

Company News

Date: July 5, 2016

IAR Systems appoints new Japan Country Manager to ensure further business growth in APAC

New role for previous Japan Country Manager Kiyofumi Uemura enables stronger global focus on the automotive industry

Uppsala, Sweden—July 5, 2016—Today, IAR Systems® announces that the company has appointed Hiroshi Ishikawa as Country Manager for Japan. Kiyofumi Uemura, who has been acting as both APAC Director and Japan Country Manager, will focus on his role as APAC Director as well as a new role as globally responsible for IAR Systems automotive business.

“Our business in Japan is very important due to extensive embedded system customers, semiconductor companies and ecosystem partners, and appointing a Country Manager dedicated to this market is a necessary action to ensure our further business growth,” says Kiyofumi Uemura, APAC Director, IAR Systems. “Hiroshi Ishikawa has a strong sales and engineering background and will be a great addition to the team. This appointment also enables me and the company to focus on the global automotive business. With my new role, I will drive our efforts in one of the most growing markets in the world.”

“I am very glad to get the opportunity to lead IAR Systems in Japan.” says Hiroshi Ishikawa, newly appointed Japan Country Manager, IAR Systems. “I believe IAR Systems has a very competitive product portfolio and the operational excellence necessary to succeed. My team in Japan has developed strong customer relationships and I am looking forward to work with them for creating truly win-win stories with our customers.”



Hiroshi Ishikawa has more than 20 years of experience in the semiconductor industry. Before joining

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IAR Systems, he was responsible for sales and marketing and held engineering management positions at a global EDA (Electronics Design Automation) software company for low-power and reliability issues. Prior to that position, he worked for a global semiconductor company as an LSI design engineer for designing System-on-Chip (SoC) and Intellectual Property (IP). He graduated from Nippon Institute of Technology in 1992 with a Bachelor of Engineering in Electrical Engineering.

With its head office in Sweden, IAR Systems has sales and support offices in Japan as well as in the US, Europe, China and Korea. The company has successfully built a strong presence in Japan for supplying sales, technical support, marketing and logistics services since 2001.

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Editor's Note: IAR Systems, IAR Embedded Workbench, IAR Connect, C-SPY, C-RUN, C-STAT, visualSTATE, IAR KickStart Kit, IAR Experiment!, I-jet, I-jet Trace, I-scope, IAR Academy, IAR, and the logotype of IAR Systems are trademarks or registered trademarks owned by IAR Systems AB. All other products names are trademarks of their respective owners.

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About IAR Systems

IAR Systems provides developers of embedded systems with world-leading software tools for developing competitive products based on 8-, 16-, and 32-bit processors. Established in Sweden in 1983, the company has over 46,000 customers globally, mainly in the areas of industrial automation, medical devices, consumer electronics, telecommunication, and automotive products. IAR Systems has an extensive network of partners and cooperates with the world's leading semiconductor vendors. IAR Systems Group AB is listed on NASDAQ Stockholm. For more information, please visit www.iar.com.