



Press information

Leica Camera AG further expands its presence in the growth market Greater China

With the establishment of the regional subsidiary Leica Greater China and the first store in Shanghai, the company is expanding and consolidating its position in Asia.

Wetzlar / Shanghai, 3 June 2016. In the course of its global growth and expansion strategy, Leica Camera AG has opened a new chapter of the story in Greater China. 1925 saw the first delivery of a Leica camera to Beijing and the long-established German company has maintained a successful presence in China with a marketing and distribution partner for its world-renowned cameras and sport optics products since the late twenties.

With the establishment of the regional subsidiary Leica Camera Greater China and the opening of the first Leica Store in Shanghai, the company is now expanding its activities in the strategically important Chinese market and is strengthening its presence in the entire Asian region.

Dr. Andreas Kaufmann, Chairman of the Supervisory Board of Leica Camera AG, Oliver Kaltner, CEO of Leica Camera AG, and Siegmund Dukek, Managing Director of Leica Camera Greater China, were present at the official inauguration of the Store today. Located in Xin Tian Di, one of the most iconic districts of Shanghai, and sharing pride of place with the world's top luxury brands, the Store offers the entire current portfolio of Leica cameras and sport optics products. The Store also features a photo gallery with the aim of fostering the appreciation of photography. The Store's interior design reflects the proud traditions of Leica and invites customers to stay a while and delight in the fascination of Leica products, the brand's progressiveness and the solid image of products made in Germany.

‘Our expansion in Greater China is a part of our ambitious global growth strategy and a further milestone in the corporate history of Leica, the legendary German brand. With the establishment of our regional subsidiary in Greater China and the successive expansion of our retail business, Leica Camera AG is strengthening its position in one of the world’s most important growth and innovation markets. We are convinced that our factory principles, the exceptional precision that goes into the manufacturing of our products and the ‘Made in Germany’ quality seal, will fulfil the strongly growing customer demand for uncompromising quality and premium brands with a long heritage of excellence, and will generate relevant revenue potentials.’ says Oliver Kaltner.

Siegmund Dukek added, ‘We’re extremely excited to be opening this new Leica Store in Xin Tian Di and believe it is the right moment to write a new chapter for Leica in this growing market where people are yearning for greater appreciation of the arts and the finer tastes of life. The current Leica product portfolio perfectly addresses ongoing local and regional trends in the pursuit of a higher quality of life. We are glad to be able to share part of this journey with our Chinese customers by providing a unique brand experience.’

Since its beginnings, the Leica brand has stood for excellent quality in the manufacture of cameras, lenses and sport optics products, iconic product design and the finest arts of German precision engineering. Leica products are perfectly crafted masterpieces – compact, ergonomically-designed and practice-oriented tools for analogue and digital photography. With their intuitive handling concepts, Leica camera systems guarantee best imaging results, enormous creative freedom and enduring value, while maintaining a tight focus on the corporate philosophy of ‘focusing on the essential’ – Das Wesentliche.

For more information:

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