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## **Lectra opens South Korean subsidiary**

***Based in Seoul, the new subsidiary  
will contribute to accelerating Lectra's development in Asia***

**Paris, July 3, 2014** – Lectra, the world leader in integrated technology solutions dedicated to industries using soft materials—fabrics, leather, technical textiles and composite materials—is pleased to announce the opening of its South Korean subsidiary. Lectra has been present in the country for more than 25 years through its exclusive agent Impa Systems. Impa's entire staff has joined Lectra South Korea. The new subsidiary will be managed by Hong-Kwon Moon, reporting to Yves Delhaye, Lectra director for ASEAN, South Korea, India and Australia.



The opening of the South Korean subsidiary will help accelerate Lectra's development plans in Asia. "South Korea is one of the eight economies, together with Brazil, China, India, Indonesia, Mexico, Russia, and Turkey, which are expected to produce half of global growth during the current decade. These countries make up the key markets where we are already firmly established and where we continue to invest," said Daniel Harari, Lectra CEO.

This new subsidiary is, after China, one of the spearheads of Lectra's Asian expansion, particularly in the automotive and fashion markets where South Korean companies hold an increasingly important position worldwide. Lectra South Korea will support local companies, as well as South Korean groups with an international presence, some of which figure amongst Lectra's largest customers. Many of them are subcontracting production to other Asia countries and throughout the world and are showing a growing interest in innovative solutions to improve efficiency and competitiveness while ensuring a high level of quality.

"South Korean conglomerates, or *chaebol*, generally have ambitious expansion plans. Lectra can guide them and help them meet their challenges thanks to its experience from collaborating with leading fashion brands and global automotive equipment makers," says Yves Delhaye. South Korean companies will benefit from the expertise and the knowledge of Lectra's local teams, backed by their international network of specialists.

"My first goal is to reinforce Lectra's relationships with the tier one automotive subcontractors and main fashion groups. We believe that the fashion and apparel market in particular will have a growing influence on the South Korean economy given the evolution of sectoral dynamics that we are currently seeing," notes Hong-Kwon Moon.

Prior to joining Lectra, Hong-Kwon Moon was sales director at Siemens, where he managed large accounts such as General Motors Korea. He previously worked in marketing and business at Hewlett Packard and Citibank in Korea. Hong-Kwon Moon holds an MBA in marketing and finance from Columbia Business School, New York, United States.

**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 \$270 million in 2013 revenues. The company is listed on NYSE Euronext.

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