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Lectra Appoints Adriana Vono Papavero as Managing Director for South America to Maintain Excellent Momentum

Paris, February, 15 2011 – Lectra, the world leader in integrated technology solutions dedicated to industries using soft materials—textiles, leather, industrial fabrics, and composite materials—, is pleased to announce the appointment of Adriana Vono Papavero as Managing Director of Lectra South America.

Based in São Paulo, Brazil, Adriana Vono Papavero will report directly to Daniel Harari, Lectra CEO. She replaces Edouard Macquin, who was recently promoted to Worldwide Director of Sales for Lectra.

Lectra started operations in Brazil in the late 1980s. Now, twenty years later, the company has offices in Brazil (São Paulo and Blumenau) and Chile (Santiago), as well as a network of agents across South America. The Brazilian subsidiary counts over 1,200 customers and experienced an impressive growth rate that prevailed even through the 2008–2009 worldwide financial crisis.



“A decade ago you could say there was a huge technological gap between South American companies and those based in Europe and the U.S. Today, this gap still exists, but it is much smaller. And we have examples of companies in our region that, with the help of state-of-the-art solutions, are actually leading their industries. As competitiveness peaks, those companies will feel the need to invest more not only in new cutting systems and software solutions, but also in the expertise and services necessary to guarantee maximization of their existing resources. Very high quality solutions and a team of experts with in-depth knowledge of industry best practices are Lectra’s keys for providing top quality professional services that highly improve customer processes,” said Adriana Vono Papavero.

“Adriana’s background and experience will help Lectra’s South American subsidiary leverage its impressive pool of knowledge and offer strong support to an increasing range of companies in South America. Lectra’s team is enjoying unprecedented activity in the entire region, but particularly in Brazil and Argentina. Our potential in South America today is higher than ever,” said Daniel Harari, Lectra CEO.

“Being part of Lectra at this crucial time is both exciting and challenging,” added Adriana Vono Papavero. “The new developments in design, product engineering, and manufacturing solutions we are about to launch only add to that. In the coming years, we will strive for even stronger relationships with our customers as we assume our role as committed partner supporting growth, improving quality, and delivering value.”

Adriana Vono Papavero holds an MBA in Marketing from ESPM, Brazil’s foremost marketing school. She worked previously for Lectra from 2000 to 2007, acting as Marketing Manager and Sales Account Manager. Before returning to Lectra, Adriana was Sales Director for South America at WGSN, the online trend and research analysis provider. Adriana has more than 10 years’ experience with fashion and design-oriented companies and now returns to Lectra at a particularly successful moment for the company. Recovery from the global crisis has exceeded expectations and proven once again the strength of Lectra’s business model, which has enabled the group as a whole to emerge stronger than ever from recent worldwide financial difficulties.

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 aeronautical and marine industries, wind power, and personal protective equipment. Lectra serves 23,000 customers in more than 100 countries with 1,350 employees and \$252 million in 2010 revenues. The company is listed on NYSE Euronext.

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