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**Press Release**

**PicoQuant GmbH strengthens local presence in China**

**Chinese customers benefit from a website in Chinese and a strong local presence**

**Berlin (Germany), 13 October 2020** – To better serve its growing Chinese customer base, PicoQuant GmbH now has an official Chinese website that offers first-hand information about PicoQuant products and applications. Together with 20 trained sales and support staff on site in Wuhan at the established showroom, the Chinese community’s needs can now be optimally served. In addition to competent consulting and service, customers can arrange for local demonstrations of components like picosecond pulsed lasers and time-correlated single photon counting units and also perform test measurements and gain in-depth experience on the FluoTime series of time-resolved spectrometers or the confocal fluorescence microscopy platform MicroTime 200.

“A core part of PicoQuant’s philosophy is to provide researchers not only with outstanding tools but also with the best service. We are very happy with the new website and the Wuhan showroom concept. It is staffed by native speakers, which were trained on PicoQuant systems in our Berlin headquarters. Now, we can bring PicoQuant’s expertise directly to the home of our Chinese customers”, says Rainer Erdmann, managing director of PicoQuant GmbH.

By building out its presence in China, PicoQuant GmbH strengthens its global distribution network of local representatives and offices. This network enables the company to interact closely with customers all over the world, to better understand their needs, and to provide them with the best possible solutions and services.

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**About PicoQuant**

PicoQuant is a leading research and development company specialized in optoelectronics, which was founded in 1996. The company, headquartered in the science and technology park of Berlin-Adlershof, Germany, is a worldwide leader in the field of single photon counting applications. The product portfolio encompasses picosecond pulsed diode lasers, ultra fast time taggers and photon counters, single photon sensitive detectors, time-resolved confocal and super-resolution fluorescence microscopes, as well as fluorescence lifetime spectrometers. More than 125 people currently work for the PicoQuant group, primarily in its German headquarters, and with strong sales and support teams in the USA and in China.

**Attachment**

Picture of PicoQuant’s sales and support team in the new showroom in Wuhan, China.

Caption: PicoQuant’s local sales and support team provides competent consulting and service

for Chinese customers.



**Contact**

Nicole Saritas

Marketing Communications

Tel.: +49-30-1208820-607

[mkt@picoquant.com](mailto:mkt@picoquant.com)

www.picoquant.com