

Lanner/046

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Lanner appoints Eric Gaury as Director of Operations, Lanner China as part of aggressive global growth for Simulation Company

New head of country set to develop customer service and sales network and expand presence

[Lanner](#), the business process improvement company, today announced the appointment of Eric Gaury as Director of Operations, Lanner China. This has been made as part of a strategy of aggressive growth and global expansion that is set to capitalise on the profound changes taking place within Chinese industry.

The mitigation of risk is becoming a central strategy for Chinese organisations across the public sector and financial and defence industries. Compliance and governance frameworks are undergoing a rapid evolution as China continues its double-digit economic growth. As a result, opportunities for simulation technology are developing as businesses and organisations adapt to new regulatory demands, particularly with regards to international business.

The Lanner Chinese customer base includes Dongfeng-Nissan, General Motors (Shanghai GM), Motorola, AMD China and Flextronics China as well as a number of leading institutions such as Shanghai Jiaotong University. Lanner is developing its presence in China to not only target the domestic Chinese market but to also better serve the needs of existing multinational customers and partners with a Chinese presence such as IBM.

In addition Lanner has been working with over 50 universities to develop best practice in simulation. The first wave of these students are set to graduate and move into industry this year.

David Jones, CEO, Lanner Group explains: "Eric is one of our senior people with a breadth of experience covering Lanner's product and solution set. This is an excellent opportunity for the company and for Eric to develop new initiatives for our customers and partners in this rapidly growing economy that has a need and recognises the value of simulation and what we at Lanner can do. He has a superb track record in establishing and developing overseas businesses and has already built up our operations in France. One of his first priorities will be to establish the best practise way of operating that Lanner successfully

demonstrates in its UK, US and other geographic businesses, providing full service and sales support to our markets in China..”

Eric Gaury, Director of Operations, Lanner China adds: “The Chinese market is one of the most exciting places to be right now. With forecasted 11.4% economic growth there is clearly huge opportunity and Lanner’s technology leadership has already begun. This is a very exciting time and I look forward to the challenges ahead.”

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About Lanner Group Ltd

Lanner is a Business Process Improvement (BPI) company. It provides organisations with superior technologies that improve process understanding, support process optimization and result in superior decisions. For additional information, visit www.lanner.com

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