

Another Step towards Smart City Living

Since its establishment in 1946, Iskra from Slovenia has evolved to a globally recognised provider of intelligent industrial solutions and cutting-edge electro-technical products

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Marko Batic
International Managers for Asia and Pacific
Iskra



With profound experience in developing and manufacturing devices and wide engineering knowledge in realising demanding projects, Iskra ranks among the leading European companies with presence in over 80 countries in the world.

Iskra's core activities include turnkey solutions in energy sector, telecommunications, railways and road traffic with an aim to help its clients improve existing applications, adopt new technologies, increase efficiency, control power consumption and improve connectivity. In addition, the company also develops, manufactures and markets substations automation and protection products, capacitors, low voltage switchgear, electrical measuring instruments and telecommunications devices. All products are made in the European Union with competitive prices and professional technical aftersales support.

In view of the market potential in the region, especially Mainland China, Iskra set up its regional office in Hong Kong recently to allow the company greater flexibility and swifter responsiveness to market needs. Not only does the Hong Kong office represent the Iskra brand in the region, it also coordinates and manages local stock warehousing and distribution.

According to Marko Batic, International Managers for Asia and Pacific, Asian markets were initially developed in 1980 by engaging an agent handling the area's business. With steady growth in the past few years, Iskra has decided to establish its own office in the city. “Hong Kong is the ideal platform for us to expand into Mainland, thanks to its geographic advantage and ease of doing business,” Batic said. “Also, we hope to use this

opportunity to reposition Iskra as the leading regional premium suppliers of passive components and system solutions.”

Iskra got in touch with Invest HK's Berlin office at the initial stage and was then introduced to the Innovation and Technology team at Hong Kong head office. InvestHK has assisted the company by providing professional information and networking opportunities. “Their free service is valuable for any companies who would like to set up a presence in Hong Kong,” Batic concluded.

Iskra

- A globally recognised provider of intelligent industrial solutions and cutting-edge electro-technical products
- Established in Slovenia in 1946 with presence in over 80 countries including a regional headquarters in Hong Kong

www.iskra.eu