

B.I.P Grows as crossgate Taps New Markets

[Business platform links up 700 new companies in China with just one click / crossgate and CEDEX in joint project](#)

Starnberg, 19. July 2007 – **As a result of a joint project with China Enterprise Online Data Exchange Services Ltd. (CEDEX), the Business Integration Platform™ (B.I.P.) run by crossgate, a specialist in B2B integration and cross-company automation, has now been boosted by more than 700 new businesses based in China. The co-operation with the Chinese B2B company involving its ‘e-Auto Hub’ transaction platform marks another important step in crossgate’s international expansion course. CEDEX is the first and only company authorised to run an e-commerce platform for China’s automotive sector. The astonishing growth of China’s markets today calls for rapid data exchange. Along with CEDEX, crossgate is now offering all its customers the opportunity of conducting their business processes quickly and efficiently – without having to struggle with the language barrier.**

“Our idea was to create a sort of network alliance in order to enhance the range of services in the network and the synergy effects these can have. We can also extend our range,” explains Markus Juhr-De Benedetti, Director of International Business Operations at crossgate. “China’s growing market is going to play a particularly significant role in the future,” he continues, “That’s why it’s important for us to be part of it right from the word go.” Initially, the co-operation will focus on the automotive industry, which is currently the field in which the majority of crossgate’s customers are active. The European businesses that are linked up to B.I.P. will chiefly profit from the good connections that CEDEX maintains to the Chinese Association of Automobile Manufacturers (CAAM), which boasts more than 8,000 members.

The two e-commerce platforms are connected by a so-called ‘zero-format gateway’, which ensures that messages are transmitted in the best way possible, regardless of whether Chinese companies send them to automotive manufacturers or vice versa. Each of the business partners concerned receives the inbound documents and files in the specific format they require, and the data processing and technical support provided take place in the customer’s own language. These steps enable work procedures involving Chinese businesses to be optimised, which not only enhances the commercial benefits, but also facilitates co-operation. The collaboration between crossgate and CEDEX is taking place on location in the PRC. “Shortly after e-AutoHub was launched at the February of 2006, we realised we still needed a European B2B specialist to provide EDI connectivity and conversion capability for key business processes involving car producers, such as those concerning purchasing departments and

subcontractors,” says CEDEX’ CEO Mingguang Cheng. “We felt this to be a factor that would contribute to our success,” he adds. “It’s an extremely important achievement for us to have persuaded crossgate to work with us since they are one of the leading companies in the B2B sector; crossgate has more than 2,500 customers and has linked up 34,000 businesses to date. The scope of the two platforms will be enhanced dramatically as a result,” forecasts the managing director enthusiastically.

“We’ve noticed that more and more companies want to send corporate data to China quickly via EDI,” says crossgate’s Juhr-De Benedetti. “With us now working together with CEDEX, our customers have a unique opportunity to implement this key process with their Chinese business partners,” he declares. The co-operation is a further milestone on crossgate’s path to international expansion. Besides being represented in Western Europe, Russia and the USA, the German firm has now become a player on one of Asia’s markets.

crossgate AG (formerly indatex SCI GmbH) – the company:

The crossgate AG, based in Starnberg, has been the supplier of Europe’s largest centralized transaction platform, the Business Integration Platform™ (B.I.P.), for six years now. The focus of the company is on the innovative integration of critical and inter-company business processes, as well as transaction-based process handling. crossgate combines industry and process know-how for more than 34.000 companies in the automotive and manufacturing industries, logistics, and retailing with great technological problem-solving ability in IT. The list of customers includes established names like Audi, Berambo, CeramTec, Fiege, Hartmann, Lanxess, Philips, voestalpine Automotive, VW und Zumtobel.

The principal shareholders of crossgate are the DAH-Beteiligungsgesellschaft of the family of the SAP founder Dietmar Hopp, the Otto Wolff Industrieberatung und Beteiligungen GmbH and the Al-Jomaih Group. There are over 200 employees in five locations in Germany and subsidiaries in Milan (crossgate Italia S.P.A.), New York and Dublin / Ireland. The founder and CEO of crossgate is Stefan Tittel. More information at www.crossgate.de

About Cedex e-Auto Hub

CEDEX, headquartered in Beijing China, provides B2B e-commerce services for the automobile industry and other related industries. The company has a large customer base including government agencies, state-own enterprises as well as logistics companies. Leveraging its strong connection with automotive related associations (CAAM, Chinese Association of Automotive Manufacturers) and in-depth industry knowledge, CEDEX provides B2B e-commerce solutions that best fit the requirements and needs of enterprises in the automotive sector.

China Enterprise online Date Exchange Services Ltd., is a government-approved telecom value-added services provider and the operator of China e-AutoHub which was launched in Feb. 2006 and is authorized by the government of China as the first (and sole) B2B e-commerce platform in the automotive sector.

CAAM owns more than 8000 registered members which include 8188 T1-Tn domestic Auto Parts suppliers, 181 Domestic OEMs, and 22 JVs or wholly owned foreign enterprises.

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