

Rieter Wins Major Order and Enters Strategic Partnership with Shanghai Digital Intelligence World Industrial Technology Group Co., Ltd.

In a significant development dated March 6, 2024, Rieter announced clinching a substantial order worth approximately CHF 62 million from Shanghai Digital Intelligence World Industrial Technology Group Co., Ltd. (DIW). In conjunction with this order, Rieter has entered into a strategic collaboration with DIW aimed at revolutionizing yarn manufacturing with cutting-edge digital and automated technologies. This partnership is set to reduce production costs and enhance value for clientele significantly.



From left to right: Jing Wang, President of DIW; Shenquan Jing, Vice President of China Cotton Textile Association (CCTA); Yifang Liu, Vice Chairman of DIW; Qinghui Zhang, President of China Textile Construction Planning Institute; Kuiyong Dong, President of CCTA; Yiming Liu, Chairman of DIW; Michael Hubensteiner, Country Managing Director Rieter China; Dong Wang, Senior Vice President Rieter Sales China

The agreement involves an initial purchase by DIW of combers and draw frames from Rieter, setting a foundation for upgrading DIW's spinning mills into advanced textile manufacturing hubs. DIW, known for its rapid growth and expertise in smart

manufacturing and industrial services, opted for Rieter's machinery after a competitive review showcased their superior stability and productivity.

This strategic alliance between DIW and Rieter promises to boost the operational efficiency of DIW's mills through the deployment of efficient machines, alongside advanced automation and digital solutions. The collaboration not only aims at reducing conversion costs but also at fostering sustainable growth for both entities and contributing positively to the advancement of China's textile sector.

Yiming Liu, Chairman of Shanghai Digital Intelligence World Industrial Technology Group Co., Ltd., expressed his confidence in Rieter's technology and experience. He highlighted that the strategic cooperation would leverage the strengths of both companies to enhance efficiency and reduce costs. Liu anticipates that this partnership will pave the way for broader cooperation and innovation in transforming the traditional textile industry, thereby accelerating the development of a modern industrial system.

Michael Hubensteiner, Rieter's Country Managing Director for China, shared his pride in Rieter's technological edge, which proved superior in the competitive scenario. He expressed gratitude for DIW's trust in Rieter and optimism about the partnership setting a new benchmark in the industry, further solidifying Rieter's foothold in the lucrative Chinese market.