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**FOR IMMEDIATE RELEASE**

## Optimal Electronics Hires Sales Manager for New China Office

**AUSTIN, TX — November 2017** — Optimal Electronics Corporation, a global provider of smart factory software solutions for the electronics assembly industry, today announced that it has appointed Mr. Texas Wai Sze as the Sales Manager for the new office in China.

“We have decided to build our presence in the China market based on hiring a Sale Manager with years of experience in selling software to electronics assembly companies, establishing strong partnership ties, and hiring engineers experienced in electronics assembly to provide local support,” commented Ranko Vujosevic, Founder and CEO at Optimal Electronics. “Hiring Texas Wai Sze was the most important part of our effort and we are very pleased that he has joined us. He will help us with our China expansion with his experience, integrity, and hard work.”

Mr. Wai Sze added, “I am very happy to join Optimal Electronics as their first employee in the newly established China office in Shenzhen. The delivery of Smart Total Factory Solutions and the commitment to the user are the key factors of the success in any market, especially in China. These qualities are fundamental to the management and support team of Optimal Electronics and that is the reason I came on board.”



Mr. Texas Wai Sze, Sales Manager at  
Optimal Electronics' China Office

Optimal Electronics Corporation is a global provider of innovative smart factory software solutions for electronics manufacturing since 1998. The Manufacturing Optimization and Execution Software (Optel™) applies Artificial Intelligence and covers all phases of electronics manufacturing, from production scheduling, machine optimization, materials management and database driven paperless work instructions through component, process and quality traceability.

For more information, visit [www.optelco.com](http://www.optelco.com).

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About ETEK Europe Ltd

**About Optimal Electronics Corporation**

Optimal Electronics Corporation is a global provider of innovative software solutions for the control and optimization of electronics assembly processes. The company's flagship product, Optel™, has been used in production at F500 companies since 1998, delivering a true Lean Manufacturing environment with an incredibly short return on investment (ROI). To learn more, visit [www.optelco.com](http://www.optelco.com).