

Sivers IMA signs Matrix Electronics as new reseller in China

Sivers IMA is pleased to announce that it has reached an agreement with Shanghai Matrix Electronic Co., Ltd. (Matrix Electronic) to act as its reseller for the Chinese market.

“The Chinese market is very interesting and provides a significant addressable market for us. After having done a review of potential resellers I am therefore very pleased with our choice of moving forward with Matrix Electronic. With their expertise as well as network in this business they have an excellent platform from which to take both our radar sensor products and our converters to market. I am convinced that this is the start of a long and fruitful partnership for both parties.” says Robert Ekström, CEO at Sivers IMA.

Matrix Electronic is a Shanghai based company with several sales branches at key locations throughout the country. They are one of the leading millimeter wave product resellers in China as well as a systems integrator in the micro and millimeter wave field. Since the start Matrix Electronics has worked with many key research institutes and manufacturers from Europe and the USA and have helped them launch cutting edge technical solutions like components, instruments and systems on the Chinese market. China is an emerging millimeter wave market with global radio link manufacturers and many ongoing R&D projects regarding radar sensor technologies.

“We are very excited about the product portfolio that Sivers IMA has and the road map they are implementing. We believe the market potential is significant in China for this kind of technology and our talented teams are eager to take this to market. I look forward to working with the Sivers IMA team to turn this partnership into a success.” says Phil Nan, CEO of Matrix Electronic.

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Sivers IMA is a leading manufacturer of micro- and millimeter wave products for connecting and quantifying a networked world. Sivers IMA has a long history and is internationally renowned as a reliable supplier of high quality components used in telecommunications links, RADAR sensors and test & measurement equipment. Headquarters is located north of Stockholm in Kista, Sweden. Learn more at www.siversima.com

Shanghai Matrix Electronic Co., Ltd. is one of the leading millimeter wave and THz products' sellers in China. Matrix is also a professional product agent and system integrator in millimeter wave and microwave field. Since establishment, Matrix, working with almost twenty key research institutes and manufacturers from Europe and the USA, has been endeavoring to bring in foreign edge-cutting components, instruments, systems and technical solutions for companies, universities and institutes at home. Learn more at <http://www.matrix-tech.cn>