

# Press release: Asian expansion

August 2007, Sensirion AG, 8712 Staefa, Switzerland

## Sensirion opens first Asian sales office in South Korea

### Summary

Sensirion AG (Staefa, Switzerland) opened its first Asian sales office on 1 July 2007 in South Korea in cooperation with local partners. The Swiss sensor manufacturer regards the founding of the joint venture as a decisive step for strengthening its position in the strategically important South Korean market. Expansion of the distribution network comes in direct response to Sensirion's continuous rapid growth. This is also reflected by a doubling of the number of employees since 2005 to its current level of more than 100 employees.

### Full text



Byoung Hoon Park,  
General Manager, Sensirion Co. Ltd.

Sensirion AG (Staefa, Switzerland) opened its first Asian sales office on 1 July 2007. It is a joint venture of the Swiss high-tech sensor company and local Korean partners. Sensirion Korea Co. Ltd is responsible for all local sales and marketing activities for the company's sensor products and systems. The aim is to establish a strong local presence in order to provide optimum support for the company's OEM customers in the Korean market.

Sensirion regards the Asian market as strategically important because it exhibits a strong and constantly growing demand for sensors and sensor solutions. Enterprises in the automotive and consumer goods industries as well as the HVAC and white goods sectors are among the major users of the company's products and systems. Expansion into South Korea thus represents an important step in further strengthening the company's position in the attractive Asian markets.

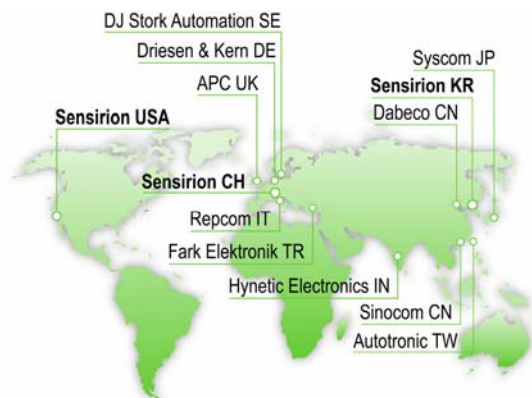
The new subsidiary expands Sensirion's existing distribution network. It is the company's second sales office, after the sales office in the USA opened in 2006 in California. The company also has an existing network of ten independent sales representatives in Europe and Asia, which provides optimum support for the company's international OEM customers.

Sensirion's expansion of its own sales offices comes in direct response to the company's continuous rapid growth. This trend is also reflected in the number of employees. While Sensirion had only 50 employees in 2005, in June 2007 the figure reached the 100 mark. Since its founding in 1998, the company has thus developed into an established and successful high-tech enterprise.

Besides its unique CMOSens® technology, the company regards proximity to customers as one of the keys to its success. Expansion into South Korea forms a logical first step in this regard. Additional undertakings in this direction can also be expected in the future.

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Sensirion's current Distribution Network

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## 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 gasses and liquids, and differential pressure sensors. Sensirion supports its international OEM customers with tailored 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 and consumer goods sectors. Sensirion products are distinguished by their use of patented CMOSens® technology. This enables customers to profit from intelligent system integration, including calibration and digital interfaces. This allows considerable cost savings to be achieved thanks to ease of use and modularity.

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