

A Group of Excellent Entrepreneurial Personalities

The “Preis Deutscher Maschinenbau” (Award of German Mechanical Engineering) is presented at the German Engineering Summit to deserving entrepreneurs whose life's work is honoured with the award. The list of honourees is illustrious - including, for example, Walter Reis, Manfred Wittenstein, Martin Herrenknecht, Heinz-Dieter Schunk and Renate Pilz. Friedrich K. Eisler, the Managing Partner of WEILER Werkzeugmaschinen GmbH, also belongs to this selected group as of 15 October.

Initiator and sponsor of the award is the trade magazine “Produktion”. The magazine also hosts the German Engineering Summit that took place for the eleventh time in mid-October in Berlin. Around 500 industry representatives met to share information, make contact or stay in touch. Federal Chancellor Dr Angela Merkel emphasised the importance of the event with her visit and by addressing the attendees.

Among the invited guests was Friedrich K. Eisler, for whom a surprising honour was waiting at the evening gala in the tepee in front of the Federal Chancellery: “I went to Berlin without any expectations and was completely unprepared for the award.”



(From left to right): Carl Martin Welcker, President of the VDMA, Claus Wilk, Editor-in-Chief of the trade magazine “Produktion”, Friedrich K. Eisler,

Managing Partner of WEILER with his award and Stefan Waldeisen, Member of the Management Board of the publishing house mi connect (Photo: trade magazine “Produktion”/Anna McMaster).

Carl Martin Welcker, the President of the Mechanical Engineering Industry Association (VDMA) opened the gala event. Claus Wilk, editor-in-chief of the trade magazine “Produktion”, then gave the laudatory speech for the award winner. He praised: “Friedrich K. Eisler combines all the characteristics typically attributed to the leader of a medium-sized company: a high degree of responsibility, smart actions, specialisation, entrepreneurial skill and foresight.”



Congratulations to Friedrich K. Eisler (Photo: trade magazine “Produktion”/Anna McMaster).

Friedrich K. Eisler addressed the applauding audience with a short and moving speech of acceptance. This prompted the “Produktion” chief editor Claus Wilk to remark that this shows the typical entrepreneur who knows how to get to the point. Something was still dear to the laureate: “I am particularly pleased to be honoured as an Austrian in the Federal Republic by German mechanical engineers”. He jokingly added that he literally felt like a “hidden champion”.



Surprised and moved by the award: Friedrich K. Eisler (Photo: trade magazine "Produktion"/Anna McMaster).

Friedrich K. Eisler: A family-oriented entrepreneur with cooperative leadership style

Friedrich K. Eisler was born on 7 July 1937 in Gurk/Carinthia - Austria. He gained the professional basis for his successful entrepreneurial career by studying "World Trade and Business Administration" in Vienna where he graduated in 1962 as a Diplom-Kaufmann (Business Administration). In the same year, the young businessman started his career in industrial plant construction at VOEST-Alpine in Linz where he was responsible for the construction of turnkey steel plants in the USA, Canada, the Far East and Australia. His achievements coincided with the assumption of responsible positions as sales manager and director of various divisions of VOEST-Alpine. He was responsible, among others, for the business field "Mining and Processing Technology" and the construction of turnkey hospitals in Nigeria.

Friedrich K. Eisler took over the restructuring of a VOEST-Alpine subsidiary for the first time in 1981. As the sole managing director, he led the Kärntnerische Eisen- und Stahlwerke (KESTAG) in Ferlach/Carinthia back to economic success and subsequently sold the company as it no longer fit the parent company's portfolio. Ten years later he was asked to restructure the faltering lathe manufacturer WEILER from Emskirchen in Middle Franconia.

Through socially responsible measures, he has once again succeeded as managing director in breathing new life into the company and restoring efficiency.

When WEILER no longer met the requirements of the VOEST Alpine portfolio, Friedrich K. Eisler decided in 1993 to take over the German mechanical engineering company as part of a management buyout. This also involved the takeover and continuation of the WEILER Foundation that has supported numerous students from the Middle Franconian region with scholarships for many years. Friedrich K. Eisler's personality melds passion, innovation and determination with strong family orientation and a socially responsible, cooperative leadership style.