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Lectra appoints Jean-Patrice Gros Director, Middle East and North Africa

Based in Istanbul, his main role will be to accompany Lectra's new technological solutions in Turkey and within the region

Paris, January 26, 2012 – 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 Jean-Patrice Gros as Director of the Middle East and North Africa region.

"Appointing Jean-Patrice Gros at the head of this region, with Turkey at the forefront, demonstrates our commitment in supporting this high-potential area. Turkey has been a major partner of many European fashion brands for several decades and has recently benefited from investments in the automotive sector, it is a flagship country for Lectra," indicates Daniel Harari, Lectra CEO. "Renowned for the quality of its production, Turkey is the European Union's second supplier of textile-clothing, behind China. Based on a dynamic internal market, the country continues to evolve into developing its own international fashion brands and automobile production centers. Lectra intends to introduce soon its PLM offer for fashion and its new automotive leather cutting solutions. These solutions, with high added value, will provide a real lever to develop and transform Mediterranean companies."



"The expertise of Lectra's teams in implementing innovative technologies, facilitating design and production, should enable Turkish industrialists, as well as industrialists from the whole region, to respond more easily to the rhythm of Fast Fashion and the flexibility required by the automotive industry," states Jean-Patrice Gros.

In 30 years at Lectra, Jean-Patrice Gros has gained significant international experience, which gives him extensive knowledge of all of the company's offers and markets. He will be able to accompany Lectra's customers in their strategy of creating value, promoting synergies in the region and strengthening their links with European manufacturers. Jean-Patrice has been successively responsible for the International Advanced Technology Center of Bordeaux (France), before being appointed head of sales in Canada and Director of the Maghreb region.

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), and furniture, as well as a wide variety of other market sectors, such as the 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.

For more information, please visit www.lectra.com