

## **Ericsson Power Modules opens center of excellence at its Asia Pacific and China base**

**As it celebrates the tenth anniversary of its operation in China (Ericsson Simtek Electronics), Ericsson Power Modules has launched its APAC (Asia Pacific and China) center of excellence. The center includes R&D, manufacturing, customer sales and service, and also project resources.**

As part of Ericsson Power Modules' global operation, the Shanghai Center of Excellence will continue to develop close partnerships with local and international partners, contributing to Ericsson Power Modules' engagement as a true collaborative partner.

"The base will continue to support us for a very long time as we move forward," said Mats H. Olsson, President of Ericsson MU Greater China, during his speech at the opening ceremony held on March 31 at SEC in the Jiading district of Shanghai.

A pioneer in developing a modern, advanced excellence center in the Asia-Pacific, Ericsson Power Modules is one of the few power supply manufacturers to reach this level of competence. Regionally, the organization employs 200 people, and its main site in Jiading has an operational area of 4800 square meters (51,667 square feet).

Patrick Le Fèvre, marketing director at Ericsson Power Modules, said: "A true showcase for Ericsson Power Modules, the Shanghai operation and our satellite offices in Hong Kong and Japan are representative of Ericsson's engagement and commitment to serve customers all over the world."

Formed in 1996, the joint venture between Ericsson and Simtek has gone from strength to strength and has grown rapidly to become an all-embracing, fully capable organization that is now serving not only the eastern marketplace, but also developing and manufacturing products on a global basis in close collaboration with Ericsson Power Modules' other sites.

From the outset, the joint venture between Ericsson and Simtek aimed to develop competence and excellence in advanced technologies - especially in board-mounted products such as DC/DC converters and regulators. The company was ISO9001 certified in 1997, ISO14001 in 1998 and ISO9001:2000 certified in 2002. January 2004 saw the company receive a Certificate of Advanced Technology Enterprise from the Shanghai Government, rewarding the professionalism and perseverance of Ericsson to excel in its mission.

*Ericsson is shaping the future of Mobile and Broadband Internet communications through its continuous technology leadership. Providing innovative solutions in more than 140 countries, Ericsson is helping to create the most powerful communication companies in the world.*

**FOR FURTHER INFORMATION, PLEASE CONTACT**

Patrick Le Fèvre, Marketing Director

Ericsson Power Modules AB

Phone: +46-8-568 695 07

Fax: +46-8-568 695 99

**Reader Inquiry reference:**

Press Release Reference: E0078(A)

If printing an Internet address please use Power Modules homepage and/or phone number to our International sales office:

URL: [www.ericsson.com/powermodules](http://www.ericsson.com/powermodules)

Europe: +46-8-568 696 20

U.S.A.: +1-972-583 6910/5254

China: + 86-21-5990 3258

**About Ericsson Power Modules**

Ericsson Power Modules is a supplier of world-class DC/DC power modules for distributed power architectures. With its global design, development, manufacturing and sales network Ericsson Power Modules is a leading supplier of power solutions to meet the customer demand for high performance.