

Ambitious growth plan for Chinese TIC market

A global provider of inspection and testing services and supply chain solutions, Cotecna has an international network of offices and laboratories that provide conformity assessment across a number of industry sectors. The company sees considerable growth opportunities in China, already one of the world most prominent growth markets for testing, inspection and certification (TIC). To help anticipate growing Chinese demand, it recently acquired Kaixin Certification, a leading certification body in China approved by CNCA with accreditations from CNAS and ANAB. Romain Petit, Chief Operating Officer, and Frank Pan, Vice President North Asia at Cotecna, explain how this move fits in with Cotecna's ambitious, global growth strategy.

Cotecna was founded in Switzerland, in 1974, by Mr Elie Georges Massey. In April 2017, Robert Massey retired from his role as CEO and Sébastien Dannaud was appointed to replace him. In June 2018, Frank Piedelièvre became majority shareholder, with the Massey family continuing to hold the remainder of the company's capital. The company has focused on international growth with acquisitions including Timex Surveyors in Romania, NofaGroup in the Netherlands, Shiva Analyticals in India, and Neutron in Italy.

In China, the world's largest TIC market, Cotecna has opted for a strategic

partnership with the acquisition of a majority stake in Kaixin Certification. Founded in 1998 and counting on a network of 500+ qualified auditors, Kaixin has issued 16,000 certificates since its inception. It has also developed a series of sustainability certification schemes. "This acquisition strengthens our global Certification platform and helps us to offer a full suite of services along the supply chain," says Mr. Petit.

In his view, Cotecna and Kaixin share some important values and business objectives. "We both operate with a high level of integrity and make every effort to provide our customers with business

solutions and added value. Our businesses complement each other perfectly well and we look forward to integrating our business operations and service offerings with the geographical expansion of our network. Our respective customers have already started to enjoy our integrated service offerings and better access to China and global markets. We will continue developing new services in response to the changing market demand and customer needs. At the same time, customers will benefit from efficient local delivery of global services with unified quality."

Mr. Pan points out that China, already one of the world most prominent TIC markets, is anticipated to grow at a high rate. "Cotecna firmly believes in the strength of the Chinese economy and the strategic need of its industrial and service companies to keep escalating into the value chain and hence complying with the most demanding regulatory and voluntary certifications. We see further opportunities along with the continuous reform of TIC market and opening up of TIC services to private service providers, as well as the consolidation of highly fragmented TIC segments and outsourcing of services."

Cotecna provides conformity assessment across a number of industry sectors, including Food, Agriculture, Government & Trade, and Metals & Minerals.



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