



## Press Release

Profound foundry expertise in China

### **ASK Chemicals Launches Casting Academy at the Metal + Metallurgy China Fair in Beijing, China**

**Hilden (Germany), June 10, 2014 – During the Metal + Metallurgy China fair, ASK Chemicals, international supplier of high-performance foundry consumables, launched its first Chinese ASK Chemicals Casting Academy with a comprehensive lecture program. In addition to the company's own expertise in products and technologies, the one-day event featured lectures on core production at Mingzhi Technology and on supplier excellence in the automotive industry by the example of AUDI AG. The opening event met with great response from customers. The global player ASK Chemicals is planning to establish the newly launched ASK Chemicals Casting Academy as a yearly platform for exchanging knowledge in China.**

The experts at ASK Chemicals have many years of experience in all steps of the manufacturing processes in a modern foundry. This is why the company has long since established itself as a competent partner in process support and as process consultants. Another reason for sharing this knowledge in an appropriate setting is that technological progress and the development of high-performance castings depend on the intensive exchange of information about innovations and their applications.

ASK Chemicals is building this bridge with its new ASK Chemicals Casting Academy in China, which is planned to take place every year. The day's program started with nine lectures on the application of coatings and additives, inorganic binders, no-bake binders, including experience reports, and the company's design services. Dr. Roman Viets from AUDI AG, Germany, gave a lecture on the topic of "AUDI engine castings – request for supplier excellence", and Qiu He from Mingzhi Technology presented new possibilities for core production in his lecture entitled "Inorganic core making machine – opening the door to Chinese green casting".

Jay Tang, Managing Director of ASK Chemicals China, emphasized the importance of this form of knowledge transfer for the Chinese foundry industry. "The goal of our academy is to promote networking between Chinese foundrymen, thereby actively exchanging current knowledge and making it tangible," said Jay Tang.

2,265 characters including spaces



## Picture of the event



Caption: The first ASK Chemicals Casting Academy in China aroused great interest. Experienced specialists from ASK Chemicals and experts from the areas of industry and production shared their knowledge with visitors to the Metal + Metallurgy trade fair in Beijing. Dr. Roman Viets, head of the casting team at AUDI AG, gave a lecture on “AUDI engine castings – request for supplier excellence.”



## **About ASK Chemicals**

ASK Chemicals is one of the world's largest suppliers of foundry chemicals, with a comprehensive product and service portfolio of binders, coatings, feeders, filters and release agents, as well as metallurgical products including inoculants, Mg-treatment and inoculation wires and master alloys for iron casting.

ASK Chemicals is represented in 25 countries with 30 sites, 20 of which operate their own production, and employs approx. 1,700 people worldwide. With research and development in Europe, America and Asia, ASK Chemicals sees itself as the driving force behind industry-specific innovations and is committed to offering customers a consistently high level of quality. Flexibility, quickness, quality and sustainability as well as cost-effective products and services are of key importance.

## **Contacts for Journalists**

### **Company contact**

ASK Chemicals  
Ms. Verena Skelnik  
Manager Corporate Marketing &  
Communications  
Reisholzstraße 16-18  
40721 Hilden, Germany

Tel. +49 211-71103-0  
Fax +49 211-71103-70

[www.ask-chemicals.com](http://www.ask-chemicals.com)  
[info@ask-chemicals.com](mailto:info@ask-chemicals.com)

### **Press contact**

ProTEC Marketing  
Ms. Andrea B. Ferkinghoff  
Managing Director  
Schwanfelder Straße 8  
97241 Bergtheim/Würzburg  
Germany

Tel. +49 9384-88212-21  
Fax +49 9305-88212-29

[www.protec-marketing.de](http://www.protec-marketing.de)  
[Ferkinghoff@protec-marketing.de](mailto:Ferkinghoff@protec-marketing.de)