



A New Chapter of Growth for Asia and Africa: Meet Sinem Suder Niemeyer



NedGraphics and Optitex are entering an exciting new era of growth and customer connection with the appointment of **Sinem Suder Niemeyer** as the **first Regional Sales Director for Asia and Africa**. This new leadership role is more than just a milestone, it's a reflection of the company's deep commitment to investing in the regions they serve and creating greater value for the textile and apparel industries worldwide.

Sinem's journey is one shaped by passion for people, innovation, and global collaboration. With over 25 years of international experience spanning sales, sourcing, and digital transformation, she brings a rare combination of technical understanding and customer care. Having lived and worked across continents, Sinem knows what it takes to bridge markets, cultures, and opportunities.



“The next chapter of our industry will be written by those who embrace change. The future belongs to innovators, and my mission is to help them turn creativity into impact and possibility into progress.”

- Sinem Suder Niemeyer, Regional Sales Director, Asia and Africa

Her background in procurement and sourcing gives her a unique perspective on the textile supply chain, from the factory floor to the global retail stage. She understands the challenges manufacturers face in meeting modern market demands, and she speaks the language of their customers. That insight has become her greatest strength: anticipating what success looks like for others and helping them achieve it.

At NedGraphics, Sinem has already been instrumental in guiding textile, carpet and apparel manufacturers through large-scale digital adoption, helping them modernize production and embrace new efficiencies. Her hands-on approach and customer-first mindset have made her a trusted partner in the industry.



“Sinem’s appointment marks a significant milestone in our growth strategy,” said Jim Collins, VP of Sales at Optitex and NedGraphics. “Her extensive background in both textiles and digital solutions, combined with her customer-first mindset, positions her perfectly to lead our efforts in these rapidly evolving markets.”



“This new regional leadership role reflects our ongoing commitment to international growth and customer value,” added Frank Maeder, President of NedGraphics. “Sinem has already demonstrated outstanding results in driving adoption and engagement across Asia and Africa, and we are confident she will continue to build on that momentum.”

In her new role, Sinem will focus on strengthening customer relationships, and advancing the digital evolution of textile design, product development, and production across Asia and Africa. With continued investment across Asia and Africa, NedGraphics and Optitex are deepening their global presence and reaffirming a shared vision: to help customers work smarter and more sustainably, create faster and more efficiently, while innovating without limits.

Looking Ahead,

As Sinem steps into this pivotal role, NedGraphics and Optitex are looking toward a future where technology and creativity move hand in hand, where regional growth is fueled by strong partnerships and shared ambition.

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