

FOR IMMEDIATE RELEASE

September 26, 2017

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NOJA Power Vietnam

Australian Switchgear Manufacturer Opens New Office

Whilst NOJA Power retains its manufacturing facility in Brisbane Australia as the core manufacturing facility, the new NOJA Power Vietnam office will provide additional support to the growing Brisbane firm from a commercial perspective as it deploys strategies to meet unprecedented growth. Founding member and Group Finance Director of NOJA Power Quynh Anh Le is a former Hanoi local herself, and with her local knowledge NOJA Power Vietnam is poised to provide immediate relief in procurement and supplier contracts management.

NOJA Power was founded in Brisbane Australia as a manufacturer of Medium Voltage Switchgear. Since inception, the business has grown to service 86 countries worldwide from their Brisbane Facility. Today, NOJA Power has offices in the UK, Europe, US and in Brazil. NOJA Power Vietnam joins the roster of external business facilities for managing the challenges of global procurement and distribution.

NOJA Power has seen a rapid escalation in customer volume requirements in the last 5 years. Whilst not unanticipated, this level of growth requires prudent management practices and global strategy to ensure that product demand can be met with supply. NOJA Power's core business product is the Automatic Circuit Recloser, widely considered to be the cornerstone of modern Electricity Distribution Networks. Developing and Industrialising Nations throughout the world have a growing demand for this product, with many such nations close to Vietnam. With ongoing projections for increased demand throughout the region, NOJA Power Vietnam is a welcome addition to the company structure to manage contracts in the Asian region.

"I am very proud of the opening of our office in Hanoi which will strengthen further NOJA Power operations in Vietnam and provide an important link in our global supply chain." says NOJA Power Group Finance Director Quynh Anh Le.

NOJA Power is committed to the environmentally friendly modernisation of the world's utility grids. Their mission to bring reliable energy to the global community is well received, and NOJA Power Vietnam is a welcome addition to the NOJA Power family of offices.

*-by Martin van der Linde
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