

SOCOMEK IS EXPANDING IN ROMANIA

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The **SOCOMEK** group - a leader in Europe and in the world in the availability, control and safety of low-voltage electrical energy - has recently purchased **Power System Rom** (PSR), a Romanian company that distributes electrical supply systems, with head office in Bucharest.

With a yearly turnover of 3 million Euros (2009) and 25 employees, PSR has been the exclusive UPS distributor for SOCOMEK in **Romania** for over 10 years. The constant growth of the customer portfolio and of the turnover in recent years has enabled PSR to reach a market share of 15% and to be classified among the leaders in the distribution of solutions for the protection and continuity of electric energy supply on the Romanian market.

With this operation SOCOMEK aims to consolidate its presence in **Eastern Europe**. In fact the new structure, going by the name SOCOMEK Romania, will be an essential element in the commercial development strategy in that area.

Thanks to the high professional expertise of the current management and sales staff - which will all remain in office - and to their great experience in the UPS sector resulting from a decade of collaboration between the two partners, **SOCOMEK Romania** has very ambitious aims for growth.

As well as always offering highly advanced products, the new structure will aim to increase the quality of service so as to ensure a closer relationship with the customer and his constant satisfaction. The alliance of the two firms will also help increase specialisation in strategic sectors of the market that have not yet been fully developed and exploited in Romania.

"During these 10 years of profitable collaboration," declares **Bogdan Velcescu**, former chairman of PSR and now Managing Director of the new branch, with satisfaction, "we have always believed in the quality of SOCOMEK products, and this quality has been confirmed by our customers."

"Following the current trends towards globalisation," adds Velcescu, "SOCOMEK Romania will bring all the Group's experience into our market. At the same time the direct presence of SOCOMEK, along with the reputation that PSR has earned over all these years, will guide us in the creation of an excellent service for our customers, starting from after-sales assistance."

Pascal Kim, Managing Director of the SOCOMEK UPS Division, confirms: "We are proud to welcome Bogdan Velcescu and his team to the SOCOMEK family. Together we shall increase our ability to supply added value to our Romanian customers; our joint priority will be to assist them in the efficient management of their energy networks. SOCOMEK Romania will have the benefit of 40 years of SOCOMEK experience in the support of the most demanding markets, in caring for their needs and in supplying cutting-edge architectures and technologies."

The SOCOMEK Group - an overview

SOCOMEK is an independent industrial group, specialising in the availability, control and safety of low voltage electrical energy for industry and the service sector.

Founded in 1922, the company bases its development on two complementary industrial activities:

- Electrical Switching and Protection Systems (*switches, fuse switches, changeover switches, cutout switches, electronic monitoring and protection, enclosures, cabinets, etc.*);
- Uninterruptible Power Supply Systems (*inverters, load transfer modules, rectifier/chargers, harmonic compensators, etc.*).

SOCOMEK is a leader and specialist in its markets.

With 2500 personnel in 22 subsidiaries worldwide, SOCOMEK has complete control over the design, production and marketing of its products.

Nine industrial sites (4 in France, 1 in Italy, 1 in Tunisia, 1 in India, 2 in China) operate using the Group's primary areas of technological expertise, guaranteeing consistent quality of production and adherence to deadlines.

In 2009, the SOCOMEK Group achieved a turnover of 310 million euros.

Read more at www.socomec.com