

GOPEL electronic opens branch office in Malaysia

At the beginning of the new year 2023 GÖPEL electronic GmbH opened a subsidiary in Malaysia. This means another decisive step towards establishing Embedded JTAG Solutions on the dynamic Asian market.

Lester Tseng was appointed as Sales and Support Manager. He has an excellent knowledge of the local market. The new office is located in the strategic city of Penang, providing short distances to potential prospects and customers.



"As a globally operating company, it is part of our self-image to also focus more on the opportunities of the Southeast Asian market," explains Thomas Wenzel, co-founder and Managing Director of the Boundary Scan Division at GOPEL electronic. "With the new office in Malaysia, we will be able to better support our large local customer base as well as further develop the entire Southeast Asian region in the long term," he adds.

Lester Tseng adds, "I am excited to open our regional office here in Penang. This will allow us to better support our existing customer base and provide our best-in-class solutions to the ever-expanding entire Southeast Asian region."

Press Contact:

GÖPEL electronic GmbH
Christina Schellbach
Göschwitzer Straße 58/60
07745 Jena, Germany

Tel.: +49 (0)3641-6896-739
Fax: +49 (0)3641-6896-944
E-Mail: presse@goepel.com
Web: www.goepel.com



GÖPEL electronic develops and manufactures innovative electrical and optical measuring and testing technology as well as test and inspection systems for electronic components, assembled printed circuit boards as well as industrial electronics and automotive electronic systems. GOPEL electronic is divided into four business units:

- Automotive Test Solutions
- Embedded JTAG Solutions
- Inspection Solutions AOI-AXI-SPI-IVS
- Industrial Function Test

and is active worldwide with its own subsidiaries and distributors. The company generated sales of approximately 40 million euros in 2022 with about 230 employees.

Further information: www.goepel.com

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