

Japan-based EIZO Corporation launches new subsidiary in India to meet healthcare needs

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Adding India to the scope of existing target regions of Japan, North America, Europe, and China

EIZO Corporation, a global leader in visual technology, has announced the launch of its new subsidiary, EIZO Private Limited, in Mumbai, Maharashtra, India. The establishment of this wholly-owned subsidiary marks EIZO's 11th overseas sales office and solidifies its position as a leading global provider of high-end visual solutions.

EIZO offers total imaging solutions with a range of monitors, software, video capture, processing, and distribution solutions, cameras, and advanced integrated technologies, to meet the specialized needs of customers in Business, Creative fields, Healthcare, Air Traffic Control, Maritime, Security & Surveillance, and more.

EIZO Private Limited commences operations in this month (April 2023), and it will focus on expanding EIZO's sales and marketing activities throughout India. EIZO products are already sold in more than 120 countries, and the addition of India to its target regions reinforces EIZO's commitment to its customers and its global expansion strategy.

EIZO has been present in India for 17 years, engaging with customers through a distributor. With the establishment of its own subsidiary, EIZO can invest in corporate resources and implement flexible sales measures in response to the needs of the market.

Adding India to the scope of existing target regions of Japan, North America, Europe, and China, further strengthens EIZO's global structure and broadens its business opportunities with multi-national companies that are increasingly investing in the Indian market.