

Exchanging advanced IT information technology views, transferring new IT service concepts, SEEBURGER works with you develop the new IT management informatization concept.

---- SEEBURGER invited to join the "2008 Annual Business Software and IT Service in China Show" grand assembly conference.

Shanghai (August 4, 2008) – Today the Managing Director of SEEBURGER Asia Pacific Mr. James Hatcher and the General Manager of SEEBURGER Greater China Mr. Philip Zhang attended and presented SEEBURGER's view of the Integration market within China at the '2008 Annual Business Software and IT Service in China' grand assembly conference held at the historic city of Wuxi in China.

Hosted by the AMT Group and the VSHARING portal, the conference is an unparalleled event that exclusively targets the hottest China-related issues impacting on the development and innovation of the Chinese Management Software and IT Services industry in 2008. Drawing over 500 attendees from a diverse range of various Industries' high-level Senior Managers, Informatization Industry Managers, Industry Experts, and Senior Advisers of Management Software and IT Solutions Providers to the event, it offered an excellent opportunity to exchange ideas and operating experience to further promote innovation and continue the development of the industry in China.

SEEBURGER as the leading provider of global business integration solutions, were invited to participate in the event to share some of their Global and China Market experiences and views for the industry. SEEBURGER Asia Pacific's Managing Director, Mr. James Hatcher presented an influential speech during the General Assembly that focused on the issues affecting 'utilizing information exchange technology to improve the supply chain's visibility and efficiency' which launched a series of engaging discussions between the conference participants. Mr. Hatcher put forward that the concept of an "**Information-Driven Supply Chain**", provides complete supply chain visibility to enable efficient business processes, that he said, can quickly respond to demand changes, mitigate supply chain risk, and also manage global fulfillment. Mr. Hatcher's outstanding lecture aroused interest and close attention from a number of enterprises from various industries who were keen to further learn how they could leverage IT integration of their information systems and improve their supply chain efficiencies, reduce administrative costs, and optimize the efficiency of their business operations, thereby enhancing their enterprise's competitive advantages. Many Senior Managers at the conference later sought in-depth expert advice on SEEBURGER's business integration products and services, as well as how to best utilize SEEBURGER's advanced business integration technology to help them attain an enterprise supply chain integration to solve the series of problematic factors that their operations face, and SEEBURGER's professional team of advisors were ready to assist.

For the gathered enterprise management and information industry experts, the event delivered on its promised avenue for the sharing of knowledge and experience on the use of advanced IT Supply Chain management as continued growth of the integrated business technology industry in China is indicated for the future. This rare opportunity for enterprises to learn how to enhance their operations in the face of growing global competition, also delivered an opportunity for the recent China market entrant SEEBURGER to not only enhance its brand awareness within Chinese industry market space, but also offer a direct ear to enterprises already planning to move forward from traditional EDI/B2B platforms, and give them a greater understanding and awareness of the full benefits awaiting them with the SEEBURGER B2B Gateway and B2B Portal Solutions.