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NEWS RELEASE

CamSemi opens dedicated operations hub in Hong Kong

CamSemi has today further strengthened its commitment to customers and manufacturing partners in the Asia-Pacific region (APAC) by opening a dedicated operations hub in Hong Kong. The new offices on Hong Kong Science Park are close to CamSemi's Shenzhen, China office - where the company's main sales and application design/support activities are based – as well as being within easy reach of sub-contractor suppliers in Southeast Asia, Taiwan and China.

CamSemi's Hong Kong hub will enable the company to deal more swiftly and efficiently with customers across APAC on areas such as environmental certification, product qualification and production planning and management functions that were previously managed from the UK. The new office and its engineering staff will be led by Kim Tey, VP supply chain management who joined as CamSemi APAC regional director in 2008 before being promoted into his current role in late 2010.

"Hong Kong Science Park offers the ideal infrastructure to help CamSemi grow and develop its operations activities across APAC and we are delighted that Kim Tey will be managing our new offices there. Kim has been instrumental in building our regional application engineering teams, as well as our market profile and sales and is now perfectly placed in Hong Kong to manage our network of foundry and sub-contractor partners as the company faces rapidly growing demand for its products," said David Baillie, CamSemi CEO.

The new Hong Kong facilities were opened formally by David Baillie at an event involving Mr E. Anthony Tan, CEO of Hong Kong Science and Technology Parks Corporation (HKSTPC) with local teams from both organisations and senior managers from CamSemi UK.

Mr Tan said: "I'm delighted to have CamSemi join the Science Park community as one of our partner companies. With their expertise in power supply applications such as routers, mobile phone battery-charging and LED lighting, we are confident that our already strong electronics cluster and emerging green cluster will be further strengthened to become the technology hub in Asia."

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Notes for editors

About Hong Kong Science Park

Hong Kong Science and Technology Parks Corporation (HKSTPC) is a statutory body set up by the Government of the Hong Kong Special Administrative Region.

HKSTPC provides innovative and technology driven infrastructure and support facilities which include market focused clustered laboratory services enabling Hong Kong industries and services to be more competitive; it provides a full-service incubation programme for technology and design start-ups, and fosters partnerships and collaboration between industry and universities/applied research institutes through consulting, training and research programmes. HKSTPC offers advanced facilities and support services for high technology companies that include an IC Design Centre, an IC Development Support Centre, a Materials Analysis Laboratory, a Wireless Communications Test Laboratory, an Intellectual Property Servicing Centre, a Solar Energy Technology Support Centre and a Biotech Centre.

More information about HKSTPC is available at www.hkstp.org

About CamSemi

CamSemi is the emerging leader in power management ICs for optimised energy-efficient off-line power conversion. The company's unique solutions and approach are helping many of the world's top electronics brands to develop smaller, lighter and more energy-efficient mains-powered products while also reducing their design timescales, system and manufacturing costs.

The company was founded to bring to market a new generation of sophisticated power management ICs that help manufacturers more easily meet the world's increasing demand to save energy but at acceptable cost. CamSemi's products are based on its portfolio of patented and proprietary technologies including intelligent control architectures and PowerBrane® ultra high voltage (UHV) process technology. These breakthrough approaches can benefit multiple markets, although initial products are targeted at the switch mode power supply and lighting sectors.

Further information at www.camsemi.com

Press enquiries

- All media enquiries or requests for supporting images should be directed to Simon McKay on +44 (0)1353 741075 (desk); +44 (0)7810 795035 (mobile or after hours) or by email simon.mckay@camsemi.com

Photography



Mr E. Anthony Tan, CEO of Hong Kong Science and Technology Parks Corporation is delighted CamSemi is opening an office and dedicated operations hub on the Hong Kong Science Park and will become part of the park's growing and active technology community.

Mr Tan is shown on the right above welcoming David Baillie, CEO of CamSemi to the company's new offices.

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