

Dassault Systèmes Expands Footprint in the Middle East with a Regional Office in Dubai

Office to Extend Reach of Dassault Systèmes' 3DEXPERIENCE Platform in the Region

DUBAI, United Arab Emirates (UAE) - March 26, 2013 – [Dassault Systèmes](#) (Euronext Paris: #13065, DSY.PA), the 3DEXPERIENCE Company, a world leader in 3D design, 3D Digital Mock Up and Product Lifecycle Management (PLM) solutions, today announced its plans to expand in the Middle East, with the opening of an office in Dubai Internet City. The new office will function as a hub for Dassault Systèmes in the region and will also enable the company to expand usage of its 3DEXPERIENCE platform to innovative companies with a focus on aerospace & defense, energy, process & utilities (EPU), architecture, engineering & construction (AEC) industries, as well as government and academic institutions. Dassault Systèmes' regional operations will be run by Marc Kassis, recently appointed Managing Director for the Middle East, who will be supported by a local team of highly skilled Dassault Systèmes individuals and Value Added Resellers (VARs).

Dassault Systèmes sees more and more customers taking full advantage of its solutions and gain competitiveness in the quickly transforming regional economy, such as the aerospace and defense government groups in the UAE, and kingdom research and technology centers in the Kingdom of Saudi Arabia (KSA).

"I am extremely proud to witness that a successful French company chooses the UAE to serve the whole Middle East. I am amazed to see the long list of prestigious customers, universities and agencies to which Dassault Systèmes delivers value – this is the illustration of the uniqueness of its technology, its vision and its ability to create the future," said His Excellency Alain Azouaou, Ambassador of France to the UAE.

A key part of Dassault Systèmes' activity in the region is also partnering with the most prominent education institutions to develop cutting edge education and research activities. These programs express their values in many strategic sectors of the economy – providing students with the highest education standards, preparing them for exciting technical careers within the ambitious projects developed by the industry.

"Our centralized operations in Dubai will help reinforce Dassault Systèmes' already strong local connections started in 2009, and enable us to take advantage of the variety of key industries that also have a foothold in the area," said Philippe Forestier, Executive Vice President, Global Affairs and Communities, Dassault Systèmes. "We are also committed to work closely with local academic institutions in order to create a sustainable pipeline of globally competitive engineers in the region, to help them face new industrial challenges. We're enthusiastic about the collaboration and energy that will be fostered in one of the world's key technology areas."

Headquartered in Vélizy-Villacoublay, France, Dassault Systèmes provides business and people with virtual universes to imagine sustainable innovations. Its world-leading 3DEXPERIENCE platform and software applications transform the way products are designed, produced, and supported. Beyond Product Lifecycle Management (PLM), Dassault Systèmes' collaborative applications foster social innovation, expanding possibilities for the virtual world to improve the real world. Bringing together science and technology, Dassault Systèmes is committed to using its 3DEXPERIENCE platform to help better understand and simulate how products, nature, and life can interact in harmony.

A formal opening ceremony is taking place today, Tuesday, March 26 in Dubai at the Address Downtown: "The Cigar Lounge" at 7PM local time.

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About Dassault Systèmes

Dassault Systèmes, the 3DEXPERIENCE Company, provides business and people with virtual universes to imagine sustainable innovations. Its world-leading solutions transform the way products are designed, produced, and supported. Dassault Systèmes' collaborative solutions foster social innovation, expanding possibilities for the virtual world to improve the real world. The group brings value to over 150,000 customers of all sizes, in all industries, in more than 140 countries. For more information, visit www.3ds.com.

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