

Simon Leow, ICON Technologies Interview

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ICON i8 Stencil Printer won the third consecutive Global Technology Award in the category of Best Product - Asia. ICON Technologies, a leading screen printer manufacturer, is based out of China. The company has achieved excellent results in market operation and provides a good example for the growth of electronics manufacturing industry in China.

In China, ICON has successfully established relationship with several large manufacturers in South China and East China. In South-East Asia, as small and medium-businesses (SMBs) in India and Thailand turn from semi-automated systems to fully automated systems, ICON successfully catches market opportunities and is developing new business.

Global SMT & Packaging's regional editor, Debasish Choudhury, recently has an opportunity to talk with Simon Leow, General Manager, ICON Technologies based in Shenzhen, China on the occasion of ICON i8 Stencil Printer winning the third consecutive Global Technology Award in the category of Best Product-Asia.

GSMT: ICON Technologies had launched the future internationalization market operation strategy to make ICON a global printing solution brand. What's been the success of this initiative so far?

ICON Technologies announced its future internationalization market operation strategy as the first screen printer equipment manufacturer based in China aiming at global market in August. As a result of its unique internationalization business mode, we have now expanded our installation footprint into Australia, India and South-East Asia in 2008. We have participated in several exhibitions and road shows in the S-E Asian region in Q4 2008 and have generated a lot of interest in our printers.

GSMT: ICON is the first screen printer equipment manufacturer based out of China aiming at global market. What's your market share in China? Apart from China, which other territories contribute major sales volumes for your company?

The Asian market, led by China continues experiencing a healthy growth. Although it is not as explosive as before, the China market is entering a stage of sustainable and manageable growth. Many local OEMs and contract manufacturers are starting to migrate to fully automatic in-line printers, and this presents a good opportunity for ICON. Our current market share is about 10% in the China. Korea, India and S-E Asia are the major contributing markets besides China for our products.

GSMT: Since its launch in Year 2005, the ICON i8 printer has received Global Technology Award in the category of Best Product - Asia for three consecutive years. What is the i8's most significant benefit for its users?

If I have to choose one, it has to be the i8's performance. The i8 is probably one of the most accurate and repeatable printers out in the market and the printer can accommodate a wide process window for a robust high-performance print process.

GSMT: You are selling the printers through a distributor in India. What are your long term goals for this growth market?

Le Champ is our exclusive distributor in India. Our mutual long term goal for the India market will be to enable ICON to be the top printer brand in India with our excellent product and service offerings.

GSMT: Can you name some of your famous Indian customers?

We count Smile Electronics, AMIT, Hermes and Digital as our esteemed customers in India.