

# FORGING MUTUAL SUCCESS

**Automotive Equipment.** Foothold in Germany pays off for French auto group.

In 1997, GYS had only 40 employees in France and generated EUR 7 million in sales. But then new owners decided to vastly expand the company's horizon. Fifteen years later, its workforce has grown more than tenfold, and it has three global subsidiaries and expects EUR 60 million in 2012 sales to over 350 customers in some 100 countries.

Germany has played a key role in this expansion. CEO Bruno Bouygues describes the company's idea of setting up a commercial subsidiary in the western German city of Aachen in 2006: "We arrived in the German market seven years ago with the ambition to progressively transform our company into a bicultural French-German industrial group." In 2010, owing to the subsidiary's success with German clients, the company decided to boost its investment in Aachen in order to ensure continued growth. To do so, it approached *Germany Trade & Invest*, which provided the firm with a

range of services, including financing, taxes, and incentives information.

**This all culminated** in May 2011 when the company inaugurated its new service, logistics, and training center in Aachen. CEO Bouygues says that the new facilities take the firm's operations in Germany "to a new level" by helping GYS "meet the highly specialized requirements of the German market and have a better understanding of the eastern European markets." In recognition of the EUR 3.5 million investment, which will increase the local workforce from 40 to 60 employees, GYS was honored with the 2012 NRW.INVEST Award in the "New Investment" category by the economic development agency of North Rhine-Westphalia. —

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## GYS – SUCCESS IN GERMANY

GYS, a leading specialist in welding equipment, battery chargers, and car body repair equipment, was founded in 1964 in Laval, France. The family-owned firm manufactures more than 330,000 machines per year and has 430 employees at subsidiaries in China, the UK, and Aachen, Germany, where it launched a major expansion in 2011.



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