



## **Press Release**

### **Global electronics manufacturer ROHM appoints 2BePresent as Turkey sales representative**

ROHM Electronics GmbH has announced the appointment of 2BePresent Ltd. as its new non-exclusive representative for Turkey. 2BePresent is a non-stocking sales representative for electronic component manufacturers, with operations throughout the Middle East and Eastern Europe.

With this appointment ROHM expects to benefit from 2BePresent's extensive distribution experience and deep knowledge of local markets, customers' requirements and applications.

"With our offices in Turkey, Israel and elsewhere in Eastern Europe, we will be able to contribute to ROHM's continuing growth efforts in these markets" said Dany Haikin CEO 2BePresent. "Local presence in Turkey is a must to grow sales and demand creation and key in offering Turkish customers best possible service." concluded Sibel Özgür Isik, Country Manager Turkey, 2BePresent.

The existing distribution network shall not be affected by this appointment; 2BePresent Ltd will be working closely with all ROHM distributors to generate new business opportunities.

**– Ends –**

**Editor's Note:**

ROHM is a \$3,5bn global manufacturer of electronic components with worldwide manufacturing facilities. The company has its headquarters in Kyoto, Japan, it operates in 29 countries and has 23.500 employees. ROHM electronics supplies a broad range of industry standard analogue and digital ICs, custom ICs, memory product, hybrids, ASICs, sensors, print heads, discrete semiconductors, and resistive products. Rohm also manufactures a full range of opto-electronic components.

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