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## **Lectra appoints Alexander Neuss Managing Director for Germany, Eastern Europe, and CIS Countries**



**Paris (France), Ismaning (Germany), March 19, 2009** – Lectra, the world leader in integrated technology solutions dedicated to industries using soft materials—textiles, leather, industrial fabrics, and composite materials—, has named Alexander Neuss Managing Director of Lectra Germany, based in Ismaning, near Munich.

Alexander Neuss, a business school graduate (Diplom-Kaufmann), has been working for Lectra since 2002. He most recently held the joint positions of Finance Manager for Lectra Germany and Managing Director of Lectra's subsidiary Humantec Industriesysteme, Huisheim.

Lectra's business activity in Germany, the Eastern European region, and all the countries of the Community of Independent States (CIS) is managed from Ismaning. A team of 112 people work in the area, out of locations in Germany, Poland, Romania, and Croatia.

For Lectra, Germany and Eastern Europe is a developing region of great importance, where customers represent a significant market share. 40% of sales are made in the fashion sector with almost an equal proportion in the automotive and industrial fabrics industries, while 20% of sales are in the furniture market. There is still a great need for modernization and new technology for all industries in the region, even if the current economic situation is causing a lull in investments. Sales and services activities in Eastern Europe and Russia will continue to expand over the course of the year in close cooperation with Lectra's network of agents.

“With the support of the local management team, Alexander Neuss aims to strengthen our market share in the Eastern European region and reinforce our relationships with customers. With his background and thorough knowledge of our solutions, Alexander is well prepared to demonstrate to our customers and prospects the great economic advantages and added value of our integrated solutions,” said Daniel Harari, Lectra CEO. “In spite of the tough economic situation, companies from all sectors are prepared to invest in innovative intelligent software and efficient cutting systems if those investments guarantee a considerable increase in productivity, cost savings, and a rapid return on investment. This has been our experience thus far. Knowing that our customers can achieve measurable competitive advantages through our value-added solutions, we remain confident for 2009.”

“I am really motivated by this new challenge,” said Alexander Neuss. “The defining characteristic of our region is its diversity—we serve various markets in 21 different countries, with 17 different languages. Yet our range of

