



Paris, France – 24 August, 2011

**ESI** is the pioneer and world-leading solution provider in virtual prototyping.

#### Market Data

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[ISIN FR 0004110310](#)

#### [ESI Group](#)

Céline Gallerne

T: +33 (0)1 41 73 58 46

[Celine.Gallerne@esi-group.com](mailto:Celine.Gallerne@esi-group.com)

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## ESI signs a 5-year strategic cooperation agreement in R&D with AVIC, “Aviation Industry Corporation of China”

### Strengthening ESI’s positioning on China’s booming aeronautics market

Paris, France – 24 August, 2011 – [ESI Group](#), pioneer and world-leading solution provider in [virtual prototyping](#) for manufacturing industries, announces the signing of a 5-year strategic R&D cooperation agreement with BIAM, the Beijing Institute of Aeronautical Materials from AVIC (Aviation Industry Corporation of China). This agreement entails a very close collaboration between BIAM and [ESI](#), joining expertise in complementary technologies and with the objective of creating a joint research team operating as the Joint Research Center for Digital Technology of Aeronautical Materials.

[ESI](#) and AVIC have identified a strategic reciprocal opportunity in establishing themselves as innovation partners. In the presence of Mr. Zhanbin Xu, Vice President of AVIC, in Paris on June 13<sup>th</sup>, Professor Dr.-Ing, XiaoSu Yi, Director of S&T Committee of BIAM and Dr. Alain de Rouvray, Chairman and CEO of [ESI Group](#), concluded an agreement for the next 5 years that commits both partners to leveraging their mutual knowledge in the field of materials technology through the integration of shared resources, infrastructure and work planning on innovative and collaborative projects.

*“I believe ESI’s approach of co-creation will ensure that our strategic R&D partnership gives both our companies access to the tools and technologies they need to compete globally in the aeronautics market. The key to gaining competitive advantage through this partnership will lie in our ability to establish dialogue, nourish mutual trust, and manage close interaction and reactivity. These joint efforts can only generate extremely positive*



outcomes for both ESI and AVIC,” declared **Mr. Zhanbin Xu**, Vice President of AVIC.

*“The Chinese market is not only the next largest market for aeronautics; it is also technologically mature and ready to compete globally in terms of technical expertise and innovation. ESI is honored to be part of a strategic cooperation agreement with prestigious BIAM-AVIC, and our teams are fully motivated to engage our industry expertise in advanced and innovative joint projects. This strategic milestone will also ensure that ESI is best positioned to further understand and anticipate the needs of the emerging Chinese market in aeronautics and to develop specific solutions that will enable mutual success in the short and long term,”* commented **Alain de Rouvray**, Chairman and CEO of ESI Group.

ESI is already present in China since 2001, with offices in Beijing since 2006 and more recently in Shanghai and Chengdu. The company supplies virtual prototyping solutions to major aeronautic groups around the globe; notably AVIC, Boeing, Dassault, EADS, Embraer and Safran.



AVIC, BIAM and ESI signing the agreement on June 13.

For more ESI news, visit: [www.esi-group.com/newsroom](http://www.esi-group.com/newsroom)

#### About ESI Group

ESI is a pioneer and world-leading solution provider in virtual prototyping for manufacturing industries that takes into account the physics of materials. ESI has developed an extensive suite of coherent, industry-oriented applications to realistically simulate a product's behavior during testing, to fine-tune manufacturing processes in accordance with desired product performance, and to evaluate the environment's impact on performance. ESI's solutions fit into a single collaborative and open environment for End-to-End Virtual Prototyping, thus eliminating the need for physical prototypes during product development. The company employs over 800 high-level specialists worldwide covering more than 30 countries. ESI Group is listed in compartment C of NYSE Euronext Paris. For further information, visit [www.esi-group.com](http://www.esi-group.com).



#### About AVIC

China Aviation Industry Corporation (AVIC) is an ultra large state-owned enterprise and an investment institution, authorized and managed by the Central People's Government. The Corporation is managed through 10 business units: defense, transport aircraft, aviation engine, helicopters, avionics, general aviation aircraft, aviation research and development, flight test, trade & logistics, asset management. It has nearly 200 subsidiaries and over 20 listed companies. AVIC takes great effort to promote 5 approaches: Market-oriented reform, center-of-excellence-based integration, capital operation, globalization-based development, and industrial-scale-based growth; and challenges a revenue target of one trillion RMB by the end of 2017. This ambition is embodied in their new strategy: Two Participations, Three Innovations, Fives Approaches and a Target of Sales of One Trillion. For further information, visit [www.avic2.com](http://www.avic2.com).

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#### ESI Group – Media Relations

[Céline Gallerne](#)

T: +33 (0)1 41 73 58 46