

## Rustam Aliyev named new Director Business Development Automotive & Electronics

*The 37-year-old is driving forward the globalisation of the automotive business at Sumitomo (SHI) Demag*

*Sumitomo (SHI) Demag Plastics Machinery GmbH, Schwaig – September 2022. Rustam Aliyev has been named the new Director Business Development Automotive & Electronics at Sumitomo (SHI) Demag, effective from 1 May 2022. Rustam replaced Henrik Langwald, who left the company on his own accord. In addition to the automotive and electronics industries, the graduate industrial engineer also manages the IMD (in-mould decoration), IML (in-mould labelling) and LSR (liquid silicone) technology disciplines. Fields that Sumitomo (SHI) Demag has extensively developed in recent years and where Rustam is already playing an influential role, both technologically and in the marketplace.*

The 37-year-old began his career at the company in 2011, initially in Germany's internal sales team, progressing to international sales. Since late 2015, Aliyev was a Key Account Manager in Automotive & Electronics Business Development, responsible for the strategic development and support of major customers. As a member of the LSR team since 2019, he has also caretaken the integration of LSR technology across the business divisions, together with undertaking associated market development and corresponding sales tasks.

Describing himself as a Sumitomo (SHI) Demag native, Aliyev says that because he knows the company processes well he has a firm idea of the internal culture and what motivates employees. He says: "Our customers also know me well. My colleagues and I have been working together in the spirit of trust for many years and we depend on each other." In describing this productive work ethic, he assures that further reinforcements are planned. "My most important strategic goals are to further strengthen and advance the department, expand market shares and further consolidate our market talent presenting us as an established supplier of technologically advanced and high-quality products."

Announcing the applications he specifically wants to develop further, Aliyev highlights that specialised clusters including interior, electronic components and lighting are already set to generate further growth. Moving away from the combustion engine to climate-neutral and low-emission vehicles, autonomous driving will lead to a rapid increase in demand for sensors. Additionally, digital vehicle networking will drive heightened demand for in-car communication technology.

In his professional opinion, multimedia and driver information systems are the additional megatrends that will continue to re-shape the automotive industry over the coming years. Meaning that the automotive and electronics industries will continue to merge.

In this highly competitive market space, Sumitomo (SHI) Demag's advanced competence in processes such as IMD, IML and LSR places the company at an advantage, suggests Aliyev. Additionally, further application technologies, such as thermosets, foams, multi-component technology and over-moulding of electronic components are to be further expanded and successfully distributed. Another important strategic step is the planned move by the company to relocate production of the large Systec machine series to Ningbo in China from next year.

#### Image/Caption



**Image:** Rustam Aliyev is the new Director Business Development Automotive & Electronics at Sumitomo (SHI) Demag

#### → Save the Date Invitation to our press conference

We cordially invite you to our press conference at K-Messe 2022, at which our management will inform you about the latest Sumitomo (SHI) Demag developments and be available for questions:

**Thursday**, 20 October at 10.30 am at Messe Düsseldorf

Raum 7 im CCD Süd ( <https://www.duesseldorfcongress.de/raum/raum-7-ccd-duesseldorf> )

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## Sumitomo (SHI) Demag Plastics Machinery GmbH

Sumitomo (SHI) Demag has shaped the development of the plastics industry from its very beginning. As a specialist for injection moulding machines for plastics processing, Sumitomo (SHI) Demag and its Japanese parent company are leading the industry.

The global development and production network of Sumitomo Heavy Industries and Sumitomo (SHI) Demag is comprised of four facilities in Japan, Germany and China with more than 3,100 employees. The product portfolio includes all-electric, hydraulic and hybrid injection moulding machines with clamping forces of between 500 and 15.000 kN. With more than 157,000 installed machines, Sumitomo (SHI) Demag is present in important global markets and ranks among the largest manufacturers of injection moulding machines in the world.

At Sumitomo's headquarters in Chiba, Japan, the company manufactures machines with clamping forces in the small to medium range. Nearly 95 % of all delivered machines are equipped with an all-electric drive concept. Sumitomo (SHI) Demag's German facilities in Schwaig and Wiehe produce the Systec Servo range with hybrid drive as well as the EI-Exis SP and Systec SP range of high-speed, high-performance machines. The all-electric IntElect range for international customers is also being produced in Germany.

As early as 1998, Sumitomo (SHI) Demag set up its first production site in Ningbo/China. In 2015, the Chinese subsidiary Demag Plastics Machinery (Ningbo) Co., Ltd. installed a new facility with a 13,000 m<sup>2</sup> floor space. It is earmarked for the production of the Systec C range with clamping forces of between 500 and 10,000 kN for the Asian market.

In addition to injection moulding machines, Sumitomo (SHI) Demag offers customised and standardised systems for the part handling automation, technical and process solutions for special applications, tailored services and service concepts as well as a range of financial options to support investment in injection moulding machines.

With its comprehensive sales and service network of subsidiaries and agencies, Sumitomo (SHI) Demag is present in all major markets.