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Lectra Appoints Andreas A. Kim Managing Director for Greater China, supporting its Chinese customers with advanced solutions to improve product quality and help them remain competitive

Paris, March 9, 2010 – Lectra, the world leader in integrated technology solutions dedicated to industries using soft materials—textiles, leather, industrial fabrics and composite materials—, is pleased to announce the appointment of Andreas A. Kim as Managing Director of Lectra Greater China.

Based in Shanghai, China, Andreas Kim reports directly to Daniel Harari, Lectra CEO. His mission is to reinforce Lectra’s position as the undisputed leader in all its market sectors and to drive business growth in Greater China.



Established in Greater China since 1986, Lectra’s activity in the region has gone from strength to strength. The company now manages close relationships with nearly 2,000 customers, through a team of 90 people located in five main offices in Shanghai, Hong Kong, Beijing, Guangzhou, Taipei, along with staff in several additional services locations. Lectra ensures permanent high-quality services through its International Call Center, and has an International Advanced Technology Center (IATC) to present the entire range of Lectra technologies. Both are located in Shanghai.

“Nowadays, Chinese companies need to use more and more sophisticated technologies to improve the quality of their products and remain competitive. Lectra’s range of innovative solutions will open up new opportunities for Chinese companies. In these very challenging times, Lectra has a vital role to play in supporting the textile industry and maintaining a permanent communication link between its experts and customers in Greater China. Andreas Kim’s extensive professional experience—in both marketing and services—and his knowledge of our customers and our technologies are key strengths that will help us achieve our ambitious goals in Greater China,” said Daniel Harari, Lectra CEO.

“At Lectra, we believe it is our role to help customers overcome the challenges their industries face. Manufacturers operate in an increasingly competitive environment and are under pressure to improve time to market and reduce costs, while expanding their product offer. In China, the fashion, automotive and furniture markets are undergoing rapid transformation in order to supply growing domestic and export demands. We will capitalize on Lectra’s added-value solutions and services to create a clear competitive advantage for our customers and help them turn challenges into opportunities,” added Andreas Kim.

Andreas Kim has over 20 years' experience in engineering, marketing, sales, services, business development and strategy, developing international businesses both in the U.S and across the globe. In his most recent position, Andreas was Senior Vice President for Marketing and Services of Lectra Asia-Pacific, based in Shanghai. Prior to joining Lectra, Andreas Kim worked in such large global companies as Texas Instruments, Sun Microsystems and Tektronix, as well as in market-leading startups, such as WebTrends. Andreas Kim has previously lived and worked in Asia, and, as a Korean-born U.S. citizen, grew up with both western and eastern cultures, allowing him to successfully navigate global business relationships.

Andreas Kim holds a BSc in Mathematics and Computer Science, an MSc in Computer Science and Engineering, and an MBA in Marketing and Finance from top American universities.

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.

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