

## Huba Expands Presence: New Branch opened in Italy

We are pleased to announce that as of September 1, 2023, our branch in Italy has been established. This expansion underlines Italy's significant role as a strategically important market for Huba Control and marks another milestone in the company's successful history.

Previously, the Italian market had been served from Switzerland by regional sales representatives. The establishment of the subsidiary in Italy is a step that reflects Huba Control's commitment to continuous growth and customer satisfaction. By being closer to Italian customers, the measurement technology manufacturer can better respond to the needs and requirements of the market. Huba offers a wide range of sensors for precise pressure and flow measurement, as well as related services, to meet the demands of customers across various industries.

Sergio Valsecchi, a long-standing employee and experienced Area Sales Manager, has been appointed Managing Director of the new Italian subsidiary. With over 15 years of experience at Huba, he brings extensive knowledge of the market. In the coming months, he will further expand his sales team to strengthen Huba's position in the Italian market.

"The opening of our subsidiary in Italy is an important step for us," says Dr. David Achermann, CEO of Huba Control. "Italy is a key market for Huba in Europe. Sergio and his team are doing an excellent job to further deepen our connections with our valued customers."

The new branch office will operate from Varese and serve as the central point of contact for customers in Italy. With this move, Huba aims to better serve the Italian market with top-notch service and the proven Huba quality.

Save the Date: Get to know the Huba Control Italy Srl team at Mostra 2024. Visit us in Milan from March 12 to 15, 2024, in Hall 3, Booth R31.

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Address of the Italian subsidiary:

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### **About Huba Control AG:**

*Huba Control AG is one of the leading manufacturers of precision pressure and flow sensing components. With our extensive technological expertise, we develop and produce high-quality pressure switches, pressure and flow sensors. Our market-oriented solutions and innovative products make a significant contribution to the conservation of energy resources and the reduction of pollutant emissions.*

*Since 1945, we have been known for our collaborative partnership with customers, individual accountability, transparent communication, and team spirit – values that shape our corporate culture.*



Caption: Sergio Valsecchi, Managing Director Huba Control Italy Srl

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