FOR IMMEDIATE RELEASE

Dietmar Ley Elected Chairman of the VDMA Robotics + Automation Association

**Ley will hold the honorary position for three years and emphasizes the role of the committee as a strong voice for European robotics and automation suppliers**

**Ahrensburg, November 22, 2024** – Dr. Dietmar Ley, CEO of Basler AG, has been elected as the new Chairman of the VDMA Robotics + Automation Association. Ley has been active in various committees and roles at the VDMA (German Engineering Federation) for around 20 years and was most recently Deputy Chairman of the association. He takes over from Frank Konrad (CEO Hahn Automation Group GmbH), whose three-year term has ended and who now holds the position of Deputy Chairman.

Ley explains: "Together with my colleagues, I look forward to continuing our work as a strong voice for robotics and automation in Europe. In the current very dynamic times characterized by geopolitical uncertainties, it is crucial that we promote our technology and innovation leadership in this field. Together, we will continue to work to consolidate Europe's position and position the region as a global player in robotics and automation."

The VDMA Robotics + Automation Association forms a separate trade association within VDMA with more than 400 member companies: Suppliers of components and systems from the fields of robotics, automated solutions and machine vision. The aim of this industry-driven platform is to support robotics and automation through a wide range of activities and services.

**Image caption:** Dr. Dietmar Ley (CEO Basler AG)

Basler AG is an international leader and experienced expert in computer vision. The company offers a broad coordinated portfolio of vision hardware and software. In addition, it enables customers to solve their vision application issues by developing customer-specific products or solutions. Founded in 1988, the Basler Group employs around 850 people at its headquarters in Ahrensburg, Germany, as well as other sales and development locations throughout Europe, Asia, and North America. The company invests significant resources in the development of innovative, reliable products with an excellent price/performance ratio. Thanks to its global sales and service organization, as well as cooperation with renowned partners, Basler has been delivering solutions to customers from a wide range of industries for over 35 years.

For more information contact us by phone at +49 4102 463 500, by email at [sales.europe@baslerweb.com](mailto:sales.europe@baslerweb.com) or via our website at [www.baslerweb.com](http://www.baslerweb.com).

**Press Contact:**

Ralf Schäfer – Head of Market Communications

[ralf.schaefer@baslerweb.com](mailto:ralf.schaefer@baslerweb.com)

**Basler AG**

An der Strusbek 60-62

22926 Ahrensburg

Germany

[www.baslerweb.com](http://www.baslerweb.com/)