

## Hoyer introduces EC Motors in China to establish energy-efficient farming in Asia

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Hoyer, a global leader in electric motors and automation solutions, officially launches its new product, EC Motor at the China Animal Husbandry Expo in Qingdao. Designed for agricultural ventilation systems, the motors deliver up to 20% energy savings, operate quietly, and feature a compact design for easy integration – helping China and Asian livestock industrial scale farms cut energy costs and improve operational efficiency.

The product launch, serving China and other Asian agro-industry markets, is accompanied by the announcement of a strategic cooperation with Dutch company Stienen, a provider of smart automation solutions for livestock farming. At the event, the companies presented a Stienen fan system fitted with a Hoyer EC Motor, showing how their combined technologies can support more efficient and sustainable farming practices.

### A Collaboration with Stienen to Advance Sustainable Agriculture

Hoyer is deepening its presence in China through a formal cooperation with Stienen and its joint venture operations in China. The partnership focuses on the joint development of energy-efficient ventilation solutions, knowledge exchange, and support for fans – motor upgrade initiatives – particularly within large-scale livestock operations.

A key element of the cooperation is the shared intention to integrate Hoyer EC Motors into future fan production by Stienen in China. This includes support for local manufacturing planning and advancing the use of smart, energy-efficient technologies tailored to the specific needs of regional agro-industrial farming environments in China and the APAC region.

“This cooperation is an important step in deepening our presence in the agricultural industry,” says Adam Slupinski, Segment Manager HVAC at Hoyer. “Working closely with Stienen allows us to tailor energy-efficient solutions that meet the real needs of modern farms – starting here in China, a strategically important market in our broader APAC growth plans, with strong potential to scale across other key region markets.”

“As a Danish company with significant investments made in China already, we are particularly proud to announce the launch of Hoyer EC Motors during this 75<sup>th</sup> year of trade and investment collaboration between Denmark and China,” adds Michael Mantzius Andersen, Asia Sales Director at Hoyer Asia.

The introduction of Hoyer EC Motors, together with this strengthened local cooperation, shows a clear step toward more sustainable and efficient farming practices in China. It also lays the groundwork for expanding energy-saving technologies across Asia and Europe, as the agricultural sector increasingly prioritises performance, reliability, and environmental responsibility.