

# Alfa Laval strengthens its support to Asian oil & gas, refinery and petrochemical industries

**Alfa Laval recently opened a new regional competence centre – Alfa Laval Energy & Process Asia Hub – in Kuala Lumpur, Malaysia. The centre will support Alfa Laval’s local sales companies with high-level expertise in oil & gas processes, refinery operation and petrochemicals production, and is staffed by some of Alfa Laval’s leading application engineers.**

## **Local support by global experts**

Fabrizio Palmeri is the manager of Energy & Process Asia Hub. He has a long history in the refinery industry and was previously heading Alfa Laval’s global refinery business. He sees many benefits with the new setup.

“Strong, local support is important when selling complex products in a B2B environment, and Alfa Laval shows its long-term dedication to its Asian customers by creating Energy & Process Asia Hub. We will be able to provide even better service to customers together with our local sales companies now that we have moved some of Alfa Laval’s central functions to the region”, he says.

The engineers at Energy & Process Asia Hub are part of Alfa Laval’s team of global industry experts and they will support the market with high-level application competence and business development.



## **Strong presence in Asia**

Alfa Laval has gradually expanded its presence in Asia since the early 1960s and the Asian markets are now among the most important for the company.

Energy & Process Asia Hub is Alfa Laval’s third competence centre in Asia. The company has two centres for the food and life science industries in Asia, one in Pune, India and another one in Kuala Lumpur.

Sammy Hulpiau is the global head of Alfa Laval’s energy and process technology segment. He stresses the importance of being close to the customers.

“Customer closeness is one of our strategic cornerstones. With Asia being one of our most important markets and also one of the fastest growing regions it made a lot of sense to invest in a regional Energy & Process competence centre in Kuala Lumpur. Being close means developing an in-depth understanding of our customers’ true needs and lets us convert these insights into competitive offerings that help our Asian customers improve their operations. The combined presence from our local sales companies, our competence centres and service network puts Alfa Laval in a unique position to deliver excellent support to our Asian customers”, Sammy Hulpiau concludes.

To learn more, please contact Fabrizio Palmeri, Vice President - Energy & Process Asia Hub

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For more information on Alfa Laval and our solutions, please visit [www.alfalaval.com](http://www.alfalaval.com).