

Press Release: Further International Expansion

July 2008, Sensirion AG, 8712 Staefa, Switzerland

Sensirion opens a new subsidiary in Japan

Summary

With a new sales office in Tokyo, Sensirion AG has been present in Japan since March 2008. This enables the sensor manufacturer to provide optimal support to its customers in the lucrative and demanding Japanese market. With the founding of Sensirion Japan Co. Ltd., the Swiss high-tech company now has three hubs in its international distribution network.

Full text



Keiichi Hasegawa,
General Manager Sensirion Japan

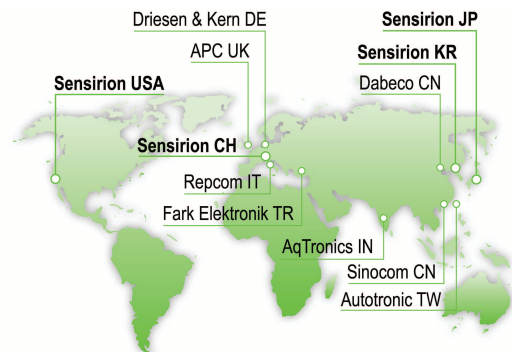
In March 2008, Sensirion AG opened a sales subsidiary in Tokyo. Sensirion Japan Co. Ltd. provides on-site nationwide sales management for high-value sensor products and systems. With the appointment of Keiichi Hasegawa as Managing Director, the company has acquired an experienced and proven sales manager. Prior to joining Sensirion, Mr. Hasegawa successfully directed many other foreign sales ventures in Japan.

The Swiss sensor manufacturer established the new sales office in order to properly address the enormous potential of the Japanese market. As the world's second largest national economy, Japan is home to numerous high-tech enterprises with a high demand for innovative sensor solutions. In particular, these include companies in the automotive and medical industries, as well as the process automation and HVAC sectors.

Thanks to the new subsidiary, the specific needs of Sensirion's Japanese customers can be fulfilled even better than ever. The on-site presence also facilitates entry into the highly demanding automotive market. Further critical factors for success are the innovative CMOSens® technology, outstanding customer support, and reliable enterprise processes as documented by ISO/TS 16949 certification.

Sensirion Japan Co. Ltd. represents a significant expansion of Sensirion's international sales network. It is the second new subsidiary to be established within a single year after the official opening of Sensirion Korea Co. Ltd. in July 2007. Both form part of a well-balanced global network in combination with the headquarters in Switzerland, the US subsidiary established in 2006 plus eight independent representatives. Sensirion's strong international presence guarantees optimal support for internationally active OEM customers.

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Sensirion's current international sales network

About Sensirion

Sensirion AG is a rapidly growing high-tech sensor enterprise with headquarters in Staefa near Zurich. The company is a leading international supplier of CMOS-based sensor components and systems. Its range of high-quality products includes humidity and temperature sensors, flow meters and flow controllers for gases and liquids, and differential pressure sensors. Sensirion supports its international OEM customers with tailor-made sensor system solutions for a wide variety of applications. Among others, they include gas flow regulators, building automation modules, and applications in the medical technology, automotive and consumer goods sectors. Sensirion products are distinguished by their use of patented CMOSens® technology. This enables customers to benefit from intelligent system integration, including calibration and digital interfaces. Ease of use and modularity help customers to keep their costs down considerably. Sensirion's competence as a reliable OEM partner is underlined by its quality management system, which was certified in March 2008 in accordance with the ISO/TS 16949 standard.

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