

ASIA PACIFIC

## Kvaser opens Hong Kong office

Kvaser (Sweden) continues business expansion with a Hong Kong office to support its sales and technical associate network in Asia.



*Kvaser is a CAN development company (Source: Kvaser)*

Kvaser, a global provider in CAN interfaces and data-loggers, has opened a sales office in Hong Kong to provide enhanced sales support to the company's partner network in the Asia-Pacific region. The Hong Kong office complements Kvaser's existing office in Shanghai, China. With warehousing facilities, Kvaser Hong Kong can import and export directly, providing faster shipping and logistics convenience.

Lars-Berno Fredriksson, President of Kvaser commented: "This development enables us to provide closer and more effective support to Kvaser's Asia Pacific qualified sales representatives and technical associates, outside China. Headed by Derek Sum, who has worked for Kvaser for many years, I have no doubt that Kvaser Hong Kong will prove of great value to customers in the region."

Derek Sum, previously technical support lead for Kvaser China, heads the new business, whilst Gareth Zheng takes over the role of multi-purpose support engineer, reporting to both Derek Sum and Cindy Lui, managing director of Kvaser China.

"Opening an office in Hong Kong underscores Kvaser's commitment to our partners and customers in the region," said Derek Sum. "The trend towards automotive electrification and autonomy, as well as increased automation and autonomous operation in the industrial sector, continue to drive many new opportunities for CAN, which we'll be in a better position to pursue."

Kvaser provides CAN solutions to engineers designing and deploying systems in areas as wide-ranging as transportation (including electric vehicles), industrial automation, avionics, construction equipment, building automation, domestic appliances, marine, medical, military, railway, telecoms, textiles, and more.

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