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FOR IMMEDIATE RELEASE

Jonny Nichols of Hanwha Techwin to Discuss Maximizing Operational Efficiency at IPC APEX EXPO 2024

CYPRESS, CALIFORNIA – April 2024 – Hanwha Techwin Automation Americas is excited to announce that Jonny Nichols, Vice President of Marketing, is set to share his profound insights on enhancing overall operational efficiency (OOE) during a highly anticipated panel discussion at IPC




APEX EXPO 2024. Titled "How to Maximize Overall Operational Efficiency," this engaging panel will be hosted by Global SMT & Packaging, a leading voice in the industry, and broadcast live from the show floor studio at APEX on Tuesday, April 9th at 11:30 a.m.

In an era where the electronics manufacturing sector (EMS) is evolving rapidly, moving from full line manufacturing solutions to a 'best-in-class' equipment approach and now into digitization and transformation, Nichols, alongside esteemed industry experts, will delve into whether this trend is set to continue or reverse. The panel features Jeff Timms of ASMPT, Clemens Jargon of MYCRONIC, and Shawn Robinson of

Panasonic, offering a rare glimpse into the future of electronics manufacturing from the leaders who are shaping it.

IPC APEX EXPO 2024, North America's premier electronics manufacturing event, is the perfect backdrop for such a forward-thinking discussion. Scheduled from April 6-11, 2024, in Anaheim, California, the expo is the stage for the Electronic Circuits World Convention 16 (ECWC16), promising attendees access to the latest in technical content, professional development, and unparalleled networking opportunities.



Hanwha Techwin Automation Americas will also exhibit at the event, showcasing its revolutionary manufacturing solutions designed to maximize productivity with minimal resources. Known for its commitment to innovation, Hanwha Techwin's lineup, including the XM520, HM520W, and the cutting-edge Decan S1, promises to redefine efficiency, accuracy, and productivity in PCB assembly.

Attendees are invited to visit Hanwha Techwin at Booth 4020 for an up-close look at how the company's technologies are setting new standards in the manufacturing world. This is an unparalleled opportunity to learn, network, and discover the innovations poised to drive the electronics manufacturing industry forward.

About Hanwha Techwin Automation Americas, Inc.

Hanwha Techwin Automation Americas, Inc. is a leading global provider of precision manufacturing and technology solutions. Renowned for its innovative approach and cutting-edge technology, Hanwha Techwin is committed to driving advancements in the electronic manufacturing industry, supporting manufacturers worldwide in their pursuit of global competitiveness.

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