



For Immediate Release

Kingdee Opens its First R&D Centre Outside of China

Kingdee recognises Singapore as an important ICT hub in the region

Singapore, Wednesday, March 3, 2010 – Kingdee International Software Group Company Limited, a leading provider of enterprise management software and e-Business application solution in the Asia-Pacific region, today announced the official opening of its corporate premises and Research & Development Centre in Singapore. Mr. Robert Xu, Chairman of Kingdee International Software Group and Mr. Leo Yip, Chairman, Singapore Economic Development Board led today’s ceremonial opening at the Raffles City Convention Center.

Kingdee, which has been operating here since early last year, established its Asia R&D facility in the country as a testament to its long-term investment commitment and recognition of Singapore’s role as ICT hub in Southeast Asia.

“Kingdee chose to establish its South East Asia R&D Centre in Singapore as it provides a strategic platform for leading hardware, software and IT services and Internet companies to tap into new business opportunities in the region. The Singapore Government has been fully supporting the growth of the ICT industry and enabling excellent infrastructure. IT companies from across the value chain are drawn to Singapore because of its robust intellectual property protection regime, good logistics connectivity, and easy access to global talent.” Mr. Xu said.

“We congratulate Kingdee on the opening of its first R&D centre outside of China, here in Singapore. Kingdee’s R&D centre is the first software development initiative by a leading Chinese software company in Singapore. The investment attests to Singapore’s strong capabilities for innovation and knowledge intensive activities. Kingdee’s expansion also reflects Singapore’s growing role as a strategic location for Asian enterprises in their regionalisation and internationalisation thrust,” said Mr Leo Yip, Chairman, Singapore Economic Development Board.



The new office and R&D Centre in Singapore is Kingdee's latest initiative to expand its network of competencies into strategically important regions. With this new set-up, Kingdee now operates its first R&D Centre outside of China to support the South East Asia market.

Kingdee Singapore will provide a variety of services for the ASEAN region that include research, development and software-related management consultation, implementation and technical support services. Kingdee customers come from diversify industries that include manufacturing, wholesales /retail, service, trading and logistics.

ERP solutions are the core of most companies' IT applications and over the past decades, ERP has evolved and is considered a mature market. However, companies are always on the lookout for next-generation ERP solutions that have new capabilities and are easy to use and deploy.

"Kingdee will continue to invest in the creation and development of enterprise management software technology, improve its range of offerings to companies of various sizes and scales. We will remain steadfast in supporting our customers in this part of the region to improve their strategic business planning, and to enable enterprises to achieve faster returns on their investments, reduce total costs and own a flexible IT infrastructure that accelerates business growth," said Zeng Liang, Senior Vice President and General Manager of Kingdee Asia Pacific, Kingdee International Software Group.

Kingdee enterprise software suite includes enterprise resource planning, customer relationship management, knowledge management and business process management. With a strong heritage in the industry since 1993, Kingdee provides management consultation and information services to over 600,000 enterprises, government departments and organisations around the world.



About Kingdee

Kingdee International Software Group Company Limited (HK Stock Code: 268) is a leading provider of enterprise management software and e-Business application solution in the Asia-Pacific region, one of the fastest-growing independent software vendors in the global market, and a leading provider in China's software industry, Kingdee is engaged in developing and selling enterprise management software and e-Business application software, and middleware of e-Business and e-government platforms for enterprises or government. Kingdee also provides software-related management consultation, implementation and technical support services for worldwide customers. With its unique product and service position of "Fast Configuration, Fast Implementation, Fast Application, and Fast Results", Kingdee is able to help customers to easily face the challenges of uncertainty brought by the dynamic business environment, perfectly integrate the business processes and information technology, effectively manage changes, and ensure the fast, sustainable and healthy growth of the organization.

For more information, please visit: <http://www.kingdee.com/en>.

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