

FORCAM ENISCO and China-Based GENERAL Group Sign Strategic Cooperation Agreement



New partners (center, from left):
Ye Ming Wu, Chairman of
GENERAL Global Group Co., Ltd.,
and Oliver Hoffmann, CEO:
FORCAM ENISCO
Foto: FORCAM / GENERAL

- **“Powerful Offering to Support Manufacturers in Unlocking the Full Value of Digitalization”**

Böblingen, Germany / Shenzhen, China, April 2026. FORCAM ENISCO and China-based [GENERAL Group](#) have entered into a strategic cooperation framework agreement to jointly advance smart factory and digital transformation initiatives across China and international manufacturing markets. The agreement, signed in Shenzhen in March, marks a significant step in expanding both companies' global footprint.

Under the partnership, FORCAM ENISCO's Manufacturing Execution System (MES) solutions and shop floor applications will become preferred digital offerings within GENERAL Group's portfolio. FORCAM ENISCO will also support implementation as a designated subcontractor, enabling scalable and consistent project delivery across regions. Together, the companies aim to accelerate the adoption of data-driven manufacturing and support industrial transformation at scale.

Combining Technology Expertise with Market Access and Industrial Ecosystem

The partnership brings together FORCAM ENISCO's expertise in MES and industrial data integration with GENERAL Group's deep local market access, industrial ecosystem, and proven track record in deploying international technologies in China.

GENERAL Group brings more than two decades of experience in high-end manufacturing, with strong capabilities in intelligent machinery, tooling, and automation. Through established partnerships with leading global technology providers such as Bosch, Fanuc, Mazak, Sandvik, and Siemens, the GENERAL Group serves key industries including automotive, aerospace, construction machinery, and precision

manufacturing. Its customer base includes major manufacturers such as BYD, Dongfeng Motor, Gree, and SANY.

“Milestone in Strengthening our Presence in China and Accelerating Global Growth”

[Oliver Hoffmann](#), General Manager of FORCAM ENISCO, said: “This partnership represents a key milestone in strengthening our presence in China and accelerating our global growth strategy. By combining complementary strengths, we are creating a powerful offering to support manufacturers in unlocking the full value of digitalization and scaling transformation initiatives worldwide.”

The collaboration will follow a phased approach:

- starting with joint customer projects,
- followed by the potential establishment of a joint venture to drive localization and scale,
- and ultimately expanding into additional international markets.

About [GENERAL Group](#)

GENERAL Group is a comprehensive service provider for high-end manufacturing and an efficient organizer of industrial value. Currently, GENERAL Group integrates globally leading technical resources, including Sandvik, Fanuc, Bosch and Siemens, and focuses primarily on high-end sectors such as automotive manufacturing, aerospace, construction machinery, and precision machinery. It serves leading enterprises such as Dongfeng Motor, BYD, Gree, and SANY, etc. GENERAL Group has been deeply engaged in China's high-end manufacturing industry for over 20 years. In 1999, it took the lead in expanding its business to the East China region, completing the initial layout of its core market. In September 2002, it was officially registered and established, with high-end intelligent machinery, tools and robot automation manufacturing as its core business areas. It has also secured distribution rights in China for world-class brands such as Yamazaki Mazak, establishing itself as a key global partner and earning the “Top Dealer” distinction for multiple consecutive years.

About [FORCAM ENISCO](#)

The FORCAM ENISCO GmbH group of companies supports medium-sized companies and corporations in sustainably securing their competitiveness through smart manufacturing. With its modular Manufacturing Execution System (MES) solutions and its consulting expertise as an SAP Silver Partner, FORCAM ENISCO covers all stages of the digital transformation in discrete manufacturing - from the entry into data-driven production and the automated control of complete production and logistics processes to cross-plant and cross-border rollouts. Customers include AUDI, Bizerba, Daimler Truck Buses, IKEA, Jungheinrich, MPS, Siemens Energy, Swarovski Optik, and Voestalpine. FORCAM ENISCO employs about 150 people worldwide and are represented in the DACH region with offices in Böblingen, Heidelberg and Ravensburg. International subsidiaries are located in France, the USA, China and India.

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