

SEMICON China

16. April 2019

Opportunities within the global market of the future: B-Horizon presents itself in China for the first time

- World metropolis Shanghai is host to the largest trade fair for electronic engineering, semiconductor technology und the energy industry
- More than 1,000 exhibitors und 100,000 visitors from around the world
- Further developments of KI und 5G pave the way for continued growth in the microelectronics sector



Mohammad Kabany, CEO B-Horizon, at the booth in Shanghai

Shanghai. The innovative and dynamic developments in semiconductor technology and the smart applications and services associated with these have convinced the Regensburg company B-Horizon that there is both significant potential in the further expansion of their business and in opening up new markets. As a result of the further developments of the core technologies KI and 5G, the microelectronics sector is expected to continue its growth over the medium and long term. The world's largest trade fair for the semiconductor industry, the SEMICON China, takes place very year and reflects this development.

Having made itself a name by supplying primarily the German automobile industry with their innovative services, the trade fair in March provided this relatively young Regensburg company with the ideal opportunity to present itself for the first time to the Chinese market.

Mohammad Kabany, manager of B-Horizon: "With our unique combination of microelectronics development, consulting services and quality management, we see definite potential in opening up new markets. The positive resonance we received for our products and services in Shanghai has more than exceeded our expectations. Even before SEMICON and then during the fair, numerous interesting conversations and meetings with both Chinese and other international companies were held, coming from both the automobile industry as well as other sectors." Mr. Kabany added: "Entering such an important market requires a well thought-out strategy, the right products and services as well as considerable time and patience. Our presence at the SEMICON marked the first step on our way to entering the Chinese and Asian markets. A further market introduction in China to consolidate our contacts is planned for the near future."



B-Horizon convince with its unique business concept at the German Pavilion
Mohammad Kabany (CEO), Meijun Chen (Chinese interpreter), Helena Krämer (Executive Management Assistant)

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Information about B-Horizon GmbH: Our company offers customer-oriented and individual consulting as well as development and quality management in the microelectronics sector. Our services begin with the customer's first idea. This is followed by feasibility studies, procurement, development and testing and also include our support during series production. B-Horizon, with its headquarters in Regensburg, currently has a total of 15 permanent employees.

Press Contact:

Helena Krämer
Executive Management Assistant
Tel.: +49 941 38225304
E-Mail: h.kraemer@b-horizon.com

Website: www.b-horizon.com

LinkedIn: <https://www.linkedin.com/company/b-horizon/>

XING: <https://www.xing.com/companies/b-horizongmbh/>