

Manufacturing site in Kunshan.



Sensor technology leader TOMRA strengthens set-ups in China

TOMRA, a global leader in sensor-based sorting technology, is absolutely committed to its long-term development in China and has further strengthened its set-up in this fast-growing market.

Since establishing the first subsidiary in China in 2010, TOMRA has been actively increasing its investment and business activities in this dynamic market. Currently TOMRA has three businesses operating in China: Food Sorting and Grading, Recycling Sorting and Beverage Container Collection. TOMRA's business activity in China ranges from business development, product management, R&D, assembly, sales, service and application validation in the local test centers. After expanding TOMRA's fresh fruit and vegetable grading state-of-the-art manufacturing site in Kunshan, TOMRA further reinforced its engineering team in China and expanded its technology center in Xiamen.

Sustainable development a national focus in China

China's remarkably rapid development over the past 30 years has impressed the world. This fast progress has, however, also posed some challenges to the long-term welfare of the population, such as excessive exploitation of



Jacob Rognhaug, General Manager at TOMRA China.

natural resources, environmental pollution and challenges with food safety.

With the “Made in China 2025” strategy, blueprinted by the nation’s top decision makers, there has been a national consensus that China should make a transition to sustainable development. In the coming years, priority will be given to innovation, manufacturing quality, environmental protection and structural change in the economy. TOMRA’s vision of building a circular economy and a sustainable future with the aid of cutting-edge technology resonates with China’s top-level strategy.

As a driving force in technology innovation in the recycling and food processing industries, TOMRA is discovering that its leading technology and industry expertise are becoming increasingly popular and important in the local market. To prepare for the new opportunities created by China’s transformation, TOMRA has been strengthening its organizational base in this vibrant country.

Envisioning TOMRA’s contribution in China’s shift to sustainable development, Jacob Rognhaug, general manager at

TOMRA China, says, “During China’s transformative development, more innovative technologies are needed to address the challenges of efficient use of resources, environmental protection and the provision of high-quality food. At TOMRA, we are dedicated to optimizing resource productivity with sensor-based technology, and our solutions can answer some of the main challenges that China is facing today. That’s why we have been increasing our financial investment in China while also investing a considerable amount of time in achieving a better understanding of the local market. I’m confident our technology can contribute significantly to China’s goal of sustainable development.”

Committed to grow with China

TOMRA developed a comprehensive China strategy in 2015, and it includes establishing a local R&D team, setting up a local service network and strengthening local production.

In 2017, TOMRA invested in expanding its manufacturing site in Kunshan to over 11,000 sqm, strengthening the supply chain, and providing enhanced

support for the local market. This resulted in better integration of the resources in its global operations.

In addition, TOMRA enhanced its engineering capability in China by extending its technology center in Xiamen to support product and application development. Today, the technology center in Xiamen covers 5000 sqm, hosting about 150 employees, tripling the number of staff that were employed in 2015.

“Since we first established a branch in Xiamen in 2010, TOMRA has made great progress in China,” adds Rognhaug. “I see a bright future in which TOMRA grows together with China. The TOMRA brand is increasingly recognized in the local market, and TOMRA’s technical advantages in achieving the goal of sustainable development are welcomed as a valuable contribution. The TOMRA China team is willing to work with the local community in developing solutions that meet the needs of the local market and assist China’s economic transformation. With a spirit of innovation and a strong commitment to China, we look forward to a future that is win-win.” ♦

