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## Beijer Electronics' subsidiary Westermo establishes itself in the U.S.

*Beijer Electronics' subsidiary Westermo establishes a sales and support organization in the United States to expand its presence and sales in the U.S. market. A leading profile within industrial data communications has been recruited as General Manager.*

A sales and support organization will be built up to expand in the growing U.S. market. Mark Hendel has been recruited to lead Westermo's expansion in the U.S. He has extensive experience from the industrial data communications industry and from management positions in companies based in both the U.S. and Europe. He was previously head of Hirschmann U.S. and before that he was responsible for their business in France.

Westermo's sales in the United States has previously been done through distributors or directly to major customers. This will continue but with its own organization in place the company will now be closer to the market and be able to seize the great opportunities offered.

"The market for industrial data communications in the U.S. is growing strongly. We see great opportunities to grow in several areas such as renewable energy, transport and road networks, as well as the electricity networks that needs to be upgraded," says Lars-Ola Lundkvist, Business Area Manager and Managing Director of IDC Westermo.

### For more information, please contact

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*Beijer Electronics is a fast growing technology company with extensive experience of industrial automation and robust data communication, developing and marketing competitive products and solutions with focus on the user. Since its start-up in 1981, Beijer Electronics has evolved into a multinational group present in 16 countries and sales of 1.1 bn SEK 2009. The company is listed on the Nasdaq OMX Nordic Exchange Stockholm's Small Cap list under the ticker BELE.  
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