

PRESS RELEASE

New Expotechnik Office in Shanghai

Taunusstein/Shanghai, September 2009. The innovative combination of showroom and working area demonstrates openness and fosters a creative atmosphere. The design concept is impressive with functionality and appealing contrasts. The 196-square-meter office was opened last fall in the Lujiazui financial district near the Jin Mao Tower and the World Financial Center. Expotechnik designer Danijela Woell chose an open architecture to enable customers to discover Expotechnik's variety of ideas and concepts during a guided tour and look over the shoulders of the creative minds. Only the management, the accounting department and the sales/account staff work in closed office rooms. The 18 workstations are bright, friendly and functionally furnished – thus reflecting the high Expotechnik quality and the “made in Germany” standard. The walls feature the corporate design of Expotechnik and therefore allow for recognition and identification.

Large-format glass elements alternate with presentation areas of the different Expotechnik design elements. Light panels, light cubes made from cloth, integrated wall screens and colored acrylic panels demonstrate the various possibilities. White work surfaces with black table edges and work surfaces made of stone form a contrast with the natural bamboo parquet. Light gray surfaces guide the way through the public area. Creative minds and project managers work closely together here to optimize the workflows. Team meetings take place at the central U-shaped bar table with integrated bamboo/glass column. The employees at Expotechnik are excited about the new modern work environment, where they are even more motivated and passionate when developing new concepts. The visitors are likewise fascinated: a customer took his inspiration for his next trade show presentation from the innovative office.

"The new office is centrally located and easily accessible to customers. Our production and storage facilities which have been extended in 2008 and are located outside the city center of Shanghai remain the same. The new office concept reflects the zeitgeist of Expotechnik and constitutes a modern platform for the Design, Sales and Project Management departments as well as the Management for supporting our international customers", says Alexander D. Soschinski, Managing Partner of Expotechnik Group.

New Address:
BEA Tower 12th Floor
Hua Yuan Shi Qiao Road 66
Shanghai 200120, P. R. China
T +86.21.5061.95 70
F +86.21.5061.95 71
china@expotechnik.com

PRESS RELEASE

About EXPOTECHNIK Group

Expotechnik Group is a leading international service provider for three-dimensional brand presentation. Headquarters of the company is the Expotechnik Heinz H. Soschinski GmbH in Taunusstein near Frankfurt am Main founded in 1968. Expotechnik Group is represented around the globe and disposes of eight independent subsidiaries in the business regions EMEA, The Americas and Asia Pacific. Expotechnik Group designs and realizes projects all over the world with individual architectural and communication concepts that make brand worlds an experience. Main activity field of the Expotechnik Group are "Exhibitions", "Events" and "Environments" – national and international trade shows and events as well as brand and experimental environments for lounges & showrooms, exhibition spaces or office rooms. Every year, the company carries out 1,500 projects worldwide with scalable sizes of between 12 and 12,000 square meters – altogether 150,000 square meters per year. Expotechnik Group's recyclable modular elements ensure a particularly sustainable presentation form. The whole value-added chain is covered by a comprehensive offer – from concept to design, project management, production, add-on services (event, graphics, media, catering), to transport, logistics and installation management. Expotechnik's customers include international concerns such as Siemens, BMW, Lufthansa and Deutsche Telekom as well as leading medium-sized enterprises such as SEW-EURODRIVE, Phoenix Contact, Krones and Phonak. Alexander D. Soschinski and Patrick O. Soschinski jointly manage Expotechnik Group as Managing Partners.

For further information, visit www.expotechnik.com.

Press contact:

Tina Fahrenbach, Andrea Paechnatz

Tel.: +49. 6128. 269 152

E-mail: [presse\(at\)expotechnik.de](mailto:presse(at)expotechnik.de)