
Poole, UK

19 December, 2013

Boosting British exports

Dorset-based Siemens is once again flying the flag for British manufacturing with a number of recent major export orders for the supply of traffic control equipment manufactured at the company's award-winning factory in Poole.

From Brazil and Bahrain to Chile and Cyprus, the company is currently shipping a range of traffic management equipment systems including the latest versions of traffic controllers and signals.

According to Gordon Wakeford, Managing Director, international opportunities continue to grow and Siemens is well placed to provide best value in overseas markets, 'In addition to consultancy services and many years' experience of overseas traffic installations, we have specific products and services designed to meet the individual requirements of many countries and cities worldwide,' he said.

Following the introduction of the first Siemens Urban Traffic Control (UTC) system in São Paulo, Brazil in 2011, further business has recently been secured in the region. Siemens will ship over 50 traffic controllers to Brazil including the company's sixth generation ST950 controller for deployment at 12 new intersections in Alphaville, one of the more affluent areas of Brazil.

Meanwhile in the US State of Mississippi, Siemens has won a new Traffic Control project in the City of Hattiesburg, the fourth largest city in the state. In the first phase, Siemens systems will control up to 40 intersections in the city and surrounding area with more intersections expected to be added to the system over the coming years.

In the Middle East, recent orders for the company's newly launched traffic controller and associated signals have been placed for major contracts in Abu Dhabi, Dubai and the Kingdom of Bahrain with over 100 controllers on order for Abu Dhabi alone.

Other significant international orders placed with Siemens in recent weeks range from new traffic controllers for China and Chile to systems and associated traffic control equipment for deployment in South Africa, the Republic of Ireland and Iceland.

Reinforcing the company's ability to compete on the world stage, the continued export of PCBs for overseas traffic control products represents around 50% of all PCB production at the company's Poole manufacturing base.

Employing over 100 full-time staff, the company's manufacturing site builds 300 live-line products in addition to managing a range of other activities and providing technical support.

In recent years, the factory has gained BSI accreditation for environmental management and winning prestigious industry awards for excellence from the British Quality Foundation, ASLEC and HEMSA also highlights the company's recent achievements in the UK and commitment towards continuous improvement.

Contact for journalists:

Head of Communications, Peter Preston

Phone: 01202 782390 E-mail: peter.preston@siemens.com

PR Account Manager, Julian Gollogly

Phone: 07770 924441 E-mail: julian.gollogly@ntlworld.com

For further information and **press pictures** please see: www.siemens.co.uk/traffic

Siemens plc

Siemens was established in the United Kingdom 170 years ago and now employs around 13,520 people in the UK. Last year's revenues were £3.2 billion*. As a leading global engineering and technology services company, Siemens provides innovative solutions to help tackle the world's major challenges, across the key sectors of energy, industry, infrastructure & cities and healthcare. Siemens has offices and factories throughout the UK, with its headquarters in Frimley, Surrey. The company's global headquarters is in Munich, Germany. For more information, visit www.siemens.co.uk

* Data includes intercompany revenue. Data may not be comparable with revenue reported in annual or interim reports.

Siemens Mobility and Logistics Division

The Siemens Mobility and Logistics Division (Munich, Germany) provides solutions to customers whose business models are based on optimising passenger and freight transport. The Division bundles all Siemens business related to management of international traffic, transport, and logistics. This includes railway automation, infrastructure logistics, intelligent traffic and transport systems, and technologies for developing the infrastructure for electric mobility. For more information, visit www.siemens.com/mobility-logistics and siemens.co.uk/traffic

FOLLOW US ON 

www.twitter.com/Siemens_Traffic