SWISS CABLE METROLOGY EXPERT AESA EYES EXPANSION INTO CHINA AND ASIA-PACIFIC

As a Swiss leader in state-of-the-art measuring systems for energy and communication cables, AESA Cortaillod has helped global cable manufacturers improve productivity and profitability over the past 40 years.

With the world's wire and cable market forecast to reach US$235.9 billion by 2026 led by Asia-Pacific, AESA is a few strategic steps away from securing market leadership in the region. AESA products are sold in China, India, Japan, and all of Southeast Asia.

Seeking to boost its growth in China, where it has been active for many years, AESA will be opening a new facility in Shanghai this year with local resources – offering direct support to Chinese and Asian clients.

Research collaborations with universities, business partnerships and regional joint development projects are part of AESA's market expansion strategy into China and Asia-Pacific.

"China comprises nearly half of the potential cable production market globally, so we aim to increase our presence, network of partners and relationships with academia there," says Dr Vincent

Dr Vincent Arbet-Engels, CEO and managing director

Arbet-Engels, CEO and managing director. "Over the next two years, we want to strengthen our image as a brand of premium Swiss quality while growing rapidly."

AESA's clients include world-leading cable producers Prysmian, Nexans, Sumitomo Electric, General Cable, Southwire, Huawei, ZTT, Baosheng and others.

The company's high-calibre, cost-effective and time-saving solutions include measuring equipment for the electrical characterisation of power and communication cables along with quality data management systems for the whole manufacturing plant.

AESA's expertise extends to pioneering inventions such as the first balunless automatic measuring equipment for patch cords, connectors and LAN cables and the only instrument capable of performing linear resistance measurement directly on a production line.

The company also offers complete system solutions covering the hardware, software and ISO certification services required for accurately capturing, collecting and processing test data; these solutions are future-proofed for the transition of cable manufacturing companies to Industry 4.0.

"We think in terms of innovation and how we can explore different product applications or enter other markets," Arbet-Engels says.