

## Michael Ziesemer elected ZVEI president

The Chief Operating Officer of the Endress+Hauser Group chosen to take over top spot at the German Electrical and Electronic Manufacturers' Association (ZVEI)

**At its delegates meeting held in Munich on 25 June, the ZVEI named Michael Ziesemer, a top executive with Endress+Hauser, as its new president. Ziesemer cited the energy revolution and the digitalization of various aspects of our lives as the industry's biggest challenge.**

The ZVEI boasts 1,600 member companies which employ 1.5 million people around the world. The association represents the interests of a highly-technical industry with a product portfolio that covers a wide spectrum. Michael Ziesemer, Chief Operating Officer of the Endress+Hauser Group, has now been selected to take over the helm of the ZVEI after serving as its vice president for seven years. In his capacity as president, the 63-year-old executive is tasked with representing the interests of the electrical and electronics industry at the highest levels of business and politics.

“Assuming the association’s top honorary office will be a wonderful task for me given that this industry is marked by so many innovations,” says Michael Ziesemer. “The ZVEI represents around 10 percent of the German manufacturing industry. Every third innovation from the manufacturing sector has its roots in the electrical and electronics industry. That’s why it plays such a significant role in creating jobs and prosperity in Germany.”

The ZVEI tracks economic, engineering, political and societal developments on behalf of the electrical and electronics industry. Although it includes large companies as members, the association consists primarily of small-to-medium enterprises. “Every industry in Europe has outstanding SMEs that are among the global leaders in their segments,” says Michael Ziesemer. “Far from taking it for granted, this leadership position must be constantly recaptured.”

### Radical changes

The energy revolution and the impact of digitalization are two key issues facing the industry over the coming decade. “The energy revolution and the Internet of Things bring radical changes that touch many areas of our daily lives and transform entire business models,” says Michael Ziesemer who adds: “The ZVEI can promote the dialogue and set the processes in motion that will help companies and society best prepare for this transformation.”

In 2013 Nikolaus Krüger, Corporate Director Sales and Marketing at Endress+Hauser, was elected to the ZVEI executive committee that is responsible for the area of Measurement Technology and Process Automation. “We’re proud that two of our executive leaders are in a position to share their know-how with this important German industry association,” says Matthias Altendorf, CEO of the Endress+Hauser Group.



**Michael\_Ziesemer.jpg**

## **The Endress+Hauser Group**

Endress+Hauser is a global leader in measurement instrumentation, services and solutions for industrial process engineering. The Group employs 12,000 personnel across the globe, generating net sales of 1.8 billion euros in 2013.

### **Structure**

With dedicated sales centers and a strong network of partners, Endress+Hauser guarantees competent worldwide support. Our production centers in 11 countries meet customers' needs and requirements quickly and effectively. The Group is managed and coordinated by a holding company in Reinach, Switzerland. As a successful family-owned business, Endress+Hauser is set for continued independence and self-reliance.

### **Products**

Endress+Hauser provides sensors, instruments, systems and services for level, flow, pressure and temperature measurement as well as analytics and data acquisition. The company supports customers with automation engineering, logistics and IT services and solutions. Our products set standards in quality and technology.

### **Industries**

We work closely with the chemical, petrochemical, food & beverage, oil & gas, water & wastewater, power & energy, life science, primaries & metal, renewable energies, pulp & paper and shipbuilding industries. Endress+Hauser supports its customers in optimizing their processes in terms of reliability, safety, economic efficiency and environmental impact.

### **History**

Founded in 1953 by Georg H Endress and Ludwig Hauser, Endress+Hauser has been solely owned by the Endress family since 1975. The Group has developed from a specialist in level measurement to a provider of complete solutions for industrial measuring technology and automation, with constant expansion into new territories and markets.

For further information, please visit [www.press.endress.com](http://www.press.endress.com) or [www.endress.com](http://www.endress.com)

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