

ReachCentrum and ZIETA Technologies announce partnership

Joined-up EU REACH legislation training modules target US and Indian markets

BRUSSELS, February 3, 2011 – ReachCentrum and ZIETA Technologies today announced the signature of a partnership agreement to deliver a common training programme in the United States and India in order to strengthen REACH compliance knowledge outside of Europe.

ReachCentrum, the professional services body established by Cefic, the European Chemical Industry Council, is designed to help companies throughout the value chain to fulfil REACH requirements. ReachCentrum has developed a standard approach for providers of training services who seek to harness both REACH materials and services in a clear and transparent way for customers.

ZIETA Technologies is an IT service provider with significant experience in SAP R/3 planning software, implementing various EHS and REACH solutions for chemical companies. ZIETA has developed a targeted approach to help companies in US and Indian markets meet their REACH compliance goals.

The signed partnership aims to offer and develop further REACH materials and services created by ReachCentrum in both countries. The high-quality solution delivered by ZIETA Technologies experts will be supported by ReachCentrum, will maintain ReachCentrum's strong reputation and professionalism and conform to industry best practices and standards.

Leo Appelman, managing director of ReachCentrum, says: "The courses will be legislation-focused in terms of what companies must do to comply with REACH as well as provide training on the IT tools. The goal is to join up our understanding of REACH with the technology so that companies can better grasp the 'why and the how' in one training solution.

"This partnership also reflects our commitment to raise REACH awareness outside Europe through one solution. It combines ReachCentrum and ZIETA Technologies expertise to ensure the same messages are seamlessly joined up."

Shivaji Singh, president of ZIETA, says: "ZIETA's SAP expertise with its IT knowledge base combined with ReachCentrum's expertise will help deliver a strong value proposition to all chemical companies in both markets."

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Notes to editors:**About ReachCentrum**

ReachCentrum is the professional services body established by Cefic, the European Chemical Industry Council, which has been designed to help companies all through the value chain to fulfil the REACH requirements. ReachCentrum provides guidance to get acquainted with the REACH requirements, managing Consortia, organising workshops and delivering in-company trainings. ReachCentrum services are available for European and non EU chemical manufacturing companies.

About ZIETA

ZIETA specializes in mid- to large-scale systems implementation & integration. ZIETA specializes in the niche areas of Enterprise Relationship Planning (ERP), Environmental Health and Safety (EHS) Customer Relationship Management (CRM), Enterprise Application Integration (EAI), GIS, Data warehousing tools and technologies. ZIETA has required vertical industry experiences such as chemicals and pharmaceuticals, oil and gas, utilities, retail, wholesale and distribution and manufacturing. ZIETA is currently focusing on the United States, India and the Middle East markets.

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