

P R E S S R E L E A S E

Jura is market leader in China

The Swiss company Jura Elektroapparate AG grows at annual rates of 25-30% in China.

Shanghai (4 September 2008) – The Swiss Jura Elektroapparate AG is a Chinese market leader of premium automatic coffee machines. Since its market entry in 2000, Jura has achieved annual growth rates of 25-30%. This year, the company will sell well over 2'000 coffee machines in the land of tea. "A strong presence in China is of particular importance to us, since China and Asia are markets with tremendous growth potential in the future", states Yoshiko Iwata, the responsible Area Manager at JURA HQ. "Jura is aware of Asian coffee consumer trends: China, the most populous country in the world, is a nation with a rich tea culture – but it is quickly discovering coffee. Jura successfully entered the Chinese market and managed to achieve a market share of 28% in the fully automatic segment", reports Nicolas Musy. Swiss-born Musy has lived in the Shanghai area for more than 20 years. His company "CH-ina" supports European enterprises to establish successful businesses in China, one of which is Jura.

Overcoming hurdles

"A successful market entry in China is a tough challenge", explains Musy: "Western companies have to overcome bureaucratic hurdles, understand the market, mentality and business ways, develop the right China strategy and acquire the ability to implement it." The Chinese market operates under different conditions from the European market: this affects HR management, supplier search, customer relations and various other aspects. That is why the market entry must be planned and prepared in every detail. "Working together with Chinese market experts is a key success factor", agrees Iwata.

Ambitious targets

In 2007, Jura Group increased its turnover in international markets compared to the previous year by 20 percent to more than 2.1 billion yuan. In 2008, the company's goal is to increase its overall turnover by 13 % to 2.8 billion yuan. For the Chinese market, the innovation leader sets ambitious targets: "By 2010, we aim to achieve unit sales of over 5'000 and a share of market in our target segments in excess of 35%", states Iwata.

Legend: Strong growth in China: Jura's store in Shanghai.

Legend: "Developing the right China strategy and implementing it, is a tough challenge."
Nicolas Musy, Founding Partner, CH-ina

About CH-ina (Shanghai) Co. Ltd.: CH-ina offers fully-integrated company set ups, M&A and management support for enterprises in China. The strategic advisory and project management firm with Swiss roots looks back on 20 years of experience in the Chinese market. Recently, the CH-ina expert team managed the publications of the comprehensive China-entry guide "Behind the China Kaleidoscope" and its follow-up, "The China Human Resources Paradox". More information on www.ch-ina.com.

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