

Cheng Seng Trading Co., Appointed SEKONIC Exclusive distributor

Tokyo, Japan – December 12, 2013 – Sekonic Corporation Light Meter Photo Products

Division, announced today the appointment of Cheng Seng as the exclusive sales and marketing distributor for Sekonic light meters in Taiwan, Mainland China, Hong Kong and Macau. Cheng Seng was founded in Taipei, Taiwan back in 1959, as CHENG SENG TRADING CO., LTD., and has been in business for over half a century. The founder, Mr. Chi-Min Chiu, devoted much of his career developing the professional photo and darkroom equipment business. With his team he introduced world-famous photographic brands from Japan, Europe, and America into the Taiwan market. The company has successfully built a good reputation within the Taiwanese market.

Mr. Chi-Min Chiu, retired in 1981, and was succeeded by Ms. Michelle Chen, his granddaughter-in-law. President Chen, following Mr Chiu's principles of "Integrity, Sincerity, and Sustainable Management" reconstructed the company organization, set long-term corporate strategies and goals, expanded business territories, and ventured into the video and film markets. Cheng Seng has been growing steadily ever since.

In 1984, Mr. David Chiu, took over the role as Managing Director, and increased the company's capital has and expanded from consumer photo/darkroom products to professional lighting for video/ broadcasting and film industries. Mr. David Chiu stated during a recent interview that "Our efforts and professional services are recognized by customers and professionals from many different PRO industries."

During recent years, the professional markets have grown along with the liberalization of cable TV markets. In line with the development of APROC (Asia Pacific Region Operation Center), Cheng Seng has been importing professional equipment for Film, TV, Broadcasting, and Digital imaging products to serve customers and increase brands awareness. In 2005, Beijing Cheng Seng Trading Co., Ltd., branch office in Beijing, China, was set up and together with foreign manufacturers/ suppliers; they have participated in exhibitions and seminars in providing exceptional customer services.

With the appointment of exclusive distributor for Sekonic light meters through Cheng Seng Trading and its sister company HWA YAO Trading, SEKONIC Corporation is confident that their premiere line of professional light meters will receive the level of sales expertise, customer service and brand awareness recognized worldwide. Lorenzo Gasperini (Senior International Sales & Marketing Manager) stated during the signing of the distributor agreement " After careful consideration we appointed Cheng Seng because their team is filled with the passion, product knowledge and an exceptional customer service reputation" Toshiya Eguchi (Sekonic General Manager), followed Mr. Gasperini's statement by saying "We are very eager to get things started in Mainland China and Taiwan as soon as possible to capture the business opportunities. We look forward to assisting Cheng Seng with educational seminars, workshops and training to help accelerate product knowledge in the market"

Cheng Seng will start representing the Sekonic brand as of January 1st 2014 and will offer the complete line of Light Meters, Color Meters, Industrial Meters and Accessories. All marketing, sales, service and support will be handled by the appropriate territory offices but managed by the Cheng Seng Head Quarters in Taipei, Taiwan.