

Press release

For immediate release

Bafang opened Taichung, Taiwan office. Introduces Denise Huang as its Taiwan Contact Agent for OEM customers in Taiwan

The fact that Taiwan plays a key role in the transformation from traditional bicycle production to modern e-bike production has led Bafang to install its own sales office in Taichung City. And while the coronavirus pandemic is still causing severe disruption worldwide, Taiwan's economy is gradually returning to normal.

Suzhou, PRC, April 7th 2020 – Bafang, one of the leading manufacturers of e-mobility components and complete drive systems, welcomes Denise Huang as its Taiwan Contact Agent in the recently opened office in Taichung City.



Denise Huang, Bafang's Taiwan Contact Agent in Taichung City (TW). Photo: Bafang

“Our Taiwan representative needed to be experienced with OEM manufacturers, supply chains and the current global market trends. That’s why we are glad to join forces with Denise who has developed keen insider knowledge after more than 10 years in the bicycle industry for several OEM and aftermarket businesses.”, said Sunny He, Bafang’s co-founder and deputy general manager.

Denise Huang added that “it’s my honour to become Bafang’s Taiwan agent and I already enjoy the many different challenges I expected from my new occupation. To create and keep good relationships with all Taiwan customers is the service that has top priority to me – and to Bafang – in our common goal: to be a trust-worthy business partner for our customers and to further be part of the sustainable success story of e-mobility.”

Bafang’s Taichung office services OEM customers in Taiwan for sales, after sales, product presentations and all other aspects of OEM needs and requests.

Contact:

Bafang Electric (Suzhou) Co., Ltd. / Taiwan Office
Denise Huang
8F.-23, No.156, Gaotie 5th Rd.,
Wuri Dist., Taichung City 414-56
Taiwan
Email: denise.huang@bafang-e.com
Tel: +886 4 2338 9971

Media Contacts:

Europe: Christian Allmendinger, Uwe Weissflog
inMotion mar.com
Email: chris.allmendinger@inmotionmar.com, info@inmotionmar.com
Tel: +49 711 351 640-93 / -91

International: Jack Brandsen
Bafang Electric Motor Science-Technology B.V.
Email: jbrandsen@bafang-e-com
Tel: +31 852 737 102

About BAFANG: www.bafang-e.com

Bafang, one of the leading manufacturers of e-mobility components and complete e-drive systems, has been developing components and complete systems for electric vehicles since 2003. Bafang is listed at the Shanghai Stock Exchange (603489.SS).

The company focuses on all global e-mobility trends of the future: be it as an individual e-bike, e-scooter or for public bike sharing schemes. Bafang employs about 500 staff worldwide in five locations. The head office, development and manufacturing center is based in Suzhou, near Shanghai.

Bafang has Sales and Service Centers in the Netherlands, in the USA and in Germany. The newly opened factory in Poland will focus on production of mid motor systems for the European markets.

This release is issued by Bafang Electric (Suzhou) Co., Ltd. which retains the ultimate responsibility for the content.