

Combining German engineering with Taiwanese style

BenQ-Siemens Mobile, the result of the merger of Taiwan's BenQ Mobile and German electronics giant Siemens in November 2006, launched its new range of cell phones in South Africa on 23 March 2006. "BenQ Mobile brings together the Siemens reputation for German engineering, quality and experience, with the lifestyle design expertise and speed-to-market of Taiwanese consumer electronic group BenQ," says Zane Oostendorp, MD of BenQ-Siemens sales, marketing and distribution office in South Africa. BenQ Mobile will be investing heavily in an aggressive brand roll-out strategy.

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