022 has actually been a better year than the previous 2 years. Although mobility has been an issue, we have adapted.

HASLER Group has created a strong reputation in China for Cement and continues to grow in different segments. Our success in China is a result of our focus on premium image, quality products, local adaptation while creating a strong long-term relationship with local partners.

4. What are the main areas HASLER Shanghai is focusing on to put more effort for development?

Our current focus is to maintain the good market position for our existing segments where we excel – this includes cement, water treatment, and aluminium - and at the same time, progress on other markets including fertilizers, which has been a very successful market for HASLER Group outside of China.

We also intend to be more present in the Chemical industry and add new product segments for growth.

5. How is the overall experience working with Altios? What other areas would you like Altios to help you with in your future business development?

HASLER Group and ALTIOS have been working together for several years and ALTIOS has provided us with various services including recruitment, payroll hosting in several countries.

For the Chinese market particularly, we have a recent yet sustainable relationship with a keen understanding of the needs and we appreciate the approach ALTIOS has on the Chinese market. Our recommendation to companies entering the Chinese market is to be objective and informed in this complex market.

China has so much growth potential, but companies need to have knowledge and understanding of this country with openness to adapt according to their own experience and not only based on the opinion of the World media.

Work with ALTIOS

ALTIOS is an international business development and market entry expansion firm that has over 30 years of experience helping clients explore their international potential.

By successfully combining a full range of market entry services and expansion services with a powerful global and well-positioned network of 22 offices, ALTIOS has helped +3500 companies identify, qualify & collaborate with ideal local partner(s) with regards to distribution, Joint ventures & Acquisitions.

With the expertise in FDI and a local team of experts based in Shanghai, we have made it very efficient to allocate resources suitable to navigate the entire Chinese opportunity. To discuss more the opportunities in the market, book a consulting session with ALTIOS International.