

Press release, 11 May 2016

## Semcon wins prestigious Innovation Leadership Award

**The international technology company, Semcon, receives the 2016 Visionary Innovation Leadership Award in Brazil. Semcon claims the prestigious award in recognition of its ability to leverage global mega trends, a commitment to innovation and autonomous driving in global collaboration.**

Each year in Brazil, a company is recognized for outstanding innovation leadership by the international market research company, Frost & Sullivan. Semcon receives this award for 2016, which will be presented at a banquet ceremony in São Paulo on 12 May.

“We put a lot of effort into both innovation and collaboration within the company globally,” says Markus Granlund, President and CEO at Semcon. “By utilizing expertise from all of our 3,000 employees around the world we can develop the best products for our customers, no matter where they are. Our work within the area of autonomous cars is an excellent example of this.”

Since December 2015, Semcon has been running an advanced international project, involving software development of autonomous vehicle systems for a global automotive partner. The project involves specialists from Semcon locations in Europe and Brazil to harness the finest expertise and experience within Semcon.

“We are proud to recognize Semcon with this Visionary Innovation Leadership award. Semcon invites an atmosphere of open dialogue and strategic thinking among its R&D teams and customers throughout its design and testing protocols, encouraging customer participation throughout the life of a project to ensure customer satisfaction at completion,” commented Yeswant Abhimanyu, Program Manager at Frost & Sullivan.

To read more about Frost & Sullivan and for the extended write-up [click here](#).

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