

ESI China's Chief Operating Officer, Zhimin Cui, Awarded as One of the “Top 10 Ladies in the Chinese Economy”

During the 13th Chinese Economy Summit & 2015 Annual Meeting of China's Economic Figures

Paris, France – March 22, 2016 – [ESI Group](#), pioneer and world-leading solution provider in [Virtual Prototyping](#) for manufacturing industries, congratulates Zhimin Cui, Chief Operating Officer of [ESI China](#), for the award she received during the [13th Chinese Economy Summit & 2015 Annual Meeting of China's Economic Figures](#), that took place in the Great Hall of the People, Beijing, on December 19-20, 2015. The event casts some light onto high-profile organizations and individuals who have made a prominent contribution to the development of China's economy. During this event, Ms. Cui was recognized as one of the “Top 10 ladies in Chinese economy”, highlighting her instrumental role in the regional development of ESI Group. Previous winners of this prestigious award include Ming Zhu Dong, President of Gree Group, and Jian Qiao, VP of Lenovo Group. The award's panel is composed of governmental officials, renowned economists, as well as editors of China's most famous national media.



Image: Zhimin Cui with her award, January 2016, Beijing, China.

After graduating in Trade and Business English from Northern JiaoTong University in 1993, Ms. Cui has worked continuously in the CAE industry. She joined [ESI Group](#) in 2009 and since then has significantly raised the visibility of ESI in China. Under her supervision, [ESI China](#) – a



subsidiary created in 2004 — steadily improved its operational performance, while expanding the scope of business in both commercial and government sectors. In 2010, Ms. Cui and her local teams launched the first ESI China Forum, an event aimed at bringing together the community of ESI Users from across the country to share experiences and learn of the latest developments in ESI's solutions. Another notable landmark was recorded in 2015 when ESI China was granted the certification ISO 9001, as part of the Group's global certification.

In 2012, Ms. Cui contributed to foster a strategic collaboration with BIAM, the Beijing Institute of Aeronautical Materials, one of the core scientific Research Centers of AVIC (the Aviation Industry Corporation of China). [ESI and BIAM subsequently signed a framework agreement to create a Joint Venture](#), focused on enabling innovation in the fast growing Chinese aeronautical sector. Mrs. Cui was appointed General Manager of [the Joint Venture AVIC-ESI \(Beijing\) Technology Co. Ltd.](#) when it started business in 2014. As stated by Dr. Dai ShengLong, President of BIAM, the mission of the Joint Venture is to “*co-create up-to-date solutions based on innovative materials and digital prototyping*” and to “*continuously generate new IP with commercial potential*”.

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About ESI Group

[ESI](#) is a world-leading provider of Virtual Prototyping software and services with a strong foundation in the physics of materials and Virtual Manufacturing.

Founded over 40 years ago, [ESI](#) has developed a unique proficiency in helping industrial manufacturers replace physical prototypes by virtually replicating the fabrication, assembly and testing of products in different environments. [Virtual Prototyping](#) enables [ESI](#)'s clients to evaluate the performance of their product and the consequences of its manufacturing history, under normal or accidental conditions. By benefiting from this information early in the process, enterprises know whether a product can be built, and whether it will meet its performance and certification objectives, before any physical prototype is built. To enable customer innovation, [ESI](#)'s solutions integrate the latest technologies in high performance computing and immersive Virtual Reality, allowing companies to bring products to life before they even exist.

Today, ESI's customer base spans nearly every industry sector. The company employs about 1000 high-level specialists worldwide to address the needs of customers in more than 40 countries. For further information, visit www.esi-group.com

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