

## PRESS RELEASE

### **Schmersal appoints new managing director for subsidiary in China**

#### **Internationally experienced manager now heads Schmersal Industrial Switchgear Co. Ltd. in Shanghai**

**Wuppertal / Shanghai, 18 March 2021.** The Schmersal Group has appointed Michele Seassaro as the new managing director of Schmersal Industrial Switchgear Co. Ltd. in Shanghai. The 52-year-old has been managing Schmersal's Chinese subsidiary with around 150 employees since March 1, 2021.

Michele Seassaro was born in Milan, Italy, and has more than 20 years of international management experience, including in Europe, North Africa and Asia Pacific. Over the past ten years, he has held senior positions in various companies in the consumer goods and food industry in China. The entrepreneurial-minded manager has a law background as well as an EMBA degree from China Europe International Business School (CEIBS) and studied the Chinese language at Shanghai Jiao Tong University.

“I would like to share with the Schmersal team my thorough management experience, which I have acquired in more than 20 years in various industries and countries. My goal is to actively contribute to long-term and sustainable revenue growth for Schmersal in China by strengthening the entrepreneurial spirit of the talented colleagues who are part of our skilled team in Shanghai,” explains Michele Seassaro.

In Schmersal's production plant in Qingpu/Shanghai which is equipped with the latest eco-efficient technologies, the employees produce position and safety switches as well as lift switchgear for the

Asian market. The R&D department in Qingpu qualifies existing products for customer specific requirements. In addition, Schmersal is present with many sales offices in the industrial centres of China.

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**Image caption:**

Michele Seassaro is the new managing director of Schmersal Industrial Switchgear Co. Ltd. in Shanghai.

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**About the Schmersal Group**

The Schmersal Group is an international market and expertise leader in the challenging field of machine safety. With the world's most comprehensive range of safety switchgear products, the Schmersal Group develops safety systems and solutions for special requirements in a variety of user industries. Schmersal's tec.nicum business division offers a comprehensive service portfolio to complement the range of solutions offered by Schmersal.

Founded in 1945, the company is represented by seven manufacturing sites on three continents with its own companies and sales partners in more than 60 countries. The Schmersal Group employs over 1,850 people worldwide.

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