



SAMTECH to expand into China

Liege, Belgium, 22nd of October 2007. SAMTECH, the European specialist in Computer Aided Engineering software and modeling technology, is proud to announce the creation of its first branch in Asia: "SAMTECH Asia Pacific". Located in Beijing, China, SAMTECH AP mission is to strengthen the collaboration with SAMTECH reseller network, provide high level support to customers and work on SAMTECH brand image so to expand SAMTECH position into the Asian analysis market.

The office inauguration took place on October 10th 2007 in front of the Chinese scientific press and was chaired by Eric Carnoy (SAMTECH Chief Executive Officer), Claudine Bon (SAMTECH Chief Technical Officer), Serge Van Den Heuvel (SAMTECH Sales Director) and Quanchen Mu (SAMTECH AP director). SAMTECH AP was honoured by the overwhelming participation of its distributors, customers and prospects from various companies.

SAMTECH Asia Pacific is a SAMTECH HQ representative subsidiary, managed by Quanchen Mu, who brings 15 years of local industrial experience in CAE-software and –service activities to the team. "The creation of SAMTECH AP will enable us to intensify and improve the interaction with our Asian customers and distributors", explained Quanchen Mu. "The dynamism of the team, the facilities and the high-tech environment together with the huge market potential will enable SAMTECH AP to expand rapidly and soundly. Its goal is to provide our local customers and dealers the same high level support as in Europe."

In the mean time, SAMTECH AP, in close collaboration with its dealer network, signed the first SAMCEF purchase contracts. "In the upcoming years, we will further consolidate the close collaboration with former and new SAMTECH resellers" said Serge Van Den Heuvel. "The mission of SAMTECH AP can be summarized in the following three statements:

1. Provide the 'missing link' in analysis to industry allowing high-tech companies to remain compliant with the increasing market demand";
2. Provide our customers not only with efficient solutions but also with effective implementations";
3. Controlled expansion in China and later on in the rest of Asia to satisfy Customers, Staff and Shareholders".

"Besides, SAMTECH AP will also strengthen the SAMTECH image through professional exhibitions, scientific congresses and product information seminars." continued Serge Van Den Heuvel.

The growth of the Chinese market is a key element in the expansion of SAMTECH Group. "SAMTECH presence on the Chinese market is essential", explained Eric Carnoy. "We are confident that SAMTECH technology can support the development of the Chinese industry. Moreover, the Chinese market is now mature enough to be interested in our high level CAE Centric Application Framework, which is why, our latest product, CÆSAM is already on the market. The companies we met are growing rapidly and are integrating ground-breaking technologies. After the expansion of SAMTECH in Europe, let's write a new SAMTECH success-story with our Chinese subsidiary!"



About SAMTECH

SAMTECH s.a. is a European specialist in Computer Aided Engineering (CAE) software for Finite Element Analysis (FEA) and Multi-Disciplinary Optimization (MDO). SAMTECH develops and markets the general-purpose Finite Element Analysis code **SAMCEF**, the Multi-Disciplinary Optimization platform **BOSS quattro**, the Open CAE Design Framework **CAESAM**, the multi-physics solver **OOFELIE** as well as **Professional solutions** such as **S4WT** (*SAMCEF for Wind Turbines*), **S4R** (*SAMCEF for Rotors*), **S4PL&S** (*SAMCEF for Power Lines & Substations*) resulting from the integration of specific and customized skills with these proprietary software. SAMTECH Group currently employs over 220 people in Belgium, France, Germany, Italy, Spain, UK and China for the development, technical support, sales and engineering services. The company relies also on a network of technically qualified distributors in other markets all over the world.

SAMTECH is a DASSAULT System partner for the development of its products embedded in or connected to CATIAV5. SAMTECH is a partner of CEA and JRC for the development and the commercialisation of the explicit code EUROPLEXUS (impact, explosion and fluid-structure interactions). SAMTECH is also NAFEMS member and is certified to ISO9001:2000 quality standards.

Visit <http://www.samcef.com> for further details on SAMTECH Product/Service offer!

For further information about **SAMTECH** please contact:

Didier Granville, Chief Marketing Officer

Quanchen Mu, SAMTECH AP Director

SAMTECH s.a.

Liege Science Park
Rue des Chasseurs-Ardennais 8
4031 Angleur - BELGIUM
Tel + 32-4-361.69.69
Fax + 32-4-361.69.80
email : marketing@samcef.com
<http://www.samcef.com>

SAMTECH Asia Pacific

Room 406, Modern Baili Plaza
12th Donsanhuan Middle Road
Chaoyang District
Beijing 100022, CHINA
Tel: +86 10 67 75 81 10
Fax: +86 10 67 75 70 86
Email: quanchen.mu@samcef.com