

Chinese mould maker Jie Mei expands in Sweden

Written by Johan Nylander

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The Chinese mould manufacturer, Jie Mei Precision Mould Ltd, is looking to boost its brand in Europe with the opening of a new sales office in the Stockholm area.

The manufacturer, which has been supplying Swedish and European companies with moulds for more than a decade, plans to open its first Northern European office in Enköping, west of Stockholm.

Per Wadström, area manager and head of the new office, explained that the move is an attempt to get closer to the company's end clients.

"Jie Mei wants to build a direct contact [with its customers] and build its own brand, and later make an IPO on the Chinese stock market," he told The Swedish Wire.

"The company also plans to set up offices in Great Britain and the US. Sweden will serve as a good test market ahead of further expansion."

Jie Mei makes moulds for products as varied as automobile parts, washing machines, cell phones and computers, according to its website.

The sales and service office will be responsible for business expansion in Scandinavia and Northern Europe and, as well as forging closer customer relations, will also build the company's brand locally. □

It's looking to boost sales in Sweden to 50 - 60 million kronor (\$7.5-9 million) within three years, Wadström said. In addition, operations will also be expanded in Norway, Denmark and Germany, led by the team in Stockholm.

The news came as China's oldest bank, Bank of China, announced that it's opening its first Stockholm branch. The Nordic headquarters will be located on Birger Jarlsgatan and will open on 1st June.

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