

# FISBA AG Consolidates Leadership in Shanghai: Leo Hong Appointed General Manager

St. Gallen / Shanghai, March 1, 2026 – FISBA AG, a global leader in the optics industry, is restructuring its leadership in China: Effective March 1, 2026, Leo Hong will assume sole responsibility as General Manager of FISBA (Shanghai) Co., Ltd. He succeeds the previous dual leadership following Gavin Song's departure at the end of February at his own request. The new structure is supported by Yoyo Xu, who has been promoted to Principal Sales Manager.



## Continuity and Operational Excellence

With this decision, FISBA is implementing a leadership structure that more closely aligns sales and production. "In recent years, Leo Hong has proven that he combines technical understanding with strategic management. Under his leadership, we will further strengthen Shanghai's role as our 'extended workbench' and service hub for the Asian market," explains CEO Christian Zellweger.

## Experienced Tandem for the Chinese Market

Leo Hong has been with FISBA since April 2021 and previously held positions as Procurement Manager and Operations Director. With an MBA from Fudan University and a solid technical background in electronics, he possesses the necessary expertise to efficiently manage the entire value chain – from procurement and quality assurance to sales. Working alongside him is Yoyo Xu, who has deep knowledge of customer requirements from her previous role as Sales Coordination Manager since 2020. Together, they ensure that FISBA customers in China continue to benefit from first-class technical support and Swiss quality standards.

## Outlook

For customers and partners, this transition signifies stability: proven quality assurance and local services such as testing, cleaning, and further processing will continue seamlessly and be further expanded under the new management. FISBA thanks Gavin Song for his commitment and contribution to establishing the site over the past years.

## About FISBA

FISBA is a global leader in shaping light through optical design, system engineering, high-precision volume production, and advanced optical coatings. The company specializes in aspherical and spherical microlenses, complex optical assemblies, sophisticated optical systems, and compact laser modules, serving industries including life sciences, endoscopy, and defense. Headquartered in Switzerland, FISBA operates subsidiaries in Germany, the United States, and China, with a workforce of over 360 employees from 30 nations worldwide.

## Media Contact

Silke Nielsen  
Marketing & Communication  
silke.nielsen@fisba.com  
www.fisba.com | www.fisba.us