



*Paris, February 11<sup>th</sup> 2009*

## **SoftFluent launches its international strategy with the Paris area local government support**

SoftFluent has been selected by the Paris area local government as one of the companies supported by the PM Up program, a program for enterprises positioned on fast-changing markets. The international development plan defined for the next 3 years has been positively welcomed by the local government who committed to more than 150 000 Euros to sustain this plan.

Among the supported actions, we can mention an advisory mission to optimize the sales model, complementary market studies to size and prioritize geographies, international conference sponsorships and the hire of a marketing director.

SoftFluent welcomes this support with strong enthusiasm as it will help the company in accelerating its development and in strengthening its investments and recruitments in the Paris area.

### **About SoftFluent**

*Created in 2005, SoftFluent is a software engineering company. Its CodeFluent software factory generates ready-to-use components starting from a simple and pragmatic modeling approach.*