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### Simufact Engineering GmbH joins Indian and Chinese forging associations

*Cooperation will support international activities of the company in Asia  
and will focus on virtual process development*

**Hamburg**, April 9<sup>th</sup>, 2010 – Simufact Engineering GmbH, a leading provider of software and services in the area of bulk metal forming, today announced its memberships in the forging associations of India and China. The cooperation with both associations were established early this year and will support Simufact's international activities in Asia, especially India and China. With these memberships, the Hamburg based company will have a direct access to crucial information and trends in both Asian countries, which are considered two of the most important industrialized countries for the forming industry of the region and will have a more direct access to future customers. In return, Simufact Engineering GmbH offers an easier and more cost effective access to the forming simulation environment Simufact.forming to the association's members. With Simufact.forming, Asian forming companies will be able to access the latest simulation technologies and can use it to optimize their development and manufacturing processes.

The Association of Indian Forging Industry (AIFI) consists at present of about 140 members, who command a large market share of more than 70% of the total production of the Indian forging industry. The association supports its members to meet the needs and demands of their domestic and abroad customers and facilitates trade relations among the members. Furthermore the AIFI offers seminars, workshops and trainings to all Indian companies related to the forming industry.

Alike the Indian association, also the Confederation of Chinese Metalforming Industry (CCMI) consists of forging and sheet metal forming enterprises, research institutes, material suppliers and other enterprises or organizations related to the forging and sheet metal forming field. The CCMI supports its members in the area of trading, development and quality improvement and conducts conferences and trade shows on a yearly basis to improve communication within the branch.

The affiliation of Simufact in both associations underlines the growing international activities of the company, especially in the two important Asian markets India and China.

"The participation in these two associations in India and China is of fundamental importance for us, since it allows Simufact to be in a much closer contact to customers and prospects in those two important Asian forming markets," said Michael Wohlmuth, managing director, Simufact GmbH. "Thanks to this membership, we are able to truly feel the heartbeat of the industry in both regions – even if we are based on another continent, since we receive important first hand information of new trends and can learn a lot more about our customers' needs in the Asian forming industry. The members of both associations will profit from a direct access to Simufact.forming and are now able to design their processes more efficiently. Additionally the ideas, directions, and methods initialized by our membership in those associations will find their way into the further software development of Simufact.forming. I'm sure that every involved party will benefit from this cooperation."

**About AIFI (Association of Indian Forging Industry)**

The Association of Indian Forging Industry (AIFI), established in 1965 was formerly known as AIDFASI. It is the spokesman of the Indian Forging Industry, for about the last four decades. For all these years, it has been headed by leaders of the industry with great vision. The AIFI is actively involved in trade promotion, technology upgradation, collection and dissemination of information. The AIFI family at present consists of about hundred and forty members, who command a large market share of about 70-75% of the total production of the Indian forging industry. For more information please visit [www.indianforging.org](http://www.indianforging.org).

**About CCMI (Confederation of Chinese Metalforming Industry)**

Confederation of Chinese Metalforming Industry (CCMI) founded in July 1986 is an unique national metal forming industry organization in China. CCMI's membership consists of forging and sheet metal forming enterprises, research and project planning institutes, universities, equipment manufacturers, material suppliers and other enterprises or organizations related to the forging and sheet metal forming field. The aim and functions of CCMI is to promote the progress and prosperity and to serve the common interest of the forging and sheet metal forming industry. For more information please visit [www.chinaforge.org.cn/english/index.html](http://www.chinaforge.org.cn/english/index.html).

**About Simufact Engineering GmbH**

The Hamburg, Germany based Simufact Engineering GmbH supports its customers as a solution provider for production technology, offering optimization and production process design by process simulation. In addition, Simufact Engineering GmbH provides optimization of formed parts through structural analysis. With Simufact.forming, Simufact Engineering GmbH generates and markets a global industry solution for metal forming. The company also specializes in service, offering individual solutions to customers' production problems using state-of-the-art CAE tools. Training and technical support for software use complete Simufact's offerings. Simufact customers come from all areas of bulk metal forming technology: forging, cold massive forming, rolling, sheet metal forming and mechanical joining. For more information, please visit [www.simufact.com](http://www.simufact.com).

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