



## PRESS RELEASE

# Steel Projects Expands Global Presence with New Subsidiary in Malaysia: Steel Projects Asia-Pacific.

**Vienne, FRANCE, February 6<sup>th</sup>** – Steel Projects, a leading software editor specializing in production management solutions for steel fabricators, proudly announces the opening of a new subsidiary in Kuala Lumpur, Malaysia. This strategic move aims to capitalize on the growing demand for innovative software solutions in the steel fabrication sector across the globe.

Based in France, with current subsidiaries and locations in South America, North America, and Europe, the establishment of the Asian-Pacific subsidiary reinforces Steel Projects' dedication to offering extensive support to clients globally. This expansion allows the company to provide localized expertise and assistance to clients in various time zones, covering essential regions across the world.

Besides, this move aligns seamlessly with the Ficep Group's strategy, which features 18 subsidiaries and agents worldwide, showcasing a dedication to proximity and excellence in client relationships.

Chaouki BEN ARBIA, with more than a decade of valuable experience within Steel Projects, has been appointed as the Head of the Malaysian subsidiary and its future team, bringing a wealth of knowledge and expertise to the role. Since he joined the company in 2010, Chaouki has been installing and supporting customers globally within the customer service department, managing complex and demanding projects. His promotion marks a significant career milestone and an important personal move, as he relocates with his family from France to Malaysia.

*"Steel Projects is thrilled to announce the establishment of our Malaysian subsidiary, marking a significant step in our global expansion strategy. With Chaouki's leadership and the support of our global team, we are ready to provide unparalleled services to our clients worldwide and in the Asia-Pacific region."*

Didier BONNET, President of Steel Projects





For more information, contact:

Chaouki BEN ARBIA  
[cbenarbia@steelprojects.com](mailto:cbenarbia@steelprojects.com)

### About Steel Projects

Steel Projects is a French company that has been editing and marketing software solutions for steel fabricators since 1994. We offer a complete, digitalized, and optimized management of steel fabricators' workshops, Industry 4.0 compatible! More than 2,500 customers in over 100 countries have placed their trust in us since the company was founded. Steel Projects is the software division of the FICEP Group, world's leading manufacturer of CNC machines for the steel fabrication sector.

[www.steelprojects.com](http://www.steelprojects.com)

