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EXPANDING GLOBAL BUSINESS,  
FORTESSA ANNOUNCES G.M./ASIA POST

FOR IMMEDIATE RELEASE:

Sterling, VA – Fortessa has appointed Shu Feng Zhang to the new position of General Manager/Asia in the tableware company's expanding international sales operations. Mr. Shu was formerly sales manager at Libbey, Inc. He will take on a multipart role at Fortessa, focused on building the company brand in China and, eventually, throughout Asia, according to Scott M. Hamberger, co-president and C.E.O.

"Shu will initiate a new role for us as G.M./Asia, reflecting the continued importance that we place on international development, in general, and upon Asia, in particular," Mr. Hamberger said. "As first priority, Shu will oversee our sourcing operations in China, to maintain our record of hands-on management of factory relationships and to continue to ensure the Fortessa standard of excellence," he said.

In another key role, Mr. Shu will oversee the company production operations in China, "as we continue in the process of bringing a joint venture production facility on line, the first of several prospective ventures," Mr. Hamberger said. Mr. Shu also will oversee sales and marketing efforts in China and throughout Asia, he said.

Mr. Shu will report to Eric M. Hamberger, co-president and C.O.O. at Fortessa, based in Sterling, VA. In addition, he will integrate Asian operations with the company's international sales function headed at the corporate level by Robert M. Finley, vice president.

Shu Feng Zhang was born in China and came to the United States after completing his college studies. In the U. S., he attended Thunderbird School of Global Management, in Phoenix, AZ, where he earned an M.B.A. degree. Immediately after graduation, he joined Libbey, in Toledo, OH, serving in several sales-marketing positions for 11 years, the last two as sales manager in China.

In his new role at Fortessa, a major advantage will be the company's solid contacts in the hospitality field, which is growing rapidly in China, Mr. Shu said. Fueled by the many new, elegantly-designed hotels that include five-star restaurants, the Chinese foodservice business currently is increasing at a rate of 15-18 per cent, more than double the annual growth of the economy, he noted. "Competition is tough, but there are always opportunities for the right company. Fortessa has the right strategies, the right connections, and the right products to meet the competition in China," he said.

Mr. Shu Zhang will be based in Shenzhen, near Hong Kong, in southern China.

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