
Press Release

Seville, May 9-13, 2005

Initi@tive 2005: The Best of the New Electric World in Seville

From 9 to 13 May 2005, in the radiant setting of the Andalusian capital, Schneider Electric, the "Power & Control" world leader, will be welcoming its key European customers to reveal its technology and applications from the New Electric World.

The goal of this private event is to present the **best of Schneider Electric's and its partners' know-how** through accounts or conferences, exhibitions or demonstrations. This event is particularly original in that it offers an *à la carte* program allowing participants to decide on their own schedule according to their specific areas of interest.

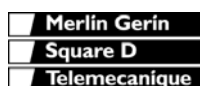
Key customers from about 50 countries in Europe and Africa will be visiting Seville in over one or two days. They will be free to discover, discuss and obtain detailed information on the solutions presented: architecture, networks, communication, security, open solutions, flexible infrastructures, eco-design of products, cost management and performance optimization are just some of the topics to be covered over the 84 conferences.

There will be **3 demonstration points** staging Automation and Control Solutions, Electrical Distribution and Residential.

Schneider Electric's world-class brand names, Merlin Gerin, Telemecanique and Square D will be showcasing their latest technology and applications, while 30 partners will present their complementary offers, to devise increasingly efficient solutions.

Accounts from customers having designed efficient solutions with Schneider Electric will offer a practical reality to these presentations, with examples of successful partnerships in sectors as varied as airports, the wood industry, machine construction or office buildings.

Don't miss it!



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About Schneider Electric

Schneider Electric is the world leader in Electrical Distribution and Automation & Control. Through its brands, Merlin Gerin, Square D and Telemecanique, Schneider Electric manufactures and markets a comprehensive range of products and services for the residential, buildings, industry, power and infrastructure markets. Schneider Electric has 85,000 employees worldwide, operations in 130 countries and recorded sales of €10.4 billion in 2004 through the 13,000 sales outlets of its distributors.

Schneider Electric: Bringing the New Electric World to everyone, everywhere, at any time

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