

Petrol PLAZA

Even closer to Chinese customers and partners

Franke Coffee Systems strengthens presence in Asia with their own company in China to further growth in this rising key market.



Further strengthening its activities in the Chinese market and ensuring improved, targeted support for the needs of their local customers, Franke Coffee Systems has registered its own company in China with respective Franke employees.

Franke thus guarantees that it continues to operate in close proximity to their market and that both end-customers and partners alike are able to rely on ideal service and support. The new organization sees customers and partners benefit from short communication channels and customer-centric, market-driven solutions.


"By growing our team in China, we aim to continue on our path to growth, while strengthening our sales and service activities. Asia is a very important region for us and we are pleased that we can now build on our previous successes with this new set-up in China," states Marco Zancolò, CEO of Franke Coffee Systems.

"The mission of our Franke Coffee Systems China team is to better assist our partners in serving the Chinese market, by providing the most suitable and comprehensive "local for local" solution," says Yong Han, Managing Director of Franke Coffee Systems China.

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