

 **Press release**

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**FOR IMMEDIATE RELEASE**

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## **PSE opens Japan sales & support operation**

### **Dedicated operation to serve gPROMS and ModelEnterprise customers**

Process Systems Enterprise (PSE), London-based provider of technology-leading gPROMS<sup>®</sup> and ModelEnterprise<sup>®</sup> process and enterprise modelling software, today announced the opening of a new PSE Japan office in Yokohama. The office is aimed at serving the company's important and growing Japanese market, which already accounts for nearly 20% of worldwide sales of gPROMS and ModelEnterprise software and related services.

The new operation will provide Japanese language sales and technical support services to Japanese customers. It will also be responsible for organising training course, seminars and user meetings in Japan. The Yokohama operation will be fully backed up by the PSE technical, sales and development teams in London, with regular visits from key UK personnel.

PSE Managing Director Professor Costas Pantelides, says "Japan has always been a very important market for us. While we have managed to build close relationships with our major customers from a distance, it is now time for us to show our commitment to the Japanese market with strong local operation." He added that PSE expects the operation to grow significantly over time.

PSE is well-known for its world-leading gPROMS Advanced Process Modelling (APM) software and related ModelCare<sup>®</sup> services. gPROMS is used for high-accuracy modelling of complex processes such as reaction, crystallisation and non-equilibrium separation, in order to provide quantified decision support for design and operation. gPROMS advanced process models can be applied across the process lifecycle, from laboratory experimentation and conceptual design, through process and detailed engineering, to online operation.

PSE's policy of Continuous Innovation ensures that the company is continually advancing the frontiers of process modelling, and thus enhancing the benefits of modelling to the process industry customers and their suppliers. PSE has been responsible for a number of firsts in process modelling, including combining Computational Fluid Dynamics (CFD) and advanced process models for unprecedented accuracy in modelling of complex processes.

Shigeru Kashiwaya, who recently joined PSE from Toyo Engineering, will be responsible for providing first-line Japanese language technical and project support to Japanese customers. He will be assisted by Dr Takeshi Ishikawa, PSE Senior Strategic Consultant responsible for development of PSE's business in Japan.

PSE's existing Japanese customers include major chemical and process-related industry corporations such as Mitsubishi Chemical, Maruzen Petrochemical and Taiyo Nippon Sanso, and fuel cell manufacturers such as Toshiba Fuel Cells. In addition, Japanese government research organisations such as AIST and universities such as the University of Tokyo, Kyoto University, Nara Institute of Science and Technology and Nagoya Institute of Technology use gPROMS in support of research activities.

PSE Japan can be contacted by telephone at: 045 348 6330 or email at [info-jp@psenterprise.com](mailto:info-jp@psenterprise.com). Further information is available on the PSE web site at <http://www.psenterprise.com>.

## Notes for Editors

### About Process Systems Enterprise

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 Imperial College London. 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 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; Americas office in Morristown NJ and Japanese office in Yokohama, and has agency sales operations in China and Korea.

### 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 crystallization 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 ModelEnterprise

ModelEnterprise is PSE's software suite for optimisation of the design and operation of flexible manufacture enterprises. It is used by leading chemical and pharmaceutical manufacturers to, for example, optimise asset utilization or minimise stockholding. ModelEnterprise is based on rigorous mathematical optimisation techniques, and incorporates a range of graphic-based capabilities for enterprise definition and visualization of results.

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