



PRESS RELEASE

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## **JonDeTech enters strategic cooperation with Asia Perspective to enhance the penetration on the Asian market**

**JonDeTech has worked intensely on implementing its Go-To-Market strategy, focusing on a handful of global suppliers to the high-volume consumer electronics market. An essential aspect of gaining access to and forming strategic alliances with these companies is local representation. Asia Perspective is an independent consultancy company with Swedish origin bridging the business world of Northern Europe and Asia with offices located throughout China and Southeast Asia. The main office, located in Shanghai, will act as JonDeTech's representative office.**

In 2019, JonDeTech launched a new Go-To-Market strategy with a focus on reaching and establishing partnerships with some of the world's largest and most successful Original Design Manufacturer (ODM) and component manufacturers. All geographically located in Asia, and with a lion part in China. With its strong business network and local knowledge of the Chinese market, Asia Perspective offers a great fit with JonDeTech and its strategical and operational development.

- We are very pleased and excited to start our cooperation with JonDeTech. Their unique products and technology will provide great value across several industries and markets. Asia Perspective sees this as a long-term relationship, with the common goal to establish a strong presence in China and the rest of Asia, says Daniel Karlsson, founder, and managing partner of Asia Perspective.

With a broad knowledge base of the local market and relevant industries, Asia Perspective fits perfectly into JonDeTechs roll-out strategy in China and Asia. They will act as the company's regional office, and its associate partner, Mr. Sam Li, has been appointed as acting China representative for JonDeTech China. In addition to project management and advisory services, Asia Perspective will help JonDeTech with marketing and communications activities as well as local stakeholders' relationship management.

- Asia Perspective has long experience in assisting western companies in achieving their goals in the Asian markets. With brands like H&M, SCA, Carlsberg, and BMW on the customer list, Asia Perspective is just the right partner for JonDeTech in the implementation of our roll-out strategy in a cost-effective way. We look forward to a long and prosperous relationship, says Per Lindeberg CEO JonDeTech.



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**About Asia Perspective**

Asia Perspective is an independent consulting company bridging the business world of Northern Europe and Asia. With decades of experience, Asia Perspective have supported businesses from a multitude of industries in reaching their goals and visions in Asia. By offering services in cross-border M&A, market entry and growth, as well as ensuring efficient sourcing, production and organization in the selected regions, Asia Perspective has established itself as a trusted partner for many global leading companies. Asia Perspective's approach has always been to offer realizable advice and hands-on support – more often than not supporting our clients in the actual implementation of our recommendations. For more information, please see: [www.asiaperspective.net/](http://www.asiaperspective.net/)

**About JonDeTech**

JonDeTech is a Swedish company that develops, and markets patented IR sensor technology based on nanotechnology. The company's IR sensors are down to one-tenth as thick as conventional sensors, built in plastic and can be manufactured in high volumes at a low cost, which opens for a variety of applications in, among other things, consumer electronics and mobile phones. The company was founded in 2008 and is listed on Nasdaq First North Growth Market. Redeye is the company's Certified Adviser, +46-8-121 576 90, [certifiedadviser@redeye.se](mailto:certifiedadviser@redeye.se), <https://www.redeye.se>. Read more at [www.jondetech.se](http://www.jondetech.se) or see how the IR sensor works at [www.youtube.com/watch?v=2vEc3dRsDq8](http://www.youtube.com/watch?v=2vEc3dRsDq8).