

Press Release

Schaeffler appoints Alfred Lee as President Industrial Asia Pacific to lead the Industrial division in Asia Pacific

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- Alfred Lee joins Schaeffler as President Industrial Asia Pacific, bringing close to 30 years of professional experience in the process and automation industry

SINGAPORE | October 15, 2021 | Leading global automotive and industrial supplier, **Schaeffler** has recently appointed Mr. Alfred Lee (53) as President Industrial Asia Pacific as of September 29, 2021, succeeding Martin Schreiber (54), who has left Schaeffler on August 1, 2021, to pursue other opportunities.

The role will see Alfred spearhead the company's growth across various industrial sectors in the Asia Pacific region, including two-wheelers, off-road, rail, aerospace, raw materials, industrial automation, power transmission, and wind.

Prior to joining Schaeffler, Alfred was the Vice President for Sales & Marketing at IMI Norgren. Bringing close to 30 years of professional experience in the process and automation industry, Alfred also worked at organizations including ABB, Emerson Process Management, and McDermott International.

Strategic Focus on Industrial Business

"I am excited to join Schaeffler, a leading innovation partner to the automotive and industrial sector, to support the organization's efforts in enabling business transformation in the industrial sector. Schaeffler's significant investments into innovation and localizing production in the region have enabled the company to become one of the leading suppliers across various industrial sectors globally", Alfred said. "I look forward to supporting our partners as we pioneer the future of mobility and motion."

Commenting on the new appointment, Dharmesh Arora, Regional CEO for Schaeffler Asia Pacific, said, "As we continue to expand our presence and network into emerging market sectors in the region, I am delighted to welcome Alfred as a key member of our Industrial team in Asia Pacific. With our strategic focus on Industry 4.0 and localizing our production footprint, I'm confident that Alfred will be able to lead and propel our industrial business transformation further in the region."

Driving the Industrial Transformation in Asia Pacific

Testament to its commitment to industrial innovation and transformation, Schaeffler recently introduced its award-winning OPTIME condition monitoring solution in Singapore and Korea, in addition to Europe, China, the USA, Canada, and selected countries in the Asia Pacific (Malaysia, Philippines, Thailand, Australia, New Zealand, and India). The OPTIME, together with SmartCheck and ProLink, Schaeffler can provide a holistic and comprehensive monitoring solution for any production facility, thereby creating value-added services to its bearing solutions for our customers.

With a local presence in 18 countries across four different sub-regions in Asia Pacific, including India, Japan, Korea, and Southeast Asia / Pacific, Schaeffler has expanded its regional production footprint to include three production hubs located in Vietnam and India, for industrial bearings and components as part of its growth and localization strategy. Leveraging on the expertise and application knowledge of the global Schaeffler network, the industrial production plants in Vietnam and India are providing quality products for customers worldwide, with strategic plans to develop the production hub in Vietnam as a digital pilot plant for its global production system.

Schaeffler Group – We pioneer motion The Schaeffler Group has been driving forward groundbreaking inventions and developments in the field of motion technology for over 75 years. With innovative technologies, products, and services for electric mobility, CO₂-efficient drives, chassis solutions, Industry 4.0, digitalization, and renewable energies, the company is a reliable partner for making motion more efficient, intelligent, and sustainable – over the entire life cycle. The motion technology company manufactures high-precision components and systems for drive train and chassis applications as well as rolling and plain bearing solutions for a large number of industrial applications. The Schaeffler Group generated sales of EUR 15.8 billion in 2022. With around 84,000 employees, the Schaeffler Group is one of the world's largest family-owned companies. With more than 1,250 patent applications in 2022, Schaeffler is Germany's fourth most innovative company according to the DPMA (German Patent and Trademark Office).

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