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**Lectra at CISMA
Hall W1 - Booth 1D42**

CISMA 2005: Chinese apparel manufacturers invited to “Touch Lectra, Reach success”

Paris, August 31, 2005 – At the 2005 China International Machinery and Accessories (CISMA) show, Lectra will reaffirm its number one position in China and assert its role as the preferred partner for Chinese manufacturers in the new business environment. Today more than ever, the key to success lies in forging solid partnerships. Lectra is fully committed to helping its customers respond to uncertainties and opportunities and emerge as winners in the great upheavals now unfolding.

Since the abolition of quotas by the WTO at the beginning of the year, both the United States and the European Union have implemented new restrictions to counteract the effect of a dramatic rise in textile and apparel imports from China. As a result, the situation remains highly uncertain for Chinese manufacturers and their suppliers. Lectra is strongly positioned to accompany its customers in China to manage this continued turbulence and emerge as winners. *“Our priority is to guarantee that our customers benefit from the very best of our solutions, which are backed by more than 30 years of experience across a broad range of industry sectors and geographic markets as well as our unique international service network,”* said Lectra CEO, Daniel Harari. *“Our continuously enriched solutions, which are always accompanied by value-added services, provide customers with a strong competitive advantage as they face the major evolutions of their markets.”*

This annual trade show for software and equipment dedicated to apparel industry will take place at the New International Expo Center in Shanghai, from August 30 to September 2. Lectra will organize several special sessions at this year’s CISMA, including a press conference at the Pudong Shangri-La Hotel (August 31, at 4:30 p.m.), a “Screen Pattern Making Competition” at the Lectra booth (August 30 to September 1, from 10:00 a.m. to 2:00 p.m.), and a “Cutting Room Engineering Management conference” at the Expo Center Conference Room (August 31 at 1:30 p.m.).

A historical relation with Chinese customers

Lectra has a long history of investing in the region, opening subsidiaries in Hong Kong (1986) and Taiwan (1988), as well as a unit in Shanghai (1994). The company opened an Asia-Pacific Call Center in Hong Kong in 2001 (which handles 7,000 calls per month and allows 90% of software-related inquiries and 40% of equipment-related inquiries to be solved remotely in real-time), and an International Advanced Technology Center (IATC) in Shanghai in 2003. Lectra established its Asia-Pacific headquarters in Shanghai, China’s economic capital, in 2003.

These investments demonstrate Lectra’s commitment to forging strong partnerships with its customers in China, to provide them with advanced technologies and value-added services that will enable them to meet the present and future challenges. Lectra has deployed its teams and expanded the number of its units nationwide. Currently, it has 135 employees located in 23 offices across China dedicated to over 1,700 customers.



“Our expertise in China dates back 20 years. We know the stakes our customers are facing today, this is why we are very well positioned to help our customers in China to coordinate their international projects and develop their transnational businesses,” said Lectra’s Asia-Pacific Director, Jean-Luc Aubert. *“ We are firmly committed to providing our customers with everything they need to succeed in today’s fast-changing business climate.”*

Innovation makes the difference

Innovation is at the heart of the Lectra offering to be displayed at CISMA; upgraded solutions for design, pattern-making, 3D development, collection marketing, digital printing, plotting, marker-making and cutting are on display for visitors to discover at the CISMA.

Lectra will showcase its new generation of value-added product data management software using the power of the Internet. *GalleryWeb*, a collaborative development solution, integrates all information from Lectra’s software suite dedicated to design, pattern-making or specifications.

Modaris V5, the new version of the world’s most-used pattern-making software, will also be on display. Featuring new functions and benefits, *Modaris V5* brings together all the experience and expertise of Lectra’s reinforced R&D efforts in the service of the apparel industry.

Lectra will also demonstrate a broad array of equipment and cutting solutions, including the new *Vector Fashion MP9*, which is especially tailored for mass production and allows ever-increasing productivity.

Lectra experts will be available on the stand to highlight all the features and benefits of these and other solutions.

In addition to its wide range of solutions dedicated to the textile and apparel industry, Lectra will also present design and production solutions for the furniture and automotive markets at this year’s CISMA. A completely renewed software solution dedicated to the automotive industry will be released in September.

Bringing value to customers

Lectra offers its customers highly innovative solutions – as always accompanied by value-added services – that meet their global and specific needs. In today’s uncertain business climate, successful companies will be those that provide their customers with the necessary means for turning change into opportunity – and ultimately, success. Relying on its broad expertise and deep experience, Lectra’s China team is an ideal “partner for tomorrow” for Chinese manufacturers.

About Lectra:

Lectra is number one worldwide in software and hardware dedicated to industrial users of textiles, leather and other soft materials. Lectra is present across a broad array of major markets, including fashion and apparel; luggage & leather goods; footwear; furniture & furnishings; and the automotive, aerospace and marine industries. Through its unique international network, with a staff of 1,600 worldwide, Lectra serves more than 17,000 customers in over 100 countries.

Lectra is listed on Euronext Paris. Eurolist (compartment B). ISIN Code FR0000065484. Learn more about Lectra at www.lectra.com