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## **SENAI/CETIQT and LECTRA take another step forward in their 20-year relationship by signing the first Education Privilege Partnership in Brazil and South America**

**Rio de Janeiro, June 24 2010** – Lectra, the world leader in integrated technology solutions dedicated to industries using soft materials—textiles, leather, industrial fabrics and composite materials—, and SENAI/CETIQT—the main training center for the Brazilian textile industry and one of the most distinguished centers in the world—, partners since 1991, recently signed a “Privilege” Educational Partnership Agreement, the first of its kind in South America, during the SPESA trade-show, in Atlanta (USA).



### **SENAI/CETIQT: the largest technological center for the textile and apparel market in South America.**

SENAI – Technology Center for the Chemical and Textile Industry, that celebrated its 60th anniversary in 2009, is the largest technological center for the textile and apparel market in Latin America, and is known as a pioneer unit inside the SENAI System, with its motto “Created to Innovate”. In 1997, it was the first unit to launch a bachelor’s degree-level course in Textile Industrial Engineering within the SENAI System. Keeping to its policy of supplying the market with highly qualified technical personnel and state-of-the-art professional training aimed at strengthening the Brazilian Textile and Apparel markets, CETIQT offers 8 programs, including degrees in Fashion Design, Surface Design and Apparel Production Technology, and a Bachelor of Arts with emphasis on Costume Design. It also includes undergraduate courses for Apparel, Knitwear, Woven Textiles and Textile Processing.

### **Lectra and SENAI/CETIQT: a strong, long-term relationship**

Since 1991, the SENAI/CETIQT curricula have integrated Lectra technology, in order to equip future professionals with the world’s best practices from the Fashion industry. Today, the two units of SENAI/CETIQT in Rio de Janeiro have 260 licenses of each of the Lectra solutions’ Kaledo Style and Kaledo Print for design, Modaris for pattern-making, and DiaminoFashion for marker-making, used by apparel and fashion companies around the world. Lectra’s cutting solutions are also included with digitizers, plotters and a new generation automatic cutter, a VectorFashion FX that was installed in early 2010 replacing a previous Lectra cutter.

Throughout the years, the partnership between Lectra and SENAI/CETIQT has gone from strength to strength, with Lectra being honored on two occasions: in 2009, the Managing Director for Lectra in South America, Edouard Macquin, was named Benefactor of CETIQT during the ENAT event, and in February 2010, following a visit to see the Lectra’s latest technological innovations in Paris and in Cestas (France), Mr. Antonio Cesar Berenguer Bittencourt Gomes, Mr. Clóvis Gonçalves de Sousa Junior and Mr. Oscar Augusto Rache Ferreira, from the CETIQT Technical and Administrative Council, paid homage to Daniel Harari, Lectra CEO, for this long-standing partnership.



“This honor presented to Mr. Daniel Harari is a symbol of our gratitude to Lectra, our long-time partner that helps us ensure our students are always at the forefront of technology. We are proud, in our school, to take a holistic approach to the textile and fashion industry and train people in the whole process, from fiber technology to the catwalks. In our campus, there is great interaction between students from technical and technological areas as well as design, arts and administration, which makes the learning extremely rich and fundamental for the workplace environment,” says Mr. Antonio Cesar Berenguer, President of the Technical and Administrative Council.

“For SENAI/CETIQT, this new Privilege status is extremely strategic, since it reinforces a relationship with a company that is a standard reference in technology, with a global market presence such as Lectra, and which offers exceptional value to the students of our courses,” adds Prof. Alexandre Figueira Rodrigues, General Director of SENAI/CETIQT.

“With this new partnership—the first Privilege status delivered to an educational institution not only in Brazil, but in the whole of South America—the SENAI-CETIQT joins a select group of the best Fashion schools in the world. The Lectra Educational Program not only gives the schools access to high-end technology developed by Lectra, but also includes a personalized approach focused on the development of common projects, such as conferences, internships, support for students and shared information and data related to best industrial practices. This partnership is based on strong, long-term, mutual agreement, so both parties benefit from the co-operation,” says Daniel Harari. “We are very proud to partner with one of the best technological centers for the textile and apparel market in Latin America. Our common involvement demonstrates our desire to support the South American fashion industry by providing high quality education programs, research opportunities and consultancy services related to the fashion and apparel markets.”

### **The SENAI/CETIQT also helps South America companies by providing apparel and fashion studies and consulting services**

Besides being one of the most important centers for professional training, SENAI/CETIQT also acts as an information provider to the industry, via its Design Institute—providing studies and consulting for Apparel—the Institute of Technological and Market Prospection—providing studies for government institutions for industrial development planning to the textile and apparel sector—, its Behavior and Consumption Observatory—becoming a premier study center helping companies to better understand their markets and their business. The technological center also has a measurement center, via its Lab Integrated Network, the only lab in Brazil credited by Inmetro (government regulation). A new area focusing on innovation, aiming to offer added value services to textile products has also been opened recently, using applied design and textile processing research.

For more information, please visit, [www.cetiqt.senai.br](http://www.cetiqt.senai.br)

### **About Lectra**

Lectra is the world leader in integrated technology solutions that automate, streamline and accelerate product design, development and manufacturing processes for industries using soft materials. Lectra develops the most advanced specialized software and cutting systems and provides associated services to a broad array of markets including fashion (apparel, accessories, footwear), automotive (car seats and interiors, airbags), furniture, as well as a wide variety of other market sectors, such as aeronautical and marine industries, wind power and personal protective equipment. Lectra serves 23,000 customers in more than 100 countries with 1,400 employees and \$214 million in 2009 revenues. The company is listed on Euronext Paris.

For more information, please visit [www.lectra.com](http://www.lectra.com)