

Press release

28.07.2021

ILLIES becomes new sales partner of castus® for the Asian markets

Ochsenhausen, 28.07.2021 – With ILLIES, specialist for the marketing of machinery and equipment for the processing industry, castus®, market-leading manufacturer of transfer systems, has a new sales partner in the Asian region.

ILLIES becomes the exclusive distributor of the innovative castus® transfer systems in China, South Korea, Vietnam, Indonesia and Thailand.

"We are very happy about this cooperation thanks to the long-standing presence and the far-reaching contacts in the Asian industry. The close and individual support of our customers is a cornerstone of the corporate philosophy for castus® as well as for ILLIES," explains Jürgen Hoffmann, Managing Director of castus®. A joint appearance at the CIPM trade fair in Qingdao, China is planned for November. Furthermore, ILLIES is preparing a roadshow in Shanghai / Beijing.

Cooperation with SinoMach terminated

After several years of cooperation, castus® and its previous sales partner in China, SinoMach, will go separate ways in the future. "We would like to express our gratitude for the good cooperation and technical expertise over the past years," says Managing Director Jürgen Hoffmann. "With ILLIES, we have now found an equally competent and reliable successor for our new strategic orientation in order to be able to continue customer support at the same high level."

In the future, ILLIES will support all customers and ongoing projects in China. The aim of the cooperation is to jointly utilize synergies and thus further increase market shares.

Sales partner: ILLIES

Founded in 1859 as the first German trading house operating in Japan, ILLIES is a pioneer in East Asian trade. In its 160 years history, ILLIES has evolved from a general trading house to a specialist for top-end industrial machinery and technologies. Today the company is still family owned and managed – by the fifth generation of ILLIES – with a strong regional base consisting of 13 branches in the Asian region. As sales and project partner, ILLIES links world-leading technology providers with the manufacturing industry in Asian markets.

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