

## Case Study: Siemens VAI

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Siemens VAI Metals Technologies (Siemens VAI) is a global leader in providing technologies, solutions and services for the mining, iron and steelmaking industries as well as for the flat rolling sector of the aluminum industry. The engineering giant has announced that their local Sheffield operation will become the new UK corporate headquarters of their Siemens VAI business.



The German owned industrial group opted to relocate its corporate functions from Christchurch in Dorset to Sheffield - a major task that is being supported by Creativesheffield's Business Investment Team.

Alfred Piesinger, UK Managing Director of Siemens VAI, said:

"In addition to the Sheffield operation's recent business track record, the power and co-operative spirit of the local technical community were a major factor in this location decision. The professional and academic strength of this region will serve Siemens VAI's business directly and our strengthened presence here also provides a means to access the region's metals technology cluster for the wider Siemens group."

Siemens VAI currently employ around 200 people at their premises on the Sheffield Business Park - designing and engineering solutions and services for the steelmaking industry. They supply large scale equipment to steel manufacturers in China, South Korea and India, and, as a result of this relocation, the Sheffield operation will also widen its business scope to enable these services to be provided to the global aluminium producing industry.

Siemens VAI has strong links with Sheffield dating back to the Davy Brothers company which was founded in Lady's Bridge in 1830. Following several changes of ownership and name over the years, the huge Siemens Corporation acquired the current business from the Austrian owned VAI in 2005, and the group now employs approximately 9,000 people worldwide, in 180 countries.

Creativesheffield have provided relocation support to a number of key staff through their partner organisation, Relocate 2 Sheffield. However, whilst a number of people will be relocating to Sheffield from the South Coast, there will also be a significant number of posts to be filled locally.

Jon Stewart, Site Director at Siemens VAI, added:

"The support received from Creativesheffield and Relocate 2 Sheffield has been of great benefit to individuals, their families and the Siemens operation as a whole - especially during this challenging period. This support, coupled with Sheffield's ability to attract key personnel and skills, will help Siemens VAI deal with the new economic climate and have strong prospects going forward."