



# P R E S S   R E L E A S E

## **HOYA Vision Care expands its direct presence in Romania**

UITHOORN, October 21<sup>st</sup> 2013 – **HOYA Group's Vision Care Division, a key player in the global market for ophthalmic lenses, announces the start of HOYA Lens Romania.**

HOYA has started business activities in Romania in September 1999 via a local distributor. In order to better service and develop the local optical market HOYA has decided to establish its own subsidiary in Romania. With its proximity to HOYA's Rx lab HOYA Lens Manufacturing Hungary Mátészalka, HOYA sees great opportunities to expand business in the Romanian market and bring quality and service to a higher level than it is today.

Mr. Adrian Badiu, General Manager of HOYA Lens Romania, says: "We look forward to building upon the great success the HOYA brand has enjoyed in Romania over the past 14 years. We cherish close relationships with our customers, and are highly committed to enriching their practices with best-in-class lens materials, designs and surface treatments."

Mr. Hans Werquin, CEO of HOYA Vision Care Europe, says: "The establishment of HOYA Lens Romania is an important step for HOYA in setting the basis for future growth within Romania and we look forward to expand our platform of high quality lenses and services."

### **About HOYA**

HOYA is a Japanese multinational med-tech company and leading supplier of innovative and indispensable high-tech and healthcare products based on its advanced optics technologies. HOYA is active in two main business segments: The Life Care segment deals in health care related products such as eyeglass lenses and operates retail shops for contact lenses, as well as medical related products such as intraocular lenses for cataract surgery and medical endoscopes. The Information Technology segment handles electronics products such as mask blanks and photo masks for semiconductors and LCD panels, glass disks for HDDs and imaging related products such as optical lenses, lens modules and micro lenses for digital cameras and smartphones. HOYA Group comprises of over 100 subsidiaries and affiliates and over 32,300 people worldwide.

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### **For more information**

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