



for its machinery in 20 countries and sales organisations in 50 countries covering more than 100 countries, where the sales office in Bangkok covers both Thailand and Vietnam.

The company has experienced solid growth in Thailand and Vietnam. From a few million Euros a year in the late nineties to a record 33 million Euros last year (2007). The increase is due to the industrial development Thailand has undergone the past ten years and more, and the more recent progress in Vietnam's industry and economy.

Alfa Laval Thailand opened offices in Hanoi and Ho Chi Minh City in 2005. The country has suffered from the global setback in economy this year, but Alfa Laval has a strong hold, particularly, in shipyards.

"Last year the marine business was booming in Vietnam. Our products, among other applications, are used to cool oil, provide fresh water, and clean oil in ships and production engines," explains the division manager.

The company projects that shipbuilding will continue to be an important industry in Vietnam, since

the country can build ships at even lower costs than China. In spite of the economic setback this year, Alfa Laval has expanded from eight employees to 12 in Vietnam.

Still, the main business areas for Alfa Laval are process industries in Thailand, where green energy is becoming an important factor.

"Industrials in Thailand are more and more concerned with energy recovery. Our most recent heat exchangers are designed to be environmentally friendly. The new equipment weighs less, recovers more energy, and are easier to install," says Mr. Armand.

Most of the refineries, plants and factories are using a technology called "shell and tube" to handle liquids. But this technology is becoming obsolete. To meet new demands, Alfa Laval aims to promote and install a new generation of energy saving machinery. The new designs are, for instance, using stainless steel tubes to transfer liquids, which conserves and transfers energy far more efficiently.

Alfa Laval Thailand expects that Thai factories will switch to the new

designs, which will keep the Swedish machine manufacturer busy in the coming years.

On a global level Alfa Laval is known for its research and development (R&D), where nearly three per cent of the total sales is reinvested to develop new and better machines and equipment. Next year more than 60 new products will be introduced to meet industries demands for energy saving, reduce CO-2 reducing, process, purify, and handling fluids.

Another reason for Alfa Laval's progress is its service and maintenance organisation, where trained employees are on call if a production manager needs a machine repaired or overhauled.

A machine or part out of order can shut down a whole production line in a factory. In industrial terms that is "down time" costing a producer money. A fast and efficient repair service is yet another strong sales parameter for Alfa Laval, which has 25 years of experience in Thailand and 70 employees.