

**For immediate release**

## **PRESS RELEASE**

### **SOPREMA PURSUES ITS INTERNATIONAL STRATEGY BY OPENING NEW SALES OFFICES IN DUBAI AND IN MELBOURNE**

**Drummondville, July 6, 2010** – The North American subsidiary of the SOPREMA Group is pleased to announce the opening of new sales offices in Dubai, United Arab Emirates, and in Melbourne, Australia. Already active in these thriving regions for some time now, SOPREMA management has decided to begin operations there permanently thanks to growing interest in its high quality waterproofing materials.

#### **From China to the end of the world**

By initially choosing Asia due to its proximity to the SOPREMA manufacturing facilities in Chilliwack (British Columbia), the international business development managers, taking cognizance of the huge business potential presented by this region, decided a few years ago to open offices in China (in Shanghai and in Beijing). Thanks to the very effective local implementation strategy, which consists in hiring locals who understand local thinking and market realities, the company gained the confidence of the business network, and at the same time, distinguished itself from the competition.

Following SOPREMA's success in the Middle Kingdom, the parent company then assigned it another external market, the Middle East. Following this territorial acquisition, many increasingly larger scale projects have made the most of the expertise and quality of the products by the world waterproofing leader. This growth has since continued, unabated. By always conforming and adapting to local ways of doing business and to the region's habits and customs, SOPREMA was able to meet the challenge: its reputation, which was already quite enviable, grew throughout this vast territory. Thanks to its successes, the company is pursuing its establishment in Asia, in the Middle East and in Oceania.

#### **Business potential of United Arab Emirates and Australia**

Building, commercial and institutional construction is on the rise in the Emirate of Dubai, much like in the City of Melbourne, Australia. As a result, SOPREMA has decided to open sales offices in those regions, also employing local staff and handing over the management of its offices to experts already in the employ of the century-old company. The evidence suggests that these innovative and bold strategies will be fruitful and that the company will soon be seeing its reputation enhanced to the same solid level it currently enjoys in North America and in Europe, as the world waterproofing leader.



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*About SOPREMA*

*SOPREMA is an international manufacturer specializing in the development and production of waterproofing products for the building and civil engineering sectors. SOPREMA operates in over 80 countries. The parent company is based in Strasbourg, France, where it has been since 1908. Since starting operations in Canada in 1978, SOPREMA has manufactured and installed millions of square metres of waterproofing membranes across the country. Each year, hundreds of building professionals choose SOPREMA for the quality of its products and the expertise of its work team.*

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