

## FOR IMMEDIATE RELEASE

### SOFiSTiK establishes subsidiary in Israel

*Ben Shick is the head of the Tel Aviv branch of the construction software developer*

Oberschleißheim, August 12, 2018 — SOFiSTiK has established a new subsidiary in Israel. German construction software supplier SOFiSTiK has founded SOFiSTiK Middle East with the aim of further expanding its footprint in Israel and the Middle East and offering better service to its local customers. At this time, SOFiSTiK's client base in Israel includes Kedmor Engineers, Yaron-Shimoni-Shacham Consulting Engineers, VIA Bridge Design & Engineering, and Amy Metom Engineers & Consultants. SOFiSTiK has so far been represented in Israel through its software solutions for bridge design. This new subsidiary has been set up to expand this area and to secure significant growth in other disciplines, such as local consulting and training.



Ben Shick, Head of SOFiSTiK Middle East

Ben Shick will be managing SOFiSTiK Middle East at its offices in Tel Aviv. He holds a Bachelor of Science in Structural Engineering and is a BIM specialist with many years' experience in SOFiSTiK and Autodesk technologies. His role will be to further increase SOFiSTiK's market share in Israel. The chances for success are excellent given that SOFiSTiK integrates exceptionally well with Autodesk products – and Autodesk is the de-facto standard in Israel. As an Autodesk partner, SOFiSTiK is able to bundle Autodesk products with its own products, creating solution packages that significantly enhance Autodesk's range of functions.

“The market for construction software in Israel has significant potential, as shown by experience with our existing local customers”, says Frank Deinzer, Member of the Board Sales and Marketing at SOFiSTiK. “To continue our growth here, we need a local presence – and in Ben Shick we've found a highly qualified leader for SOFiSTiK Middle East. He brings so much to the table: experience with real-life applications, an extensive network and expertise as a BIM consultant. He is someone with a passion for software and for construction who has an inordinate amount of specialist knowledge to share. I am very pleased to have Ben Shick on board.”

“I've known about SOFiSTiK for many years and have worked with the software myself as an end user”, says Ben Shick, Managing Director SOFiSTiK Middle East. “It was a stroke of luck that Frank Deinzer and I realised that I was looking for a new challenge at the same time as he was looking for someone to manage SOFiSTiK Middle East. There

is enormous potential for SOFiSTiK in Israel. We already have a large base of well-known, satisfied customers – and there are even more companies who will be glad to switch to SOFiSTiK once they've learned more about the software and its seamless integration with Autodesk products, which are so widespread and popular here.”

Approximately 2,600 characters

**About SOFiSTiK AG**

SOFiSTiK is one of the world's leading suppliers of analysis, design, and engineering software for construction projects. For over 30 years, the company's applications have been developed in Bavaria and marketed internationally.

In addition to the traditional disciplines of finite element analysis and CAD, SOFiSTiK has in recent years contributed to the advancement of building information modeling (BIM) planning, launching successful products in the field.

SOFiSTiK is an Autodesk® Industry Partner and currently active in over 60 countries with its partner network. For more information, please visit: [www.sofistik.com](http://www.sofistik.com).

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