

GEA Refrigeration Technologies expands its market presence

Andreas Meier is new Country President for Sales

Bochum, Germany, 13 September 2011 – Effective as of 1 September 2011, Andreas Meier (36) will serve GEA Refrigeration Technologies GmbH as Country President for Sales in the region covering Germany, Austria, and Switzerland (D/A/CH). He will be responsible on an overall basis for sales activities for Grasso compressors, condensers, chillers, packages and skids, as well as freezers – and, in the near future, ice generators for GEA Geneglace. With expansion of its sales management, GEA Refrigeration Technologies is undertaking an important step toward implementing a sales organization for each country – one that effectively represents the product portfolio of the company from one source. Not included here, for the foreseeable future, are the sales activities of the valve manufacturer GEA AWP GmbH and of the company GEA Bock GmbH, a specialist in small compressors with a more restricted circle of customers.

Not least, the new procedures in Sales are intended to successfully establish GEA freezers and ice generators in German-speaking areas in the relevant sectors – in addition to Grasso compressors (including packages, skids, and control systems). Andreas Meier is ideally suited for this task. He has studied supply engineering and has obtained the degrees of chartered engineering (Dipl.-Ing., FH) and Master of Engineering. He has additionally gained valuable professional experience, including that gained from his work as Director of Marketing and Product Management at GEA Küba. Before accepting his present position, he served as Sales & Marketing Manager for a Japanese supplier of refrigerating compressors and process technology for the food industry. From his position there, in Zug, Switzerland, he was also responsible for intensifying sales activities in Germany.

As Andreas Meier has stated, “It is a fascinating responsibility to expand the core business of GEA Refrigeration Technologies and to open up new lines of business for the company. I am pleased that GEA Refrigeration Technologies has placed this responsibility in my hands.” In mastering this challenge, Andreas Meier will be effectively supported by an experienced GEA colleague: Thorsten Ewert. Until now, Thorsten Ewert, father of a three-year-old son, has successfully directed the sales activities of Grasso compressors. Beginning now, Ewert will be a member of the GEA sales team for opening up business in the German-speaking markets in Germany, Austria, and Switzerland for new areas of GEA Refrigeration Technologies. These activities will include marketing of GEA Geneglace ice generators. In his new assignment, Thorsten Ewert can call on more than ten years of experience in technical project management and in sales.

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Andreas_Meier_01.jpg



Since September of 2011 Andreas Meier has served for GEA Refrigeration Technologies as Country President for Sales in the German-speaking areas of Germany, Austria, and Switzerland.

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About GEA

GEA Group Aktiengesellschaft is one of the largest systems providers in the food and beverages industries and in energy production. Group sales in 2010 were more than 4.4 billion euros. As an internationally active technological enterprise, GEA Group has concentrated on process engineering and components for demanding production processes in a wide range of end-user markets. The Group generates around 70 % of its sales in long-term growth industries for food, beverages, and energy. As of 31 December 2010 the Group internationally employed more than 20,000 staff. In its business areas, GEA Group is among the leading companies on the market and in technological developments. GEA Group is listed on the German MDAX stock index (G1A, WKN 660200).

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