

## Winner of the first Danish-Chinese Business Award

### Nilfisk-Advance has been awarded for its remarkable and innovative results in China

2010-04-28: Mr. Nils Foss, Chairman from Danish Chinese Business Forum states: "Nilfisk-Advance is an extraordinary example of a Danish industrial company, which within a very short time has managed to enter, set-up production facilities and consolidate itself on the Chinese market. In only 7 years they have managed to multiply their business in China many times. The company fully deserves the Danish-Chinese Business Award 2010!"

The Danish-Chinese Business Award is offered to a Danish and Chinese company which, relatively to its size,

- has achieved remarkable and innovative results in their Danish-Chinese business over a period of several years as well as during the past year
- has contributed to networking and co-operation between Danish and Chinese companies
- enjoys a good reputation in both Danish and Chinese business communities

Jørgen Jensen, President and CEO Nilfisk-Advance, says about the recognition: "We are very proud to receive this prestigious award. It has been a priority of ours to expand and grow on the Chinese market. As standard of living is rising, and the use of mechanical cleaning machines is growing our opportunities in Greater China will increase. We still expect the Chinese market to grow significantly in the years to come, and we will be there to make our expert knowledge and professional machines available."

Compared to global competitors, Nilfisk-Advance set up business in China relatively early, recognizing that early presence was an investment in the future. The increasing need for new standards of consistent high quality cleaning in all areas of the Chinese society was and is creating a rapidly growing market.

Local production makes it possible to match the Chinese and Asian customers' expectations of the products' functionality and price with Nilfisk-Advance's development and production. Today, more than 50% of the company's products that are sold in China are made in China.

Jørgen Jensen about the future strategy in China: "We will continue to invest in building both our market and brand position in China, and will expand our production for both the Chinese market and attractive export to Europe and North America of both parts and finished products. To do this successfully, we are building a strong Chinese organisation out of the great potential within our Chinese organisation today. This is the next big challenge for Nilfisk-Advance in China."

The award was presented to Nilfisk-Advance under a ceremony in Copenhagen last night, Tuesday April 27<sup>th</sup> 2010.

For more information, please contact Jørgen Jensen, President and CEO on: + 45 43 23 81 00

Read more about Danish-Chinese Business Forum and Nilfisk-Advance's involvement in China [here](#).

**About Nilfisk-Advance**

Nilfisk-Advance is - with a complete range of cleaning equipment including commercial and industrial vacuum cleaners, scrubber dryers, industrial sweepers, machines for outdoor cleaning and high pressure cleaners – one of the leading suppliers of cleaning equipment for professional purposes. Nilfisk-Advance is represented in 43 countries with its own production and sales entities. The company currently has over 4,700 employees and annual turnover of 690 million EURO (2009).