

ETAS Expands its Presence in Asia

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New offices in Japan and Thailand

ETAS is driving its growth in Asia and expanding its global presence with the opening of two offices: an additional one in Japan and a new one in Thailand.

The new Japanese office in Utsunomiya is perfectly placed to service customer requests and increasing sales activities in the North Kanto region of the country. ETAS considers itself a reliable partner to its ASEAN (Association of Southeast Asian Nations) cus-

tomers, and the decision to open an office in Bangkok, Thailand, is a logical expression of this. The new office will also service Australia.

The ASEAN automotive market is expected to grow at an annual rate of nearly ten percent in the coming years. Currently, the industry's primary focus in ASEAN countries is on production, but a number of government initiatives and local

investments by automakers are supporting the establishment of engineering activities in the region. Various OEMs and Tier 1 suppliers have already set up development centers in Thailand and other ASEAN countries, with further investments planned.

Initially, the new office in Bangkok will be staffed with three associates. The close proximity of the location to customers in Thailand and other ASEAN countries will enable ETAS to service them even better.

