



AVEVA – a business overview for Ireland

Mel Smith

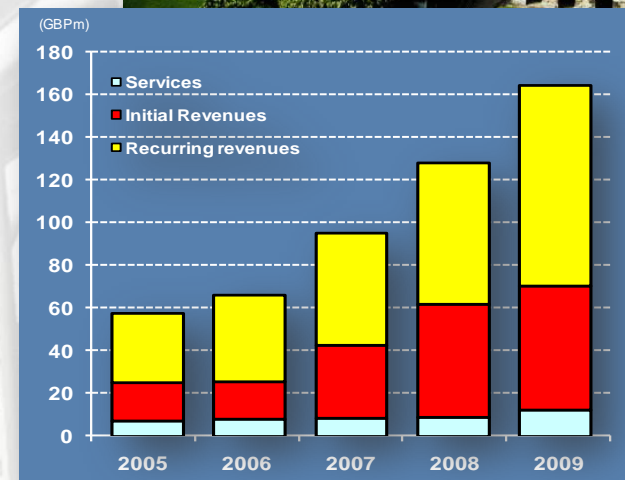
Account Manager, West EMEA



www.aveva.com

AVEVA Corporate Overview

- Four Decades of Engineering Software Solutions
 - 1967 University of Cambridge Foundation
 - World Class Design and Information Solutions
 - Organic Growth and Strategic Acquisitions
- Global Market Presence
 - 800+ Employees Worldwide
 - 50 Offices in 39 Countries
- FTSE 250 Listed Company
- Robust Financial Position



AVEVA Business Success

- Recognised Global Technology Leader

- 80% of all offshore projects in North Sea and Gulf of Mexico in the last decade
- 22 of China's 26 Class A certified power design institutes
- 43 of the world's top 50 shipyards
- Top 5 global pulp & paper producers
- Multinational Chemical facilities
- Major mining projects across the globe

- Strategic Global Markets

- Oil & Gas, Chemical, Power, Nuclear
- Pharmaceutical, Pulp & Paper, Mining
- Marine – Ship Building, Offshore

- International Support and Services




Why Ireland

- Establish a new business territory
- Local presence
- Target Markets:
 - Pharmaceutical
 - Chemical
 - Power
 - Marine
 - O&G
- Gain Ireland market share

Why Ireland?

- Foreign Investment
- International Pharmaceutical cluster in Ireland
- Local Expertise
- Academic Institutions
- Irish Naval Service
- Corrib Natural Gas
- Complimentary market

AVEVA's process for Ireland

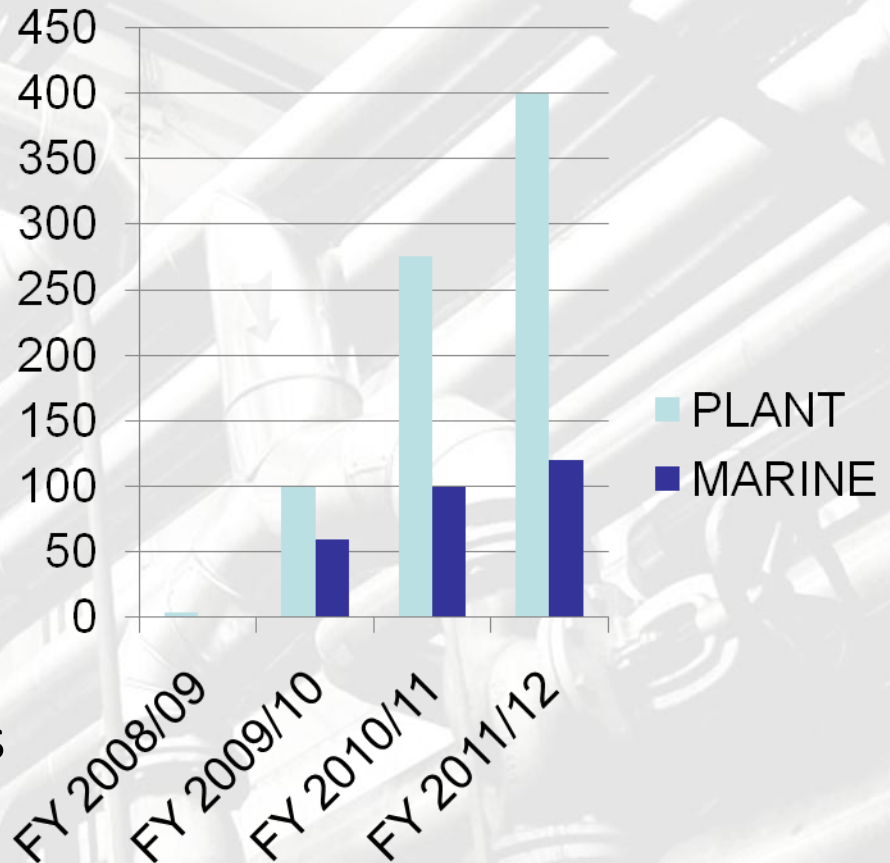
- Market survey (11/2008)
- Market Introduction Service through the British Embassy, Dublin
- Draft Workplan (12/2008)
- Business partners/agents supplied (02/2009)
-  selected (10/2009)

AVEVA Operation 1st Year

- Target markets approached
- Cork Chamber of Commerce attendance
- Irish Press and RTE Radio coverage
- NMCI Marine Seminar
- Installed AVEVA Marine into NMCI for Marine engineering diploma courses
- Engineers Ireland - CPD seminars arranged

Future Software Sales Forecast

£GBP ,000s



Conclusions

- Successful market survey arranged through UK Trade & Investment East Midlands
- Good prospects for future new business
- British Embassy, Dublin
 - Excellent research project delivery
 - Good High Level Industry contacts
 - Excellent Seminar facilities
 - Use them ...
- AVEVA business in Ireland is now in a much stronger position for future growth
- Good local partner or office for Ireland is very important
- AVEVA should have done this exercise, long before now within this region

Questions?



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