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Sensors for the world's largest breweries

22nd entrepreneur breakfast in the district of Steinfurt at SELI

District Steinfurt/Neuenkirchen. In the district of Steinfurt, only a few people know who we are and what we do," says Frank Nimwegen, Managing Director of SELI GmbH Automatisierungstechnik. Therefore, he gladly accepted the offer of the Chamber of Industry and Commerce (IHK) of North Westphalia and the Economic Development Corporation of the Steinfurt District (WEST) to host the 22nd Entrepreneur's Breakfast in the Steinfurt District. Not only 30 entrepreneurs from the district came to Neuenkirchen to get to know the manufacturer of measuring and control technology for the food industry. District Administrator Dr. Klaus Effing and Mayor Franz Möllering also gathered information about the medium-sized company, which in less than three decades has developed almost unnoticed from start-up to market leader.



SELI Managing Director Frank Nimwegen (right) presented his company at the 22nd entrepreneur's breakfast.

When Nimwegen founded SELI 27 years ago, the company filled a niche in the market. At that time, we gradually built up technical support for what others in the food industry did not want to do," Nimwegen reported. Today, with Ludger Ströer, he leads one of the largest system houses for automation technology in the region and employs 33 people. The company is active worldwide with representatives and sales partners. Our sensors are installed in the world's largest breweries," says Nimwegen.

Klaus Weßendorf, vice-chairman of the IHK regional committee for the district of Steinfurt, praised the entrepreneurial commitment of the two managing directors Nimwegen and Ströer. "You belong to the hidden champions in the region of which we are proud of".

At the entrepreneur's breakfast, Weßendorf took the opportunity to sensitize his business colleagues to the challenges of digitalization and securing skilled workers. We need the ability to critically question and further develop our own business model. Better we do that than others," said the IT entrepreneur from Emsdetten.

Weßendorf made it clear that demographic change also affects entrepreneurship. Entrepreneurs are professionals who do not grow on trees," he stressed. According to a recent survey of chambers of industry and commerce in North Rhine-Westphalia, almost seven out of ten entrepreneurs are engaged in the generational change. Most of them want to hand over their business within the family. However, only just under half of them feel well prepared. The IHK-practical guide for owners and their successors offers help. The Chamber of Industry and Commerce also offers consulting days with experts", Weßendorf explained and promoted the timely approach to the succession planning.

District Administrator Dr. Klaus Effing emphasized that the district of Steinfurt is well positioned with a broad mix of sectors. However, a very low unemployment rate of 4.1 percent means that recruiting skilled workers remains a major challenge. For this reason, too, WEST is intensively addressing the challenge of demographic change. With the care kit, WEST offers an instrument with which entrepreneurs can support employees who care for relatives in need. Companies receive all relevant information in the form of brochures and checklists. In addition, the care case also offers help on how this topic can be communicated to the company," says Effing. The care kit has just been updated. The offer is supplemented by the advanced training "in-house care guidance" of the family training centers in Rheine and Dülmen.