***Mr. Nürnberger, how much are you enjoying being responsible for sales at the moment, given the faltering economy, heating market and global crises?***

I always enjoy being responsible for sales because I like working with our customers. The state of the economy has no effect on that. Of course, it’s always more satisfying when sales are up. But on the other hand, you can better demonstrate your knowledge and skills when the economy isn’t doing so well. In addition to global sales, I am also responsible for the Asia Pacific (APAC) region, where we are currently experiencing double-digit growth compared to the previous year. That’s great, obviously, but I feel a global responsibility to work with colleagues to acquire additional projects and customers. Recently, I was asked what I particularly enjoy about my job. I replied that it is precisely these two roles. Firstly, as Group CSO, helping to shape our global strategy and positioning us as a world market leader. Secondly, implementing this operationally at a local level in Asia. These are two tasks that are perfectly suited to each other and to me.

***Where do you see the biggest challenges at present?***

In terms of region, Europe currently presents the biggest challenges. When it comes to applications, two areas in particular are impacted: residential ventilation and heat pumps. One reason for this is that residential construction has decreased by 40 percent. Another reason is that heat pump manufacturers have seen their sales halved, especially due to the uncertainty caused by Germany’s Buildings Energy Act. Added to this is industry’s general investment reticence.

***How are you addressing these challenges?***

We are trying to make up for this with other applications and are also working with customers in these areas to develop future-proof solutions, such as central electronics that provide customers with additional benefits and also help to reduce costs. Our aim is to gradually evolve from a component supplier into a supplier of systems and solutions, thereby offering our customers even more added value.

***Let’s look at the opportunities: Where is the greatest market potential?***

The Asia Pacific and Americas regions. By Asia, I don’t just mean China but also Southeast Asia and India especially. This is home to many of the big players in the data center and commercial air technology sectors. When it comes to cleanrooms, we are the leading supplier to the semiconductor industry worldwide. Another equally important topic is renewable energy, for example the entire charging infrastructure, but we also offer fans in various sizes for energy storage.

There is also great potential in the retrofitting sector. In Germany, for example, 70 percent of commercial air technology systems are more than 20 years old. By retrofitting them with our plug-and-play solutions, we can help to achieve significant energy savings.

***The potential in the semiconductor industry is partly due to the trade conflict between China and the United States …***

These geopolitical issues are fundamentally not good, and as a company, we want free trade. But our global presence makes us a stable and flexible partner for our customers all over the world. With our local-for-local strategy, we laid the groundwork years ago for our ability to respond to geopolitical changes with a high degree of flexibility and agility.

***What measures have you taken on the product side to leverage this market potential?***

On the product side, we have set new standards in terms of low noise and energy efficiency with our new RadiPac 3 generation, AxiEco and AxiTone. We are also evolving from a component supplier into a solution provider, which is why we not only offer hardware but are also expanding our portfolio to include software. By analyzing data with artificial intelligence, we can make even better use of the fan, improving the energy efficiency of the entire system. On the same basis, we are also providing digital services to support condition monitoring and predictive maintenance.

***How important are these innovative solutions for ebm-papst?***

On the one hand, they underscore the fact that we are the company leading ventilation technology into the next era. It is clear that we are also implementing this claim in practice. On the other hand, these solutions also offer us an opportunity to develop new business models that enable us to generate recurring revenue beyond the one-time sale of fans.

In conversation with Thomas Nürnberger,

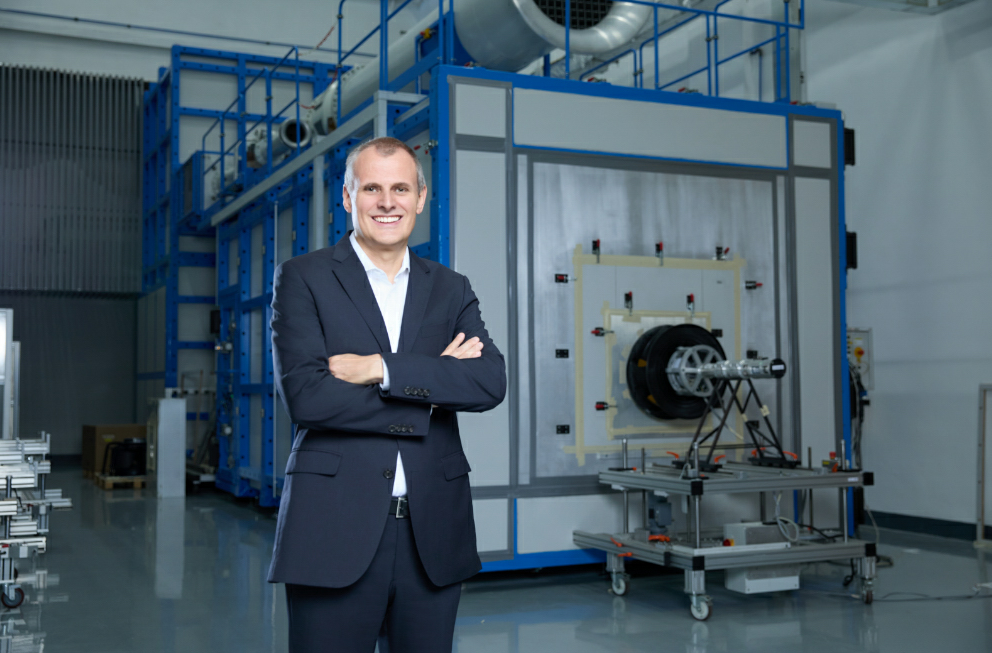
CSO ebm-papst Group

CEO Air Technology ebm-papst APAC & MEA

Images to choose from

# 







# Images ebm-papst

# Characters approx. 4,600

# Tags AxiEco, AxiTone, RadiPac 3, Chillventa, artificial intelligence, condition monitoring, predictive maintenance

# Link [www.ebmpapst.com](http://www.ebmpapst.com)

**About ebm-papst**

The ebm-papst Group, a family-run company headquartered in Mulfingen, Germany, is the world’s leading manufacturer of fans and motors. Since it was founded in 1963, the technological leader has set international industry standards with its core competencies in motor technology, electronics, digitalization, and aerodynamics. ebm-papst offers sustainable, intelligent, and tailor-made solutions for virtually every requirement in ventilation and heating technology.

In the 2023/24 financial year, the Group generated turnover of EUR 2.408 billion. It employs just under 14,000 people at 30 production sites (including in Germany, China, and the U.S.) and in 50 sales offices worldwide. ebm-papst sets the benchmark in almost all sectors, such as ventilation, air conditioning and refrigeration technology, heating technology, information technology, mechanical engineering, intralogistics, and medical technology.