

**PRESS RELEASE**

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Hidden champion from the Black Forest

## **GeneSys Elektronik receives award**

**GeneSys Elektronik GmbH from Offenburg has been honored as a “Hidden Champion of the Black Forest Power Region.” The award was presented by the regional economic development agency nectanet, which commissioned a comprehensive study to identify the hidden champions of the Black Forest region. The study was led by Prof. Dr. Jan-Philipp B  chler from the University of Applied Sciences in Dortmund.**

Hidden champions are companies that are global leaders in their niche – often operating under the public radar but with a significant impact. GeneSys meets these criteria exceptionally well: technologically leading, internationally successful and deeply rooted in the region. “Companies like GeneSys are the backbone of our economic region and contribute significantly to the international reputation of the Black Forest with their expertise and flexibility,” emphasizes Dominik Fehringer, Managing Director of nectanet.

The study sheds light on what often remains hidden: high-performing medium-sized companies like GeneSys that shape global markets with their innovative strength, precision, and regional responsibility. “Our products stand for maximum precision and technological innovation. At the same time, we are firmly anchored in the region. This combination is the recipe for our success,” explains Managing Director Dr. Bertold Huber.

### **Precision sensor systems for global test and measurement applications**

For nearly 30 years, GeneSys has been developing innovative sensor systems for demanding test and measurement applications. The GNSS-based inertial system ADMA was developed specifically for vehicle dynamics analysis and ADAS evaluations in the automotive sector. It combines GNSS and inertial sensor technology for the precise recording of motion data such as speed, acceleration, location and position, and is used worldwide across various industries.

### **More than just automotive**

In addition to its core business in the automotive sector, which accounts for around 75 percent of its sales, GeneSys Elektronik is also successfully active in other specialized fields of application. In the field of tunnel construction, the company develops robust navigation solutions with high-precision compasses and laser systems, which are used in projects by the

mechanical engineering company Herrenknecht AG, among others. In addition, GeneSys offers systems for industrial image processing that enable automated quality control, for example in the manufacture of electric motor housings.

### **Regional strength meets global impact**

For GeneSys, the Offenburg location is much more than just an address. Close cooperation with Offenburg University of Applied Sciences enables the early integration of young talent through internships and thesis projects. Since 2021, the company has also been training electronics technicians for devices and systems. With the construction of the new “Blackforest Brainstation,” GeneSys is sending a strong signal for the future: the modern company building was specifically designed as a place for further training, knowledge exchange, and creative development. It represents the company's clear commitment to innovation, talent development and sustainable future viability at its Offenburg location.

### **Internationally positioned**

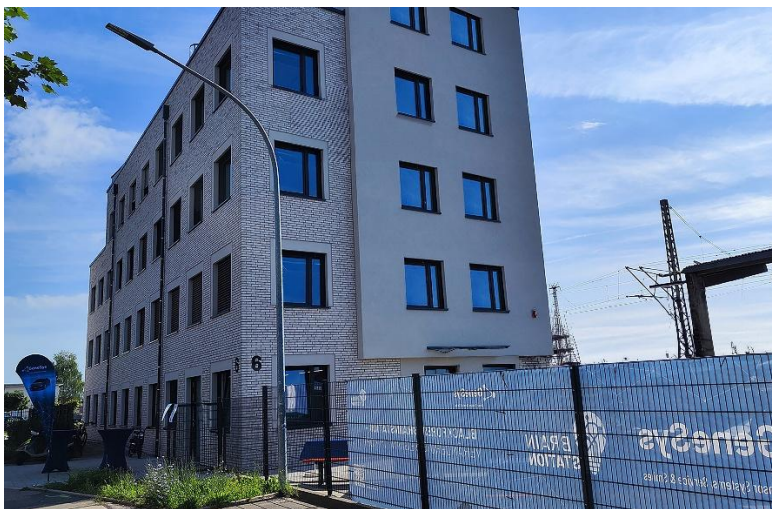
GeneSys works with resellers worldwide and has operated its own sales office in the USA since 2024. Despite geopolitical challenges, the company remains competitive in its niche thanks to technical excellence, flexibility, and a clear focus on customer proximity. “We’ve set the course for the future. We’re developing digital products that offer our customers real added value: innovative, practical, and with a high implementation speed. Thanks to our agile development strategy, we can respond flexibly to new market requirements,” adds Managing Director David Huber.



*From left: Dr. Bertold Huber, Managing Director of GeneSys Elektronik GmbH, Dominik Fehringer, Managing Director of nectanet, David Huber, Managing Director of GeneSys Elektronik GmbH*



*Award: GeneSys Elektronik is a hidden champion*



*"Blackforest Brainstation": new company building and headquarters of GeneSys in Offenburg*