

## PRESS RELEASE

### **AEB continues international expansion with new offices in the Netherlands and Sweden**

- **AEB offers local service and software solutions for Benelux countries and Scandinavia**
- **Local expertise complements global solution portfolio**

*Leamington Spa, 16<sup>th</sup> February 2015* – Software provider AEB has opened two new offices in the Netherlands and Sweden to expand its presence and customer base in the Benelux markets and Scandinavia. The teams in Rotterdam and Malmö bring with them a wealth of experience in supply chain and global trade management. With a keen understanding of local conditions, they offer multinational companies a comprehensive



**service portfolio and support in implementing global trade and logistics solutions. AEB will support this expansion with further localisation of its software suite in the coming months.**

The team in Sweden is composed of project managers, software experts, and sales representatives. Their focus is on further developing AEB's international customs solution, and bringing the Transport & Freight Management and Compliance & Export Controls solutions to the Scandinavian market.

AEB Sweden is headed by Ted Roth, who boasts over 10 years of experience as an Account and Project Manager in the commercial and IT sectors. Most recently, he was on the executive board of a software company and tasked with the worldwide rollout of international customs solutions. "The SAP-integrated solutions in AEB's portfolio are particularly attractive for the Scandinavian market," notes Roth. "Compliance and export controls are also increasingly on the minds of business leaders. Swedish authorities are following the example of other countries in cracking down on violations."

The Netherlands office under General Manager Richard Groenendijk is focusing on sales and distribution of AEB solutions in the Benelux countries. Groenendijk grew up in Rotterdam and worked in the seaports from the age of 16. He is a certified customs broker, was trained as a hazardous goods coordinator, and spent his 25-year career working for shipping companies and international forwarding and logistics companies in various positions, including customs agent, logistics manager, and head of customs for EMEA. Most recently, he worked for 5 years as a Business Manager selling software solutions for a Norwegian IT company. "AEB's strong focus on service and the long-term relationships it builds with its customers makes it easier for us to gain a foothold in the Benelux countries," says Groenendijk.



“Exporters in the Netherlands will experience an important milestone event with the introduction of the new AGS customs system, which Dutch authorities announced to launch in September 2015. We see a great potential here for AEB to gain new market shares with its solutions.”

“Our office in Rotterdam gives us a presence in one of the most important logistics hubs in Europe,” says AEB Managing Director Markus Meissner. “And AEB Sweden in Malmö will help us establish a stronger base in Scandinavia. We are very pleased to bring Ted Roth and Richard Groenendijk on board – two experienced managers who know the software market in their respective countries very well, and who have already helped successfully implement many software solutions for international customers.

Localising our products and services will be key to successfully establish our solution portfolio in the two markets, and we will align our product development accordingly. One development focus in 2015 will be AEB’s international customs solution.”

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### **Contacts**

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### **Notes to Editors**

#### **About AEB ([www.aeb-international.co.uk](http://www.aeb-international.co.uk))**

AEB is one of Europe's leading providers of supply chain logistics software and has been delivering solutions to customers for over thirty years. The company has over 5,000 customers worldwide and is headquartered in Stuttgart, Germany, supported by offices in the UK, Switzerland, Singapore, Sweden, the Netherlands and the US. AEB’s core product - ASSIST4 - is the comprehensive solution suite for all logistics processes in global business. ASSIST4 offers a complete set of business services for end-to-end logistics, including international goods movements, making it possible to standardise and automate business processes in supply chain execution. ASSIST4 also creates transparency and provides a reliable basis for making the right decisions about the planning, monitoring, control and continual optimisation of supply networks, even beyond the boundaries of the business. The ASSIST4 suite offers full functionality via a wide range of modules including Visibility & Collaboration Platform, Order Management, Warehouse Management, Transport & Freight Management, Customs Management and Compliance & Risk Management.