

## Press Release

# Vogel strengthens China's competence

Participation in digital agency Eviom



**Geballte Kommunikations- und Kulturkompetenz für China und Asien: Matthias Bauer, Günter Schürger, Gerd Kielburger (v.li., alle drei VCG) und Nils Horstmann (eviom).**

*(Ute Karneth)*

Vogel Communications Group GmbH & Co. KG (VCG) has acquired a 50% stake in the Munich-based agency Eviom GmbH. The acquisition of the shares will take place retroactively as of January 1, 2022. The aim is to bundle competencies and capacities in international marketing communications with a focus on the markets in China and Asia-Pacific.

The B2B digital agency Eviom specializes in China, APAC, and EMEA and has a broad partner network in China and Asia. With its intercultural skillset, Eviom covers all essential aspects of marketing communication in these growth markets, from planning to implementation.

VCG has been extensively active in the Chinese B2B market for around 30 years. With its trade media, the communication group provides

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information on many channels (multichannel) in the aerospace, automotive, automation, biotechnology, chemical, food, plastics, laboratory, logistics, mechanical engineering, and pharmaceutical industries. In addition, "Vogel China" already offers numerous agency services in the digital marketing communications environment (e.g., WeChat account services, media outreach, lead generation, content marketing, event services, etc.). With around 100 employees in the target groups, Vogel China reaches hundreds of thousands of local experts, specialists, and decision-makers at various management levels every day - from research and development to planning and design, construction and assembly, operation and production as well as maintenance and repair.

With immediate effect, VCG and Eviom are combining their competencies and services with being able to offer customers an even more comprehensive range of services. Eviom founder and CEO Nils Horstmann: "The globalization of companies is increasing strongly - therefore the services of Vogel and Eviom complement each other perfectly to be able to offer our joint customers comprehensive agency solutions from a single source in the future: both in the area of international digital marketing and in the increasingly important linking of online and offline measures, especially for B2B companies."

Matthias Bauer, CEO of the Vogel Communications Group, is also looking forward to the intensive cooperation: "With the investment in Eviom GmbH, we have been able to bring another piece of the puzzle for the realization of our Vogel 2026 strategy into the Group. For our strongly export-oriented industrial customers, this means that from now on, we can offer them even more international digital agency services - especially for the important China market."

"Our newly created China team has comprehensive competencies. We help our customers to use the local communication channels and simultaneously bridge the language and intercultural barriers," emphasizes Gerd Kielburger, Director of International Business & Strategy at Vogel. "With our expertise, we are now bundling international target group and agency know-how in a unique form for the largest economy in Asia."

Photo: Joint forces in communication and intercultural competence for China and Asia: Matthias Bauer, Günter Schürger, Gerd Kielburger (v.li., all from VCG) and Nils Horstmann (Eviom).

Photo credit: Ute Karneth

**eviom GmbH** is a consulting and international digital marketing agency headquartered in Munich. Through the networking of flexible and innovative hybrid teams, Eviom can implement the "digital success" of its customers globally. A particular focus is on the Asian and especially the Chinese B2B market, for which Eviom, with its German-Chinese team

in Munich, realizes both strategy developments and the operative implementation of digital marketing and sales measures. The service portfolio includes consulting services and concept development, hosting and website services, performance, search, social media marketing, and lead generation in B2B.

**Beijing Jigong Vogel Media Advertising Co. Ltd.**, headquartered in Beijing, is a joint venture of Vogel Communications Group GmbH & Co. KG (VCG) and Scientech Information and Publications (STIP), with around 100 employees, is a leading provider of specialist communication and information in China. Under the umbrella of the company, in addition to multichannel marketing solutions for and in the industry segments automotive, automation, chemical/petrochemical/process engineering, laboratory/analytics, logistics, mechanical engineering and pharma&food, a wide range of communication solutions are offered, from content creation to employer branding, market research & insights, social media support or video/moving image formats.

**Vogel Communications Group GmbH & Co. KG (VCG)** is a leading provider of specialist communication and information with 700 employees and a turnover of around 100 million. The Group is represented at 8 locations in German-speaking countries and internationally, focusing on China. VCG offers a group-owned network of 7 communication agencies and service companies. It is characterized by 14 specialist media divisions in the five economic fields of automotive, industry, information technology, law/economics/taxes, and B2B communication/marketing. VCG offers 250+ services, 100+ trade media, 100+ digital platforms and communities, and 300+ business events per year for professional and successful corporate communications.

*We make our customers more successful through communication - nationally and internationally!*