



## Jenoptik has had a presence in the Korean market for 20 years through its Industrial Metrology division.

The Korean market is now also feeling the effects of the global recession. The major local automobile manufacturers have become cautious about large scale capital investment but have already been placing their confidence in Jenoptik's products for a number of years.

The Industrial Metrology division has been actively involved in the Korean market since the mid 80's, continually pursuing a policy of closeness to the customer and the expansion of a strong sales and after-sales network. The Jenoptik subsidiary HOMMEL-ETAMIC GmbH was quick to recognize the potential of the Korean market against the background of increasing globalization in which the international automobile industry is a driving force.

Major automobile manufacturers such as KIA, Hyundai Motor or GM-Daewoo put their faith in the tactile, pneumatic and optical metrology systems from Jenoptik's Industrial Metrology division which measure the surface roughness, shape and dimensions, amongst other things, of engine components. Particularly during times of increasingly more stringent environmental requirements greater importance is attached to the division's measurement systems. At this present time however the local automobile manufacturers and other branches of industry are taking a 'wait and see' approach to investment, although smaller investments in the future are still being made even during the crisis – a sign that they have recognized future trends.

The Industrial Metrology division has had a representation in South Korea since the beginning of the 80's. In 1991 it established its own sales subsidiary which was merged with the South Korean company Telstar in autumn 2004 - the Hommel-Etamic Group holds a 33.3 percent stake in this company. TELSTAR-HOMMEL Corp, which is actively engaged in the Korean market, is represented with approx. 70 employees in the city of Pyeongtaek in the province of Gyeonggi (South Korean special economic development zone for high-tech companies) with a number of key customers located nearby. As an applications center for the high-precision metrology of the Industrial Metrology division, TELSTAR-HOMMEL Corp. is seen as an important location in the Asian market. In addition, the Group's Industrial Metrology division is strongly positioned in the global market with major locations in India, China, Europe and the USA as well as approx. 40 additional representations in the key industrialized countries.