

 **Press release**

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**FOR IMMEDIATE RELEASE**

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## **PSE Academic to serve academic gPROMS® customers**

### **Dedicated operation to serve academic users of leading modelling software**

Process Systems Enterprise (PSE) is pleased to announce the formation of **PSE Academic**, a division devoted to serving PSE's large academic customer base and furthering the use of the company's gPROMS process modelling software in academic institutions around the world.

This move reflects the need to cater for the increasing number of academic institutions using gPROMS as a key tool for research and teaching. With skilled personnel entirely dedicated to the academic business, the new operation will enable PSE to provide an enhanced response to academic customers' requirements, from support and implementation issues through to questions on modelling techniques. In addition, it will allow PSE to develop and maintain a higher profile in the academic world, with activities such as seminars, workshops and training courses to be held at universities and research institutions and academic conferences.

The development will also benefit PSE's industrial customers, many of whom have strong links with universities. They will see an increased availability of advanced models in the new technology areas where gPROMS is typically deployed in academic institutions.

The operation, based in Thessaloniki, Greece, will be under the management of Dr Michael Georgiadis. Michael has had a long-term involvement with PSE, being one of the company's first employees. He is a Chemical Engineer with a PhD in advanced process modelling and optimisation from Imperial College London and previously worked for the Chemical Process Engineering Research Institute (CPERI) in Greece. Michael has published numerous papers in the area of process modelling, simulation and production scheduling, and is the editor of a Computer-Aided Process Engineering (CAPE) book on the integration of process design and control. He has participated in several European Union collaborative research projects as coordinator and partner.

Dr Apostolos Giovanoglou has been appointed Academic Consultant, and will be responsible for day-to-day technical support and customer liaison. Apostolos holds a degree in Chemical Engineering from Aristotle University of Thessaloniki and an M.Sc. and PhD in Chemical Engineering from Imperial College London. He has worked in the area of process and thermodynamic modelling using advanced computational techniques.

Professor Stratos Pistikopoulos has taken over overall executive responsibility for PSE's academic programme. Stratos, who is Director of the Centre for Process Systems Engineering at Imperial College London and a founder of PSE, says "Because of our academic roots, PSE has a long history of involvement with academic institutions and research organisations around the world. We believe that this is a very positive development in our continuing relationships with these organisations, and look forward to working with them much more closely in the future."

PSE Academic can be contacted by telephone at: +30-2310-489108 or e-mail at [PSE\\_Academic@psenterprise.com](mailto:PSE_Academic@psenterprise.com). Further information is available on the PSE web site at <http://www.psenterprise.com/academic>.

## Notes for Editors

### About gPROMS

gPROMS is one of the world's leading software packages for advanced process modelling, simulation and optimisation. Conceived and initially developed at London's Imperial College, the package has been developed and marketed by PSE since 1997. gPROMS is widely used throughout the process industries for quantitative decision support in all areas of process design and optimisation, as well as for advanced product design. gPROMS' sophisticated modelling and solution techniques, Advanced Model Libraries (AMLs) and open software architecture have led to it becoming the tool of choice in many areas of advanced modelling application, in particular in areas such as crystallisation and detailed reaction engineering where suitable general-purpose tools have not been available in the past. PSE is committed to maintaining gPROMS at the leading edge of modelling technology through a process of Continuous Innovation, and this has resulted in some notable industry firsts in the areas of parameter estimation, dynamic optimisation, mixed integer optimisation (MIO) and model-based experiment design.

### About Process Systems Enterprise Ltd

PSE (<http://www.psenterprise.com>) is one of the world's leading providers of modelling technology and model-based 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. Its key offerings are advanced software technology, services and expertise for modelling and simulation of manufacturing processes and for the economic optimisation 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 was 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. It employs around 35 graduates and PhDs at its headquarters in London, UK; Central European office in Köln, Germany; North American office in Morristown, New Jersey; Japanese office in Yokohama, and agency operation in China and Korea.

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