



FP Group Expands its Business in Asia

Birkenwerder, Germany -- The Francotyp-Postalia Group, a global mailing solutions provider, has opened a sales subsidiary in Singapore. Francotyp-Postalia Asia Pte Ltd. has emerged from an existing three-year joint venture between Francotyp-Postalia and Global Procurement Services Pte Ltd., an international provider for procurement markets.

Francotyp-Postalia is the market leader in Germany and Austria for postage machines, with a share of 45% respectively in these two countries. Its U.S. branch, FP Mailing Solutions, is based near Chicago. Using its new Singapore subsidiary, the company now hopes to expand market share in the Asian-Pacific region. "We intend to build up a dealer network in the Asian-Pacific region. This way we can better exploit local growth potential and sustainably increase our revenues in the high-growth countries there over the medium term," said FP Group's CEO, Dr. Heinz-Dieter Sluma.

Markets in the Asian-Pacific region offer big opportunities. "Apart from servicing existing business relations, we are currently involved in projects in India and China. Now we want to ratch up our efforts to win new partners and customers in other countries within the region," explained Marc Sempell, General Manager of Francotyp-Postalia Asia Pte Ltd, Singapore. Sempell holds a German diploma in applied business management and also studied in Japan. He has been working for over ten years in Asia. As Sempell put it, "The market for professional solutions for outbound mail is opening up right now and we have an opportunity to establish ourselves early as a leading supplier in this field."

Francotyp-Postalia Asia employs 18 staff in Singapore, with a further seven to strengthen the team over the coming months.

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