



FOR IMMEDIATE RELEASE

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PSE expand Japan operations

Simulation Technology Ltd appointed agents for process modelling technology

Process Systems Enterprise (PSE) of London today announced the appointment of Simulation Technology Ltd as exclusive agents for its gPROMS modelling technology and ModelCare consultancy programme in Japan. PSE's world-leading gPROMS dynamic process simulation and modelling software is widely used for optimising the design and operation of complex process plants. The company's customers include most of the world's leading chemical manufacturers, including a number of Japanese companies.

"PSE is committed to the Japanese market, and this is a major step in enhancing our service to Japanese customers" said Mark Matzopoulos, PSE's Managing Director. "We have an important and growing customer base in the technologically-advanced Japanese chemical industry. We are constantly surprised at the level of sophistication of our users there, with whom we work closely in developing innovative high-fidelity process models specifically customised to their requirements". He says that Simulation Technology were chosen as agents because of the extensive experience their key personnel have in the Japanese process industries.

Kohtaroh Tanaka, President of Simulation Technology, said "we are excited to be representing PSE, who have a very high reputation for software and services in Japan. Process modelling will be a key technology in the 21st century, and PSE's technology represents a step change in the capabilities available to companies throughout the process industries. These are the tools and services that Japanese design and operating companies need at this important time in the country's economy in order to gain and maintain maximum competitive advantage."

Simulation Technology will provide Japanese language support and training to future licencees of gPROMS. PSE will continue to be involved closely in Japan, providing backup support and execution of ModelCare services. ModelCare, an innovative form of collaborative working which combines PSE's modelling and optimisation expertise with industrial customers' process expertise, is developing strongly in Japan.

"We will work closely with Simulation Technology and have put in place the mechanisms to ensure that together we continue to deliver the highest level of service and customer satisfaction", said Matzopoulos. "We also plan an annual User Group Meeting for Japanese customers starting from next year, in addition to a modelling technology forum planned for November this year", he said.

[\[Picture available electronically from PSE Marketing department – info@psenterprise.com\]](mailto:info@psenterprise.com)

About Process Systems Enterprise Ltd: PSE (<http://www.psenterprise.com>) is one of the fastest growing providers of model-based technology and services for design and decision support to the process manufacturing industries. The company was founded in 1997, originally to deliver and support in the commercial market innovative process modelling technology originating from London's Imperial College. Among its unique offerings are advanced software packages, services and expertise for modelling and simulation of manufacturing processes and optimal design, planning, scheduling and operation of flexible manufacturing facilities. PSE has established itself as a leading independent high-tech provider to a growing, global customer base

that encompasses the largest process manufacturing and automation companies in the world. The company is a winner of the prestigious UK Queen's Award for Enterprise and Innovation for 2001, for its gPROMS mathematical modelling framework and dynamic optimisation technology.

About Simulation Technology: Simulation Technology was formed to provide specialised services in world-class process engineering and modelling technology to the Japanese process industries. The company serves more than 20 major industrial companies in Japan, and its President, Kohtaroh Tanaka, was until recently President of SimSciJapan. Simulation Technology also represents OLI Systems' electrolyte physical properties prediction package, and Linnhoff March's Pinch Technology.

About gPROMS: gPROMS was originally developed at the Centre for Process Systems Engineering of London's Imperial College to address the shortcomings of first-generation equation-oriented dynamic simulators and provide "universal modelling" capabilities. It is widely used for its industry-proven capabilities in detailed modelling and optimising process plants under dynamic, as opposed to steady state, conditions. Dynamic optimisation adds a whole new dimension to process optimisation, allowing the equipment design, operating procedures and control settings of complex process plants to be optimised under transient conditions against target objective functions, in sharp contrast with the limitations of steady-state optimisation and the trial-and-error dynamic methods of the past.

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