

Hamlin China to Serve a Valued Market

Reed switch and sensor solutions manufacturer Hamlin signalled its long-term commitment to the Chinese market by launching its new organization in China. In May Hamlin hired its first full time employees in China and in June the company signed a leasing agreement for its own office, warehouse and manufacturing facilities in Shanghai.

Mr Yonggang Deng joins Hamlin from the Kolbenschmidt Pierburg Shanghai Non-ferrous Components Company Ltd where he was Sales Manager, working with customers including SAIC, Renault, VW and Eaton. Prior to this he gained nearly 10 years experience within the automotive market working within JVs with Hella and Autoliv. In 1993 Mr. Deng was awarded a Bachelor Degree in Mechanical Design and Manufacturing by the Dalian Institute of Light Industry. In his new role within Hamlin he becomes Sales and Marketing Manager for China and has responsibility for sales and business development, particularly focused on the automotive sensors market.

Mr. Guiting Chu joins Hamlin from General Motor's Shanghai technical facility; the Pan Asia Technical Centre. During his time as a Project Engineer at GM he worked on shifter, clutch and braking systems on Cadillac and Royumn programs. Mr. Chu has a Bachelor Degree in Mechanical Design and Vehicle Engineering from Jilin University. Mr. Chu joins Hamlin in the role of project engineer. While his primary role is as a Project Engineer working on sensor design solutions for Hamlin customers, Mr. Chu will also be supporting the Hamlin global organization as it relies more and more on a supply base with manufacturing operations in China.

On June 14th Hamlin reached an agreement to lease part of the Yanfeng Key building in Shanghai. Hamlin President, Antony Howell commented, "We are delighted with the progress that we have made in the last few months. We have hired our first two employees in China; this will enhance Hamlin's already strong reputation in the region for quality product and technical support. In addition and very significantly we now have local design capability which means that we can work quickly and efficiently to support our customers in China to develop sensor solutions for them. This also extends to the competency of manufacturing in China whilst also providing the well established Global support from our existing Hamlin facilities and teams, including Engineering, Equipment Design, Quality, Logistics, CI / VAVE and Supplier Development"

About Hamlin

Hamlin Electronics has been manufacturing position and movement sensing solutions for automotive, industrial and consumer product applications since 1949. The company has operations in the USA, Mexico, Europe and China and has been a part of Key Safety Systems since 1995. More information can be found at www.hamlin.com.

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Picture Caption: deng, yonggang.jpg - Sales and Marketing Manager, Hamlin China, Yonggang Deng

chu, guiting.jpg – Project Engineer, Hamlin China, Guiting Chu

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