

P R E S S R E L E A S E

SEEBURGER AG celebrates successful 10-year commitment in China with a ceremony in Shanghai

10 years of SEEBURGER in China

Shanghai, September 22, 2016 - **SEEBURGER AG, a specialist in the integration of electronic data interchange, celebrates in 2016 not only the 30th anniversary of the firm's foundation; its many years of commitment in the Chinese market were also celebrated in Shanghai.**

SEEBURGER has been successfully doing business in China for ten years.

"China is my baby," said the company's founder, Bernd Seeburger, in his anniversary address in Shanghai, explaining SEEBURGER's global commitment and the importance of the Chinese market for the company.

As a technology and software partner for the B2B and EDI requirements of many OEMs and their partners in the supply industry, SEEBURGER AG has been successfully represented in China since 2006 by its Chinese subsidiary and branches in Shanghai and Beijing. As a leading provider of B2B/EDI integration solutions, SEEBURGER CHINA supports automotive, retail, logistics, pharmaceuticals, and high-tech enterprises by providing local competence. Representatives of well-known customers and partners, speaking at the anniversary event, noted how they were able to optimize their business processes in a wide range of ways and share data globally and securely with SEEBURGER solutions. In addition to the SEEBURGER solutions, customers are especially appreciative of the local SEEBURGER team's expertise. The SEEBURGER experts are familiar with the business practices and rules of the Chinese market. They advise and look after their customers multilingually in German, English and Chinese.

For further information, visit www.seeburger.de and www.seeburger.cn



From the left, Gang Huang, General Manager SEEBURGER CHINA, and the company's founder, Bernd Seeburger, welcomed well-known customers to the anniversary event.

About SEEBURGER

SEEBURGER is a global provider of business integration and secure managed file transfer (MFT) solutions. All solutions are available on premise and as cloud services. SEEBURGER Business Integration Suite enables companies to streamline business processes, reduce operational costs, facilitate governance and compliance, and provide visibility to the farthest edge of the supply chain to maximize ERP effectiveness and drive new efficiencies. All solutions are delivered on a unified, 100% SEEBURGER-engineered platform that lowers the total cost of ownership and reduces implementation time. With over 30 years in the industry, SEEBURGER ranks among the top business integration providers by industry analysts and offers turnkey solutions to map, regulate, and control SAP processes. With over 10,000 customers such as Barilla, Bosch, HD Smith, Hapag Lloyd, Intersport, Linde, Magna, OSRAM, Tetley, s.Oliver, RWE and Volkswagen, SEEBURGER customers benefit from expertise in over 15 industries in more than 50 countries with 11 offices located in Europe, Asia Pacific and North America. For more information, visit www.seeburger.com

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