

Press release



Process Systems Enterprise Limited

FOR IMMEDIATE RELEASE

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PSE Korea Official Opening

Korean sales and support for leading advanced process modelling environment

LONDON, 5 March 2008 – PSE Korea, the Korean subsidiary of UK-based Process Systems Enterprise (PSE), providers of the leading gPROMS advanced process modelling (APM) software and related services, was officially declared open today at the PSE Korea Opening Ceremony in Daejeon, Korea.

Speaking at the event, attended by some 70 delegates from Korean industry, research organisations and academia, PSE MD Prof. Costas Pantelides said "We are delighted to have an operation in Korea, a country in which process technology is advancing at a great rate. We look forward to working much more closely with Korean industry than has been possible in the past."

PSE Korea is responsible for Korean-language sales and support of PSE's gPROMS advanced process modelling (APM) software, as well as execution of associated ModelCare project services and provision of training courses, seminars and other events for the company's growing Korean customer base.

PSE Korea President Dr Sang Phil Han said that the establishment of the company was the "fulfilment of a dream" for him. He said that the time had come to move to a "distributed modelling view of the world" where key process design and operating decisions could be quantified much more accurately than before.

The subsidiary already has a number of significant customers in Korea, including LG Chem, Samnam Petrochemical, Samsung Electronics, Samsung SDI and SK Chemicals.

gPROMS is the world's leading APM environment, and its high-accuracy predictive modelling capabilities are used throughout the chemical and other process industry sectors for optimisation of design and operation of process plants and to accelerate innovation. gPROMS' advanced model libraries for high-accuracy predictive modelling of reaction, separation, crystallisation, polymerisation and fuel cell processes are recognised as leaders in their fields.

In addition to Prof. Pantelides, the event was attended by senior executives from the London headquarters Marketing Director Mark Matzopoulos, and Head of Sales Syed Shah.

Notes for Editors – PSE distribution version

About Process Systems Enterprise Ltd

PSE (www.psenderprise.com) is one of the world's foremost providers of Advanced Process Modelling (APM) software and services to the process manufacturing industries. APM, described as "beyond process simulation" uses high-accuracy mathematical models of process equipment and phenomena to provide high-quality numerical information for decision support in process innovation, design and operation.

Use of PSE's technology and related Model-Based Innovation services results in faster innovation, improved designs of processes and products, enhancement of existing operations and more effective R&D and experimental programmes.

Results are achieved with relatively low investment compared to alternative approaches – where these exist – with rapid return on investment and transfer of modelling know-how to industry.

PSE's global customer base of process manufacturing companies and their technology suppliers is served by operations in the UK, USA, Germany, Japan and Korea, and agencies in China and India. PSE is a spin-out of Imperial College London.

About gPROMS

gPROMS® is the world's leading Advanced Process Modelling (APM) environment. It is used to provide high-quality information for decision support in innovation, design and operation across all sectors of the process industries, with particular focus on modelling of complex operations such as reaction, crystallisation, polymerisation and fuel cell processes, where PSE supplies state-of-the-art open model libraries.

Companies apply gPROMS to reduce time-to-market for new processes or products, improve designs, enhance production, reduce capital and operating expenditure and comply more effectively with safety, health and environmental requirements.

gPROMS is applied across the 'process lifecycle', from laboratory experimentation, through process and detailed design, to online operation, and is central to the emerging technology of Model Based Innovation.

PSE is committed to maintaining gPROMS at the leading edge of modelling technology.

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