

Advantech Continues Major European Expansion with New Sweden Office

September 9th, 2017, Stockholm, – Advantech who is a leader in providing trusted innovative embedded, automation products and solutions **is pleased to announce its expansion in the Nordics with a new office in Sweden, which will help the firm engage more quickly and effectively with customers in the region.**

The Advantech Nordics office is perfectly situated in the telecommunications and IT hub of Kista, one of the largest ICT clusters in the world after Silicon Valley just minutes from the capital, and between the city's two main airports: Bromma and Arlanda.

It will help Advantech improve customer service for a growing number of clients based in Sweden, Denmark, Norway and Finland, cementing and driving further growth for the company in the region.

The office will feature Key Account Managers, Channel sales force managers and Local Field Application Engineer (FAE), providing local language support and technical assistance where and when customers need it most.

“Advantech is continuing its strong European growth with this well-timed opening of a new facility close to the Swedish capital,” says Carlo Talamo, Nordic Sales manager Embedded IoT.

“Channel partnerships are vital to the future success of Advantech as we build out an intelligent IoT ecosystem of hardware, software and services for developers across a range of industries. The new office will help us get closer to our customers and really build out these strong channel networks.

The new opening is Advantech's 13th in Europe as the leader in embedded and automated solutions continues to transform itself from a pure hardware-driven company to a software and hardware-based organisation, and ecosystem provider.

“The new Sweden office will help us to work faster and more effectively with our customers in the Nordics region, with a strong local team ready to provide technical support on-demand and drive further sales growth for Advantech,” says Hans-Peter Nüdling, Associate Vice President Embedded IoT Europe

“**Carlo Talamo** has extensive experience in the market and, more importantly, is a local. This is exactly what customers need as they look to leverage Advantech solutions to drive innovative solutions and business growth of their own.”

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About Embedded Core Service

Advantech Embedded Core Services offers design-in oriented services. These streamlined solutions broadly integrate embedded boards, peripheral modules and software. This dedicated focus on Embedded Design-in services fulfills electronic engineering demands at their design-in phase, and brings benefits that shorten the design and integration cycle, minimizing uncertainty and risk. www.advantech.eu/EmbCore

About Advantech

Founded in 1983, Advantech is a leader in providing trusted, innovative products, services, and solutions. Advantech offers comprehensive system integration, hardware, software, customer-centric design services, embedded systems, automation products, and global logistics support. We cooperate closely with our partners to help provide complete solutions for a wide array of applications across a diverse range of industries. Our mission is to enable an intelligent planet with Automation and Embedded Computing products and solutions that empower the development of smarter working and living. With Advantech, there is no limit to the applications and innovations our products make possible. (Corporate Website: www.advantech.eu).