



WEBSITE-NEWS

WIKUS founds new subsidiary in Mexico with WIKUS SIERRAS CINTAS S. de R. L. De C.V.

Europe's largest sawmill manufacturer WIKUS continues to expand its market position in North and South America.

Spangenberg, 21.12.2022: — In Querétaro, Mexico, the newly founded subsidiary WIKUS SIERRAS CINTAS S. de R. L. De C.V. will start operations on November 25, 2022. The new location in Mexico means that WIKUS will be even closer to regional customers in the target market and can serve their needs even more precisely.

Exploiting growth potential in North and South America

On February 01, 2023, WIKUS will welcome its new Managing Director Rafael Romero: a native of Mexico, Romero has extensive management experience and previously spent nearly seven years in various roles in the automotive sector in Germany.

At Romero's side, Alberto Enriquez will assume the position of Chief Sales Officer (CSO), who has many years of sales experience as National Country Sales Manager in Mexico at subsidiary WIKUS SAW TECHNOLOGY, Corp.

The USA in the north, the South American continent in the south: Mexico's favorable geostrategic location offers WIKUS the ideal ground for further growth. The most populous Spanish-speaking country – ranked tenth in the world with a population of around 129 million people – plays a development policy role on the continent itself and shares its experience with other countries in the region through its cooperation with Germany.

The new subsidiary of WIKUS is located in the central Mexican city of Santiago de Querétaro (Querétaro for short). With a population of around 1.05 million (2020), it is the capital of the state of the same name and home to numerous industries, thanks in part to its international airport.

New company continues strategic course worldwide

“The future-oriented staffing of important management positions and our teams in potential markets has always been a focus at WIKUS. We have already intensified this path with regard to global growth targets in 2022 by making strategic new appointments and expanding our workforce in Europe and North America,” says Michael Möller, Managing Director of the Business Group and Sales Division at

WIKUS. “With our new subsidiary in Mexico, we are now present at a total of eleven locations on three continents worldwide and are successfully meeting the ongoing high demand for our extensive portfolio of solutions and individual customer requirements in the markets there.”

This is fully in line with the measures taken since 2021 in the international sales project “Wlgrow25”, with which WIKUS is driving sustainable successful global growth. The project aims to ensure extensive penetration of all potential markets worldwide. In addition to investments in the infrastructure and corporate structure, this also includes the targeted expansion of digital sales channels and service expertise. This includes strategic personnel expansions and targeted qualification measures.