

BETA CAE Systems S.A. Announces The Establishment Of BETA CAE Italy Srl, Its New Subsidiary in Turin, Italy



Thessaloniki, February 10th, 2014

BETA CAE Systems S.A., the leading contemporary industry supplier of CAE software, announces the further expansion of its operations, with the establishment of a subsidiary company in Italy. **BETA CAE Italy Srl**, based in Turin, has the mission to enhance the customers service experience for the CAE engineers in Italy and contribute to the further deployment of BETA CAE Systems portfolio.

The upgrade of the regional representative office of BETA CAE Systems in Turin to a subsidiary entity was a natural evolution after the warm welcome from our customers and the significant market share growth of the recent years. This evolution is one more demonstration of our company's commitment to bring our best-in-class software solutions and know-how in multi-disciplinary CAE processes, closer and faster to the market.

"The reinforcement of our presence in Italy is of significant importance for both our company and our customers", said Emidio Giordano, Vice President and Managing Director of BETA CAE Italy. "The positive response we had from our customers and the business growth we experienced during the first year of activity of our representative office has encouraged us to move forward and invest in the establishment of a fully incorporated Italian company. This step is our most effective answer to the turbulent period that Italy is currently facing: we are here to stay, to grow and to expand our activities. We seek to employ young talents and invest our human and financial resources to offer the best-in-class support to our customers, providing them with the right tools to innovate, consolidate, deliver. With the recent developments in the major car-maker asset we can offer a strategic edge to empower the recovery of the automotive Italian tradition: a symbol of passion, style and technique."

"We always had strong partnerships with the Italian automotive and motorsports industries, since they were among the first that welcomed us more than twenty years ago", said Sam Saltiel, Chief Communication Officer and Head of Customers Service of BETA CAE Systems. "The enhancement of this relationship is of paramount importance to us. Upgrading our representative office in Italy to a subsidiary, further increases our potential in all industrial sectors and enables us to deliver a higher level of customers services experience".

About BETA CAE Systems SA

BETA CAE Systems S.A., headquartered in Thessaloniki, Greece, is a private engineering software company committed to the development of best-in-class CAE software systems that meet the requirements of all simulation disciplines. The company's flagship product, ANSA / μ ETA pre- & post-processing package, hold a worldwide leading position, in many sectors, including the automotive, railway vehicles, aerospace, motorsports, chemical processes engineering, energy, electronics, heavy machinery, power tools, and biomedical. The company's new solution for Simulation Product Data and Resources Management, SPDRM, provides a simple, scalable and intuitive way to capture, deploy, manage and improve CAE work flows.

About BETA CAE Italy Srl

BETA CAE Italy Srl, with headquarters in Turin, Italy, is a subsidiary of BETA CAE Systems SA. Its mission is to broaden the customer basis and offer high-level support for BETA's software portfolio. Staffed with a team of carefully selected experts, BETA CAE Italy assures customer satisfaction and increased benefits from CAE deployment.

Contact

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