

PRESS RELEASE

## **Noesis Solutions opens subsidiary in Shanghai to ramp up direct sales in China**

Leuven (Belgium), May 2, 2016 – After serving the Chinese market solely through distributorships for nearly a decade, Noesis Solutions just opened a subsidiary in Shanghai, China. The Chinese team – operating as ‘Noesis Engineering Software (Shanghai) Co. Ltd.’ – will ramp up direct sales, increase support, and extend Optimus distributorships.

### **Extending sales & support**

The new Noesis Solutions office is located in the immediate proximity of a long list of Optimus customers including Volkswagen, Trane and Continental. The subsidiary will be headed by Jiyun Jiang, who has been supporting Optimus business in China and Taiwan for a long time.

Jiyun Jiang will be assisted by a technical manager to service customers and a sales manager responsible for direct sales across China. The team will also work on further extending the number of indirect sales channels throughout China in order to maximize geographical coverage.

### **Across manufacturing industries**

Building on traditionally strong business in the aerospace and automotive markets, Noesis Engineering Software (Shanghai) Co. Ltd. will increasingly target other manufacturing industries, including shipbuilding, electronics, telecom and white goods.

Today’s significant market presence in China will be visible at the upcoming 2016 user conference that will we organized in the Beijing region. Hosted by Noesis Engineering Software (Shanghai) Co. Ltd., this event will provide a platform for engineers from manufacturing companies and research institutions across China to share their successful optimization projects. The valuable insights and experiences arising from an ‘objectives driven engineering’ strategy, will make this event worthwhile for representatives from various manufacturing industries.

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### **About Noesis Solutions**

Noesis Solutions is an engineering innovation partner to manufacturers in engineering-intensive industries. Specialized in solutions that enable **Objectives Driven Draft-to-Craft Engineering** processes, its software products and services help customers adopt a targeted development strategy that resolves their toughest multi-disciplinary engineering challenges.

This **Engineer by Objectives** strategy entails an automated approach that streamlines engineering processes to efficiently manage the growing complexity of today's engineering challenges. In addition, interactive design space visualization allows engineering teams to make informed decisions faster – empowering them to form & transform ideas into products that outsmart competition.

Noesis Solutions operates through a network of subsidiaries and representatives in key locations around the world. For more information, please visit [www.noesisolutions.com](http://www.noesisolutions.com).

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