

SIMPACK Partnership in China



ESP Beijing and INTEC GmbH

The newly established company ESP Beijing has been, since April 2003, the exclusive agent for the SIMPACK product suite in China. ESP's shareholders and directors look back on 15 years of experience at the highest level in the field of multi-body systems and other CAE techniques. Their aim is to establish SIMPACK as the leading high-end multi-body simulation tool in China.

General manager Xiutong Fu says that at ESP the key to success in the Chinese market is through strong customer support: „It is our concept to provide customers with the best technical competence in terms of hotline and engineering services in China“. ESP will focus on the defence, aerospace, automotive, railway and construction machine markets. The strong growth of the Chinese car and truck market has motivated the leading automotive enterprises to invest in joint ventures with Chinese companies, resulting in a high demand for development resources with the latest CAE technologies. China's role, as a traditional railway country, offers additional potential for SIMPACK as the world wide market leader for multi-body simulation of rail vehicles.

INTEC and ESP are looking to form a long term partnership with the focus based on strong technical support and expertise in all core application areas that are covered by SIMPACK. ESP's current staff consists of three engineers, all of them with a strong background in multi-body simulation and well respected in the local multi-body community. General Manager Xiutong Fu, PhD in the field of railway dynamics, looks back on several years of experience at the former MDI and later at Function Bay China. Wang Ligong, PhD in the field of vehicle dynamics, was previously working as an ADAMS expert and Account Manager

for MDI and MSC. Mike Huang, who gained his PhD at the China Academy of Launch Vehicle Technology, also offers a wealth of knowledge in all the major multi-body tools. The transfer of know-how from INTEC to ESP will play a key role in the successful marketing of SIMPACK in China. For this reason, one dedicated support engineer from the INTEC sales team is available to ESP's engineers, who provides training and support and "short cuts" customers' requests directly to the relevant specialist at INTEC.

With a local partner in China, INTEC continues the development of the world wide SIMPACK markets and its strategy of internationalisation. After the success of the partnership with Altair Engineering in Tokyo (formed in 2000), INTEC is looking to further enhance its activities in Asia with the creation of a sales, support and engineering base in China, the second largest Asian market.