



ViTrox appoints He Hongdao as China sales general manager of machine vision system division

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PENANG, MALAYSIA - July 2020 - ViTrox Technologies, a world-leading solution provider of innovative, advanced and cost-effective Automated Machine Vision inspection system and equipment for the Semiconductor and Electronics packaging industries, is pleased to announce the appointment of He Hongdao as the new China Sales General Manager of Machine Vision System (MVS) Division.

Hongdao has vast experience of 21 years covering various domains such as business development, technical support, board-level testing, instrument test solution, Printed Circuit Board Assembly (PCBA) process and contract manufacturing production process, in the capacities of Sales Director, Account Manager, Application and Process Engineering.

Hongdao has been instrumental in establishing various key customer accounts in China in recent years in the field of Automated Board Inspection (ABI). Collectively, he has led his team to achieve a record-breaking China sales revenue in FY2018. His people-oriented leadership and strength have enabled establishing and strengthening of key customer relationships while strategically plan, manage and motivate his team to exceed expectations. Complementing this, he is a strong-willed, focussed person and possesses strong determination in achieving the desired business results and goals.

Moving forward, Hongdao will be assuming the following important roles:

1. Manage, guide and lead our China Business Development and Technical Support team,
2. Establish and grow key customer accounts in China,
3. Manage our Sales Channel Partners and Distributors, and
4. Strategically plan and execute important initiatives to further drive the growth and increase our market share in China, as we seek to expand our presence in China.

About ViTrox Technologies

ViTrox is headquartered in Penang, Malaysia, and with offices in Asia, Germany, and the United States. Currently, ViTrox is well recognized as one of the world-leading automated Machine Vision inspection solution providers with an extensive installed base and sales & support sites in more than 40 countries worldwide.

Since its inception in 2000, ViTrox is committed to providing the most innovative, advanced and cost-effective Machine Vision solution of excellent quality to its customers through the integration of technology, people and strategic alliances. ViTrox offers a full range of automated 3D Machine Vision inspection solutions including Back-end Semiconductor Vision Inspection, Printed Circuit Board Assembly (PCBA) Inspection, Electronic Communication System, Intelligent Advanced Robotic Vision System, and Industry 4.0 Smart Solutions.

ViTrox serves more than 500 worldwide customers in over 40 countries, comprises Outsourced Semiconductor Assembly and Test (OSAT) companies, PCBA manufacturers, Original Equipment Manufacturers (OEMs), Original Design Manufacturers (ODMs), Electronics Manufacturing Services (EMS) providers and Contract Manufacturers (CMs). In addition, ViTrox has installed more than 20,000 vision systems and over 2,000 inspection machines globally.

ViTrox received more than 70 national and international recognitions and awards for its outstanding performance in product development and corporate performance, as well as human resource development. Furthermore, ViTrox was named 4 times in a row as one of the 200 Best Under a Billion company by Forbes Asia in the year of 2011, 2015, 2017 & 2019.

https://www.semi.org/en/news-resources/press/ViTrox-GM_MVSD