



# Asia Pacific

## at a glance

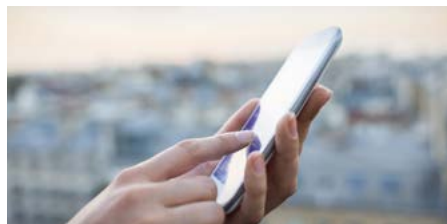
tesa is one of the world's leading manufacturers of innovative tapes and self-adhesive product solutions for industrial and professional customers as well as consumers, supplying more than 7,000 products with more than 125 years of experience. The core fields of business are electronics, automotive, print and paper, solar, home appliances and general industries. tesa employs around 5,000 people worldwide and its products are distributed in over 100 countries. Southeast Asia is becoming increasingly important as a growth market. Vietnam, India and Thailand are focus areas where tesa will expand in the short-term and invest key resources to produce innovative and more sustainable product solutions. With the start of the tesa site in Haiphong, Vietnam, in 2023, and further expansion plans in the local offices, tesa will have a higher proximity to customers which leverages sales ambitions in Asia Pacific.

## Business areas



### Automotive industry

Focus: EV-battery solutions, exterior, connected interior solutions and wire harness tapes



### Electronics industry

Focus: Smartphones, tablets and wearables, as well as AR and VR



### Print and paper

Focus: Print and packaging solutions



### Appliances

Focus: Home and office appliances



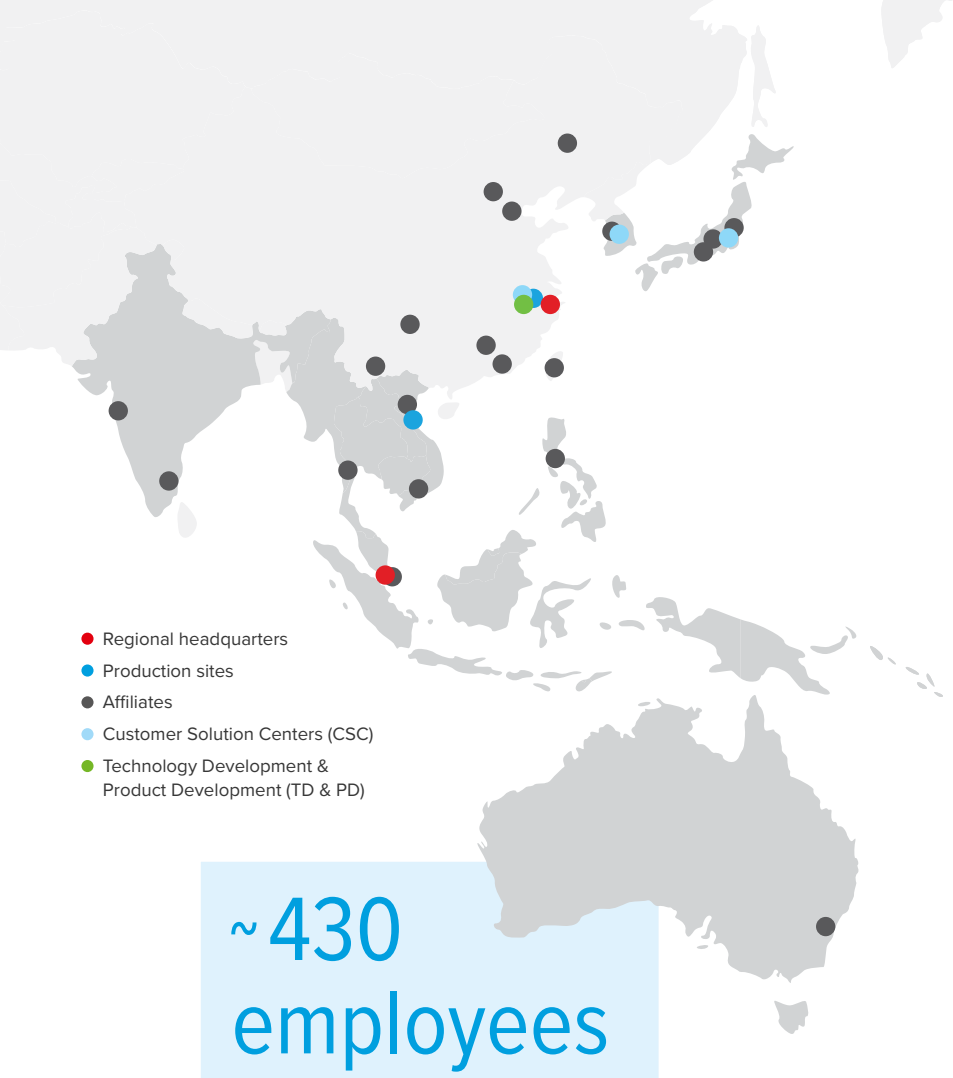
### Energy sector

Focus: Solar modules



### General industries

Focus: professional and performance assortment



1981

first office in Singapore

1964

first office opened in Japan

- Regional headquarters
- Production sites
- Affiliates
- Customer Solution Centers (CSC)
- Technology Development & Product Development (TD & PD)

~ 430 employees



> 11 affiliates\*

from India to Australia and from Japan to New Zealand with headquarters in Singapore\*

\*Additionally: Greater China

Vietnam  
Thailand & India

are the focus and expansion areas



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