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Beijer Electronics expands in emerging markets

December 1st, Beijer Electronics opened an office in Pune, India, further expanding its geographic coverage to drive organic growth and strengthen local support of customers around the world. The entry into India follows the establishment of a new subsidiary in Brazil in September 2011.

"The industrial growth and infrastructure expansion in both countries offer interesting business opportunities within industrial automation and industrial data communication. Our establishment in these growing economies is a natural step in our geographical expansion strategy to ensure growth and improve customer support", Carl-Johan Zetterberg Boudrie, Vice President Business Development at Beijer Electronics, comments and continues: "With our presence in both India and Brazil, we are now well-positioned to provide essential support and service to local partners and customers, as well as to global customers who operate here".

The new offices, situated in Pune, India, and São Paulo, Brazil, work closely together with Beijer Electronics' existing local partners in the area, and handle the entire portfolio of Beijer Electronics' in-house developed products.

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***Beijer Electronics** is a fast growing technology company with extensive experience of industrial automation and data communication. The company develops and markets competitive products and solutions that focus on the user. Since its start-up in 1981, Beijer Electronics has evolved into a multinational group present in 18 countries and sales of 1,200 MSEK 2010. The company is listed on the NASDAQ OMX Nordic Exchange Stockholm Small Cap list under the ticker BELE. www.beijerelectronics.se.*