



Press release

Viega realigns organisation globally

Three regional business units for international growth

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Attendorn, 15 May 2025 – The Viega Group has reorganised its corporate structure as part of the "Viega UP!" project for the future. The aim is to consistently drive international growth and be even closer to the markets and customers at the same time. In future, the family-owned company will be divided into three regional business units – Viega Europe, Viega North America and Viega Asia Pacific & Middle East (APME) – supplemented by a central, global organisational unit.

With the new organisation, the global market leader for metal piping systems for sanitary and heating applications intends to create the basis for further sustainable growth. "The increasing internationalisation of the Group made it necessary to further develop the organisation in order to adapt strategic decisions even more specifically to regional market requirements," explains Markus Brettschneider, CEO of the Viega Group. "With our new direction, we are pursuing a clear goal: to continue our successful course."

Regional structures for healthy growth

As part of the restructuring, the entire European business, including Germany, has been bundled in Viega Europe – under the management of Karsten Müller (CEO Viega Europe) since 1 May.

The business unit Viega Asia Pacific & Middle East (APME) is managed by Pragnesh Desai (Vice President APME). It combines the activities in India, China, Australia, Singapore, the United Arab Emirates and Saudi Arabia.

Viega North America is under the leadership of Marki Huston (CEO North America) in order to continue the successful development in this region.

Viega Global ensures global standards

The three regions are supported by Viega Global – a central organisational unit that bundles overarching functions such as finance, technology, supply chain and human resources.

A strong foundation for the future

The new corporate structure is part of a long-term strategic orientation. "We are convinced that we have now created the organisational conditions to further expand our leading position in building technology internationally," emphasise Anna Viegner and Walter Viegner, Chairpersons of the





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Shareholders' Committee. "At the same time, we remain true to our values as a family business with a 125-year tradition."

About Viega

Viega is an expert in healthy drinking water in buildings and is one of the global market and technology leaders in the installation sector. As a quality-focused family business employing more than 5,500 people internationally, the company has over 125 years of experience in building technology. Its core areas of expertise include maintaining and developing drinking water hygiene, energy efficiency, comfort and safety in buildings. With ten locations around the world, the company group produces more than 17,000 products and systems.

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