

## First prospective customer forum in Vietnam

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Karlsruhe, October 15, 2007 – The first weeks of the new abas partner KMR Ltd. in Vietnam look promising in terms of success. At the first prospective customer forum at the end of August in the metropolis of Ho Chi Minh City, previously known as Saigon and having a population of 6 million, there were 50 prospective customers and around 30 journalists from the press and television. Also organizing the forum was the Hochiminh Computer Association (HCA) which was the first IT association in Vietnam at the time the company was established in 1988. Currently there are around 180 IT companies in the association, 26 of these are foreign companies.

### ABAS: arrival in Vietnam

Monika Nguyen Nam, founder and CEO of the KMR Ltd. with 25 employees: „Our event with the motto ‘ABAS arrival in Vietnam – ERP solutions of the future’ in the Legend Hotel, Saigon, was successful. Aside from 6 concrete requests from trade and industry with up to 50 employees, we have several universities which would like to cooperate with ABAS. Furthermore, the chamber of industry and commerce in Vung Tau asked afterwards if we could organize another event there. Vung Tau is the stronghold of the Vietnamese oil industry. We are more than happy.” The first KMR Ltd. project is the installation of the abas Business Software at the Vietnamese subsidiary of the German company, Seeberger.

### A positive start

Peter Forscht, COO of the ABAS Software AG in Karlsruhe, agrees with this assessment: „ABAS made a great start in Vietnam. The transmission of the report about our event on Vietnamese television was very useful for our awareness level in Vietnam. I am especially pleased about the concrete talks we have had about a cooperation with the University of Technical Education in Ho Chi Minh City. The ABAS Software AG already shares its knowledge worldwide with 15 universities. The cooperations are organized differently. For example, in 2006 in cooperation with IBM and our local partner ABAS Business Solutions we prepared the Department of Trade at the University of Hong Kong for a modern Enterprise Resource Planning system. We have double the benefit from such cooperations: tomorrow's decision makers learn about the advantages of our software and the students give us their feedback.

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More than 1,900 customers have opted for ABAS as their IT specialist and for the integrated standard abas business software which has become one of the most successful ERP programs on the international market during the past years.

Leading companies from various industries with 10 to over 1000 employees are included on the ABAS customer list. This list consists of names such as: Würth Elektronik, Mafell, Robbe, Lufthansa LEOS or Homa Pumpenfabrik.

ABAS Software AG has established a professional partner network consisting of more than 550 IT organisational and application consultants. The ABAS sales partners tend to the customers and provide a range of support services covering implementation, hardware and network support, customization and helpdesk. About 50 abas Distribution Partners world-wide ensure that there is a short reaction time and high service quality. The partner network continually grows.

[You can find this press release here](#)