

The Fashion Machine News

Lectra appoints Frédéric Morel as President of the Asia-Pacific region



Paris, September 22, 2023 – Lectra, leader in technology solutions for the fashion, automotive and furniture industries, announces the appointment of Frédéric Morel as President of the Asia-Pacific region and as a member of the Group's Executive Committee, where he replaces Edward Wang, who previously held the same position. This nomination comes as Lectra prepares to present its latest software and connected equipment offers at the CISMA (China International Sewing Machinery and Accessories) trade show in Shanghai, China, to enable Asian industry players to accelerate their transition to Industry 4.0. Lectra's presence in the Asia-Pacific region began in 1985 with the opening of its first office in Japan. Today, Lectra employs 16% of its workforce in the region, which accounted for 25% of the Group's revenues in 2022. Thanks to its dynamism, economic fabric and position in world trade, China is a key market in this region, generating 9% of Lectra's revenues in 2022. Daniel Harari, Chairman and Chief Executive Officer of Lectra says, "We would first like to thank Edward Wang for his contribution to the development of Lectra's activities in the Asia-Pacific region, and wish him continued success in his future career. Frédéric Morel joins us after more

than 20 years' experience in international groups, where he held various management positions in the United Arab Emirates, Singapore and China. His international exposure, his understanding of the challenges faced by a technology company like Lectra, and his ability to support dynamic and sustainable business development are major assets for our Group. I am delighted to welcome him to our team." Prior to joining Lectra, Frédéric Morel held the position of South East Asia & Pacific Executive Vice President at Vallourec. He had previously been appointed Sales Director and then Sales Vice President for Vallourec in the Middle East, after holding various sales and general management positions for the company in the Asia region. A graduate of the Institut d'Etudes Politiques d'Aix-en-Provence and the EMLYON business school, Frédéric Morel began his career in 2000 with Saint-Gobain.

He says, "I'm particularly enthusiastic about joining Lectra as we prepare to present solutions in Shanghai that perfectly illustrate Lectra's leadership in Industry 4.0. In China, as in the rest of the Asia-Pacific region, I look forward to contributing to the success of our customers. I am eager to meet them at CISMA in a few days' time, to show them how we can not only optimize the operation of their cutting rooms, but also accelerate their digital transformation through our software, data analysis solutions and associated services, while contributing to more sustainable growth."

www.lectra.com

ITALIAN TEXTILE MACHINERY COMPANIES AT UPCOMING TITAS TAIPEI 2023

September 25, 2023 - A delegation of Italian textile machinery companies will attend the 2023 edition of TITAS TAIPEI, which will be held in Taipei, Taiwan, from October 17 to 19, 2023. Taiwan is a very promising market for the Italian textile machinery industry, especially in the innovative sectors of technical textiles and nonwovens.

In 2022, Italian exports to the Asian country exceeded the value of 17 million euros, and in the period January-June 2023, the value has already reached 7 million euros. The attention for the Taiwanese market has led ACIMIT, the Association of Italian Textile Machinery Manufacturers, and Italian Trade Agency to set up a pavilion at the upcoming edition of TITAS TAIPEI.

Six Italian textile machinery manufacturers, all ACIMIT member companies, will exhibit in the pavilion: Ferraro,

Danitech, Lgl, Ms Italy, Reggiani, Unitech.

At the upcoming TITAS TAIPEI, therefore, visitors will be introduced to Italian technology, once again a key player in the textile production process.

ACIMIT (Association of Italian Textile Machinery Manufacturers) represents an industrial sector that comprises roughly 300 manufacturers (employing around 13,000 people), which produce machinery for a turnover worth of around 2.7 billion euro, of which 86% are exported. Creativity, sustainable technology, reliability and quality are the hallmarks that have made Italian textile machinery worldwide leaders.

For more information:

Mauro Badanelli, ACIMIT Economics and Communication

Tel. +39024693611, Mail: economics-press@acimit.it