**Machine vision: MVTec opens new subsidiary in China**

* **New subsidiary underscores expansion goals in Asia**
* **Further strengthening market position with sales partner DAHENG IMAGING**
* **Opening ceremony scheduled for July 3rd at VISION China Shanghai 2020**

**Munich, April 27, 2020** – MVTec Software GmbH ([www.mvtec.com](https://www.mvtec.com)), a leading international provider of machine vision software, is strengthening its presence in China. The Munich-based company has opened a branch near Shanghai: MVTec Vision Technology (Kunshan) Co., Ltd. MVTec has been operating successfully in the Chinese machine vision market for more than ten years. Together with its proven Chinese sales partner, DAHENG IMAGING, MVTec is focused on increasing its presence and support in China to capitalize on the enormous growth potential of that market.

As in many other countries, MVTec will establish a dual distribution model in China – serving its customers through its trusted distribution partner DAHENG as well as serving customers directly – in order to take advantage of synergies on both sides. In this way, the two companies complement one another and gain even better market access to other industrial sectors.

**Easier access to machine vision technologies in China**

MVTec's Chinese subsidiary is based in the German industrial park in Kunshan. It serves as a sales and technical support office, thereby providing closer relationships with local customer companies. Thanks to the new branch, businesses and users in China will benefit from even easier access to new machine vision technologies and features, such as deep learning, embedded vision, 3D vision, matching, identification, and measuring.

A ceremonial opening of the branch is scheduled for July 3rd at the MVTec booth during VISION China Shanghai 2020. Visitors to the fair are invited to stop by and join the celebration. The office in Kunshan is already available for interested parties.

"As the leading international manufacturer of standard machine vision software, we will continue making a significant contribution to the growth and development of the Chinese machine vision market. We see China as a strategic growth market and are demonstrating our commitment by opening our own Chinese subsidiary. Thanks to our long-time, successful sales partnership with DAHENG IMAGING, we have gained an excellent position on the market and want to join forces in strengthening this presence," explains Martin Krumey, VP Sales at MVTec.

**About MVTec Software GmbH**

MVTec is a leading manufacturer of standard software for machine vision. MVTec products are used in all demanding areas of imaging: semiconductor industry, surface inspection, automatic optical inspection systems, quality control, metrology, as well as medicine and surveillance. By providing modern technologies such as 3D vision, deep learning, and embedded vision, software by MVTec also enables new automation solutions for the Industrial Internet of Things aka Industry 4.0. With locations in Germany, the USA, and China, as well as an established network of international distributors, MVTec is represented in more than 35 countries worldwide. [www.mvtec.com](https://www.mvtec.com)

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