

HIMOINSA wins the Growth Excellence Leadership Award

The market research agency Frost & Sullivan recognised the company for its ability to achieve above-average, sustainable growth, with a customer-focused strategy.



According to recent studies by Frost & Sullivan, HIMOINSA is one of the top 5 leading companies in the generator set industry, with an 8% share of the European market in 2015. The market research agency's jury of experts singled out HIMOINSA from among the other generator set manufacturers for having achieved some of the best results in terms of growth and customer impact.

According to the panel, HIMOINSA's geographic expansion, with the opening of new subsidiaries and factories, gives the company a real-time overview of what is happening in each of the markets in which it is present. The company's flexibility to respond to its customers' needs enabled it to grow 15% worldwide in 2015, while the industry as a whole saw single-digit growth.



As Frost & Sullivan put it, "as compared to its competitors, HIMOINSA is able to undertake special projects which require significant changes to the end product, demonstrating strong engineering capability as well as manufacturing flexibility."

The growth leadership award in the European power generation industry recognises HIMOINSA's ability to grow organically, through improvements to its distribution channels or new product development, and inorganically, through acquisitions and commercial agreements that guarantee the company's long-term growth.

Among the criteria relating to the impact the company makes on its customers, Frost & Sullivan highlighted

its consumers' great sense of belonging, the high quality they perceive in the accessible and quick service, and the positive image they have of the brand, to which they are very loyal.

Throughout its 35-year history, HIMOINSA has concentrated on the personal connection it has with its customers. In awarding the prize, the jury had a good impression of HIMOINSA's established distribution network, which offers direct customer support, thus increasing the company's visibility, brand value and consumer confidence. In addition, the introduction of new digital tools has streamlined all customer relations, giving customers a direct link to factories and after-sales services 24 hours a day.