



FOR IMMEDIATE RELEASE

Contact – Lectra Headquarters / Press Dept.: Nathalie Gerbal  
Email: [n.gerbal@lectra.com](mailto:n.gerbal@lectra.com)  
Tel: +33 (0)1 53 64 42 37 – Fax: +33 (0)1 53 64 43 40

## Lectra Appoints Hakan Dada İlio İlu Managing Director of Lectra Turkey

Paris (France), Istanbul (Turkey), January 12, 2009 –



"Economic, currency, and price issues, as well as a changing international trade situation, have forced Turkish apparel manufacturers to find the right balance between an attractive and high-quality offer, and cost control. They must be ready to adopt new, innovative, and effective strategies to appeal to customers. Technology is the answer with the highest potential for immediate impact and returns on investment. Technology applied to the fashion industry is more than just a philosophy. It has now become an important and measurable competitive advantage, essential for success," added Daniel Harari.

Hakan Dada lio lu holds a Bachelor's Degree in Electrical Engineering from Istanbul Technical University.

### **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 the aeronautical and marine industries, wind power, personal protective equipment. Lectra serves 20,000 customers in more than 100 countries with 1,550 employees and \$297 million in 2007 revenues. The company is listed on Euronext Paris.

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