



Application Engineer "Asia Pacific" (f/m/d)

The MSR Group brings together innovative companies from the electronics industry. Whether solutions in the field of gas warning systems or intelligent parking guidance systems – our products are used in numerous commercial and industrial applications, such as car parks, production facilities, pharmaceutical sites and many other areas.

To ensure our continued growth in the Asia Pacific region, we are looking for motivated employees who will actively support us in expanding our sales network. Through MSR-Asia, we are expanding our presence and partner network across the Asia Pacific region.

Explanation of the position of Application Engineer - Asia

MSR Asia is looking for an Application Engineer to be part of our growth journey across the region. Your initial focus will be application engineering — supporting system design, technical proposals, quotations, distributors and customers across Asia.

As you build strong product knowledge, technical capability and understanding of our regional business, the role will offer opportunities to gradually expand into commercial responsibilities, including managing selected partners, key accounts and markets.

This is an opportunity for an engineer who wants to build a strong technical foundation today while developing towards a broader **regional technical-commercial role** in the future.

Sales area	Asia Pacific
Location	Home Office, Malaysia
Product	Gas detection systems and parking guidance systems www.msr-electronic.de/en www.msr-traffic.de/en

Your responsibilities

- Prepare gas detection system proposals, configurations and quotations.
- Provide application and technical support to distributors and customers.
- Coordinate with our factory in Germany for pre-sales and post-sales technical support.
- Support integration with BMS, PLC, SCADA and Modbus systems.
- Review specifications and recommend suitable gas detection solutions.
- Conduct product and application training for distributors and customers.
- Support customer meetings, presentations and project discussions.
- Support quotations and project follow-up together with the regional sales team.
- Build strong working relationships with distributors and customers across Asia.
- Over time, take on greater commercial responsibility for selected partners, key accounts and markets.
- Travel within Asia Pacific for customer visits, training, exhibitions and project support.
- Travel to Germany for meetings, product training and technical discussions when required

Your profile

- Diploma or Degree in Electrical, Electronics, Instrumentation, Automation or a related engineering field.
- Experience in Gas Detection, Fire & Gas, Instrumentation or Industrial Automation is preferred.
- Knowledge of PLC, SCADA, BMS and industrial communication systems is advantageous.
- Good command of written and spoken English is required.
- Comfortable working remotely and collaborating with colleagues, customers and partners across different locations and time zones.
- Comfortable working in both technical and customer-facing environments.
- Interested in developing commercial and business development capabilities over time.
- Independent, self-disciplined and willing to take ownership.
- Willing to travel regularly within Asia Pacific and to Germany for meetings and training when required.
- Very good communication skills in English

**What we offer**

- Responsible position in a company with attractive future markets
- Sales of innovative safety solutions and modern traffic management systems
- Permanent employment contract and attractive benefits
- A high degree of personal responsibility and creative freedom in developing the business in your region
- Support from a dedicated and competent team in development, quality assurance and sales
- Regular company events, continuous training opportunities and an excellent working atmosphere

Please send your CV in English directly to Mr Aaron Goh, Branch Manager MSR-ASIA
a.goh@msr-asia.com