

South Located in Newly Named Surveying Building



South Surveying recently completed its new headquarters in Guangzhou, China, where more than 1,000 of its employees are now working in national and global sales, research & development, quality assurance, marketing and manufacturing of total stations, GIS software and GNSS receivers. To express the importance it places on the field of geomatics in general and surveying in particular, South has proudly renamed its new premises 'the Surveying Building'. The building is situated adjacent to the downtown boulevard in this busy metropolis in the southern region of China, a country that is working on its infrastructure and construction at a previously unknown pace.

Nearly 5,000 South employees are working in various offices all over China, supplying the country with the hardware it needs to keep up that pace. South is more than just a

manufacturer: it provides a variety of applications as well, i.e. high-speed railway solutions, monitoring engineering, spatial data processing, etc.

During a visit of *GIM International's* Durk Haarsma and Victor van Essen to the South Surveying & Mapping Instrument HQ in Guangzhou last week, Mr. Miao Xiaolin, Assistant to Managing Director, Mr. Han, General Manager of International Business Division, and Mr. Jackie Cheung, Manager of Asia/Europe/Oceania Regions, comprehensively explained South's strategies, which are focused on worldwide growth in the coming years. South Surveying will soon celebrate its 25th anniversary by looking ahead to many more advancements and achievements still to come. In the course of over 20 years, the company has supplied the industry with more than 100,000 total stations - a great milestone which the company celebrated in 2010. The fast-growing giant expects to produce an impressive 50,000 total stations and 20,000 GNSS receivers this year, making it the world's biggest production base for key surveying equipment and the dominant supplier in China.

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