

# The German group Kärcher plans to set up a new production facility in Latvia

Published: 03.09.2021.

After, meeting with Prime Minister Krisjāns Karins and Economy Minister Jānis Vitenbergs, board member of the German group Alfred Kärcher SE & Co. KG, Michael Häusermann confirmed the company's plan to invest in Latvia. The implementation of the new investment project takes place in close cooperation with the investment and Development Agency of Latvia (LIAA).

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☞ Kärcher is the world's leading provider of cleaning technology that will strengthen the Latvian engineering industry by producing high value-added products. "This is a confirmation that we are competitive and can provide all the necessary conditions for the entry of companies of this level into Latvia and significant foreign investment," emphasizes Minister of Economy J. Vitenbergs.

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The company is planning to produce components for cleaning machines in Latvia, adapted to perform various cleaning functions, such as street maintenance.

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☞ Michael Häusermann, Chief Special Businesses Officer and Member of the Board of the Kärcher Management, said during the meeting that the decision to establish a production facility in Latvia was greatly influenced by the logistical problems caused by the pandemic. "With the establishment of the plant in Latvia, we will be able to shorten the long supply chains of Kärcher, since both the production of parts and the assembly of finished products will be ensured in Latvia. Consequently, the final product will be exported directly from Latvia to the main target markets in Western Europe and elsewhere".

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☞ "LIAA is working on this project from 2020. In the middle of the year and so far we have provided all necessary support for the investor to start his activity in Latvia. We are pleased that the company will carry out a full production cycle, as well as intends to invest in research and development to improve its production. Kärcher annually introduces up to 150 new or improved products into production, investing in the development of innovations. It is a positive practice to bring added value to the product. Kärcher representatives have confirmed that they intend to cooperate closely with high-tech companies and universities," says Lida director Kaspars Rozhkalns.

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## Information about the investor

Kärcher is the world's leading provider of cleaning technology. The family-owned enterprise employs 13,500 people in 73 countries and 130 subsidiaries. More than 50,000 service centres in all countries ensure continuous and comprehensive supplies to customers all over the world. In 2020, Kärcher achieved the highest sales in its history with 2.721 billion euros. With high-pressure and ultra-high-pressure cleaners, vacuum cleaners and steam cleaners, vacuum sweepers and scrubber driers, gantry car washes, cleaning agents, dry ice blasting machines, drinking water and wastewater treatment systems, water dispensers, as well as pumps and watering systems for home and garden, Kärcher offers a wide range of innovative solutions. This range includes perfectly matched products and accessories as well as consulting, service, and various digital applications.

<https://www.liaa.gov.lv/en/article/german-group-karcher-plans-set-new-production-facility-latvia>