

## **Plessey Semiconductors expands in China with new offices -**

Plessey Semiconductors targets Asia Pacific for new growth

6<sup>th</sup> September 2011

Plymouth, ENGLAND and Shenzhen, CHINA – 6 September 2011 – Plessey Semiconductors today formally announced the opening of their new office in the city centre of Shenzhen, China. Located in Futian, the heart of the Shenzhen Central Business District, the new office is the first milestone in an aggressive expansion plan for the company.

“A third of our sales are already into the Asia Pacific region,” explained Derek Rye, Plessey Semiconductors’ Marketing Director. “Our innovative products and manufacturing expertise are in great demand in China and this new office will enable us to properly support and grow this market. Our local presence in the Chinese high tech heartland also enables us to explore possible joint ventures with Chinese companies who want to tap into Plessey’s long history of innovation.”

The latest innovation in Plessey Semiconductors’ portfolio is the Electric Potential Integrated Circuit (EPIC) sensor technology, which won a Gold Award at the recent “Best of Sensors Expo” ceremony held at Sensors Expo 2011.

Plessey’s new offices open with a full time staff of two -- Eden Ho, Plessey Semiconductors’ Regional Sales Manager for China, and Mark Chen, Technical Sales & Applications Manager, and the company plans to increase the headcount rapidly. Plessey’s operations are also supported by two Chinese distributors - Chieftech and AMOD.

Eden Ho, added, “The Chinese market is continuing to experience considerable growth and Plessey is particularly well placed with its product portfolio to meet this demand – for example our range of sensors enables products to be smarter and more efficient. This new Chinese office will provide a dynamic, regional hub for our activities not only in China but also in Taiwan, Korea and Japan.”

Plessey’s commitment to the Chinese market is further evidenced by the company exhibiting at the upcoming Medical Equipment Fair in Fuzhou from 31 October to 3 November 2011 which will have the EPIC sensor as its focus. The EPIC sensor is a completely new area of sensor technology that measures changes in an electric field in a similar way to a magnetometer detecting changes in a magnetic field.

Plessey’s new offices are located at 18/F, Tower B, Suite C, NEO Building, No. 6009, Shennan Avenue, Futian, Shenzhen, Guangdong, China. Tel: +86 (755) 2390 2186.