

## **Micropole pursues its strategic development in China with the opening of a Beijing office**

*Already on the ground in China for one year (in Shanghai and Hong Kong), the group is rounding out its offer in the country with the aim of developing its Business Intelligence market.*

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***Micropole, an international consulting and engineering group specialized in the fields of Business Intelligence, e-Business, ERP and CRM, announces the opening of a Beijing office – its third in China – which will enable it to strengthen its position on the growing market of Business Intelligence in China. In line with its development plan, the group thus pursues its strategy geared to the deployment of its full range of expertise in the geographical areas where it is located, and increasing its international-level-generated turnover.***

### **Micropole pursues its international growth and widens its offer in China**

By opening a new office in Beijing, as near as possible to the decision centers in the North of the country, the group reinforces its local presence and now offers all its business and sectorial skills in China. Already present in China following the acquisition of the Chinese company Easteq (now Micropole China), the group has been deploying its e-Business, CRM and ERP offers since June 2011 from its Shanghai and Hong Kong offices.

The Micropole China team in Peking, including around ten engineers and project leaders managed by Ping Lin, General Manager of Micropole China, now offers its expertise to Chinese SMEs and key accounts as China-based Europeans, notably in the automobile, pharmaceutical and aeronautic sectors.

### **Business Intelligence, a thriving market**

A majority of Chinese companies use reporting tools which do not address rapid-growth-related constraints. These corporations are increasingly aware of the need to adapt their management processes, notably financial, to their customers' international norms. With 2011 revenues ten times less than that attained in France<sup>1</sup>, the Chinese Business Intelligence solutions and services is an emerging market and represents high development potential.

### **Helping Chinese corporations manage their growth**

On the strength of its 25 year leadership position on the European Business Intelligence market Micropole now offers its reporting systems development expertise from Beijing, enabling managers to gather, consolidate, model, and present all complex corporate information, with the goal of supporting the strategic decision-making process. Incidentally, to present the opportunities offered by decision-support IS in corporate development to its local and prospective customers, the group organized the first Chinese Business Intelligence forum on April 24th 2012. This event took place in Shanghai and brought together over one hundred people, and another will be organized in Beijing at the end of 2012.

### **Micropole China's added value on the Chinese market**

« Stimulated by a fast-growing BI market in China, we offer our added value to Chinese and foreign corporations, underpinned by our experience in France and Europe, in building their decision-support systems », comments Ping Lin, General Manager, Micropole China. « The potential for group growth in China is high. Our locations now enable us to offer Chinese corporations the full range of our innovative offers to the same quality and performance standards as in Europe, while remaining in line with local market costs », adds Christian Poyau, Micropole CEO.



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**About Micropole | [www.micropole.com](http://www.micropole.com)**

*Micropole is a consulting and engineering company, with bases in Europe and Asia, specializing in Business Intelligence, eBusiness, ERP and CRM. The group partners its customers throughout the entire project life-cycle, from consulting to full implementation of solutions, including skills transfer. A leader in its field in France, Switzerland and Belgium, the group also has bases in China (Shanghai and Hong Kong). A partner of the leading software vendors, Micropole has a headcount of almost 1,300 and provides solutions to 800 clients (80% of whom are CAC 40 companies). Micropole has received the “innovating enterprise” label awarded by Oséo Innovation. The group is listed on the Eurolist Paris – Compartment C and registered in the Next Economy Segment. ISIN code: FR0000077570. Code mnémo: MUN)*

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<sup>i</sup> Source BI China



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