



PRESS RELEASE

## Brother Establishes Sales Company in Vietnam

**VIETNAM, 10 July 2009** – Brother International, a leader in home and business IT peripherals that focuses on the 'Customer-First' approach, has established its fully-owned sales company in Vietnam: Brother International (Vietnam) Co., Ltd. The facility, located in Ho Chi Minh City, replaces the previous representative office.

Brother identifies Vietnam as a high growth market, thus committing its resources to strengthen sales and customer support activities here. The new sales company will be tasked to increase sales and boost Brother's brand image in the country.

"Vietnam is still an extremely viable market, despite the global economic slowdown," said Yoshihiro Nakayama, General Director, Brother International (Vietnam) Co., Ltd. "We are proud to be one of the first-comers to Vietnam as a 100 per cent-owned sales company from an MNC (Multi-National Company). This investment demonstrates Brother's significant and sustained commitment to develop the local market, and to boost our strength in the region."

Currently, Brother has several manufacturing facilities in Asia for printing and communications products, predominately in China and Malaysia. Since April 2007 however, Brother has established a wholly owned manufacturing subsidiary in the Hai Duong Province, Vietnam, called Brother Industries (Vietnam) Ltd. Together with the opening of this sales company, Brother's presence in Vietnam will be significantly broadened.

This gradual expansion is timed to tap into Vietnam's growth. The country, which has a population of more than 80 million, is one of the fastest growing countries in the world. As its PC market continues to expand, the demand for print and imaging devices, such as printers and Multi-Function Centres (MFCs), will also increase correspondingly. Therefore, the country is expected to contribute significantly to Brother Group's revenue growth.



## **High-value Offerings**

Brother's range of products spans machines for home and small offices, right down to office solutions for large organisations and government agencies. For example, its MFCs are world renowned for combining separate office and IT peripherals, like printers, copiers, scanners and faxes, into a single, multifunction printer unit that not only saves space and reduces costs, but also bring additional productivity with built-in tools, like duplexing (double-sided printing), A3 printing, wireless connectivity and security.

"We have a long tradition of offering laser MFC solutions that exceed our customer's expectations for outstanding performance and value," explained Mr. Nguyen Hoai Nam, General Manager of Brother International (Vietnam). "Time and again, our customers have found that our products maximise their office equipment investment, and the new colour laser MFCs are no exception. Anyone in the market for a powerful colour laser multifunction printer will be genuinely impressed with our machine's exhaustive feature set, outstanding colour output quality and incredible overall value."

Another new product from Brother is its World's First Compact A3 Colour Inkjet MFC – which has up to A3 capabilities. With the growing demand for professional colour output in many business applications, users continue to seek an affordable solution for a single device to handle colour printing, copying, scanning and faxing, at up to A3 size for increased convenience and efficiency. Brother provides this at an affordable price point, making high-end solutions viable for small offices home offices (SOHOs) as well as small and medium businesses (SMBs).

With the new sales office, Brother is poised to introduce a whole new world of printing possibilities to Vietnamese homes and businesses.

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## **ABOUT BROTHER INTERNATIONAL (VIETNAM)**

Brother is a leader in the development and manufacturing of technologies in the printing, communication and digital imaging industries for homes, SOHOs and enterprises who demand solutions that empower businesses and individuals to communicate ideas in every possible way. A trusted brand worldwide that believes in the "Customer First" approach in all aspects of their business, Brother has continuously met the varied needs of their customers through their comprehensive range of quality



printing solutions. For more information on Brother International (Vietnam) Co., Ltd. and its products, please call 08-62908787 or visit our website at [www.brother.com.vn](http://www.brother.com.vn)

Brother will always be “At Your Side” now and into the future.

**Media Contact:**

**Mr. Nguyen Hoai Nam**

Brother International (Vietnam) Co., Ltd.

Phone: 08-62908787

Email: [eric.nguyen@brother.com.vn](mailto:eric.nguyen@brother.com.vn)