



Press release

Paris, November 25, 2019

## The 30<sup>th</sup> PUCA - ESI Users' Forum Japan 2019

### ESI's digital transformation to support the challenge of zero prototyping

**ESI Group, global actor in virtual prototyping and industrial transformation, is scheduled to hold its 30<sup>th</sup> PUCA – ESI Users' Forum Japan 2019" at Hilton Hotel in Tokyo on November 27 – 28, 2019.**

This conference is held every year since 1991, and the 30<sup>th</sup> historic user conference this year will gather nearly 400 visitors from a wide range of industries, including automotive, aerospace, energy, heavy engineering, electronics, and naval.

During this 30<sup>th</sup> anniversary meeting, Honda Technical Research Institute and Mitsubishi Motors Corporation will give a keynote speech on current and future efforts in vehicle manufacturing.

Cristel de Rouvray, new CEO of ESI Group will participate to the PUCA for the first time. She will give an update on the Group's digital transformation to support the challenge of zero prototyping.

Following the keynote speeches, conferences will be held on several topics, including collision safety, ride comfort, acoustic and vibration, composite molding, press molding, casting, welding, VR, etc., centered on the three pillars: Engineering, Manufacturing and Research & Innovation.

In addition, ESI will combine Information and Communication Technology with High Performance Computing (HPC) technology, and under the theme of Digital Transformation, we will provide the latest information to support the elimination of physical prototypes and the strengthen of efficiency to customers facing many issues such as cost reduction, short delivery time, and weight reduction.

More about the program: [here](#)

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### About ESI

ESI Group is a leading innovator in Virtual Prototyping software and services. Specialist in material physics, ESI has developed a unique proficiency in helping industrial manufacturers replace physical prototypes by virtual prototypes, allowing them to virtually manufacture, assemble, test and pre-certify their future products. Coupled with the latest technologies, Virtual Prototyping is now anchored in the wider concept of the Product Performance Lifecycle™, which addresses the operational performance of a product during its entire lifecycle, from launch to disposal. The creation of a Hybrid Twin™, leveraging simulation, physics and data analytics, enables manufacturers to deliver smarter and connected products, to predict product performance and to anticipate maintenance needs.

ESI is a French company listed in compartment B of NYSE Euronext Paris. Present in more than 40 countries, and addressing every major industrial sector, ESI Group employs about 1200 high-level specialists around the world and reported annual sales of €139 million in 2018. For more information, please visit [www.esi-group.com](http://www.esi-group.com).



### About Virtual Prototyping

The transformation of the industrial sector towards a new economy focused on usage is a reality impacting all stakeholders – reducing time to market, intensifying competition, putting pressure on cost, along with regulatory, safety, and environmental disruptions. The challenge for industrials is considerable: to innovate and transform while boosting growth and profitability.

Virtual prototyping brings an answer allowing industrials to eliminate physical tests and real prototypes. The benefits of ESI's simulation solutions translate into concrete financial and performance improvements, from initial production to full product performance lifecycle management, paving the way for predictive maintenance.

### Follow ESI

