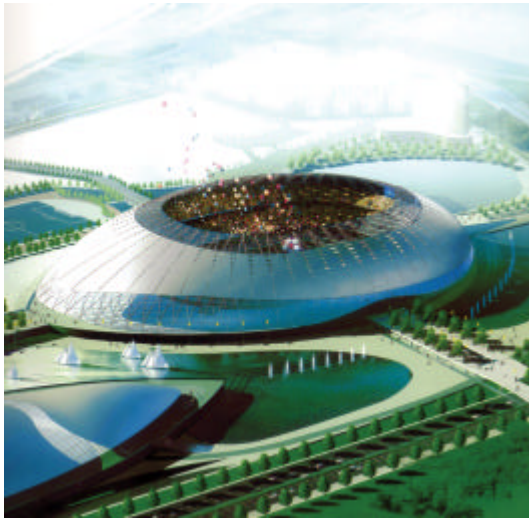


Siemens Wins First Olympic Games Beijing Stadium Project Bidding

Siemens successfully won its first electric project for stadium infrastructure built for the 2008 Olympic Games in Tianjin.



Siemens received the award to supply fire control and lightening systems for the Tianjin Olympic Central Stadium, which is the first Olympic stadium that opened the bidding for parts of its electric projects. Siemens Building Technologies and Osram will supply their quality products and solutions to the customer.

Tianjin, located about 120 kilometers to Beijing, is one of the host cities for the 2008 Beijing Olympic Games.

Part of the qualifying soccer games will be held in the city, and therefore, the Tianjin Municipal Government decided to build the Tianjin Olympic Central Stadium.

The Central Stadium occupies 78,000 square meters while the construction area is 158,000 square meters. With a height of 53 meters, the six-floor stadium is designed to accommodate 60,000 spectators and fulfill the requirements of international soccer games as well as track and field competitions. Constructed above a big lake, the unique stadium looks like a drop of water on the lake, and will become a landmark building of Tianjin.

With the cross-selling business model, Siemens China Olympic Team together with the Business Groups could win the customers interest in the early stage. Technology workshops, seminars and factory visits were organized for the customers and finally the good relationship, Siemens high-quality products and totally integrated solutions made the customer sign the agreement. Still to mentioned that Osram's contribution to the former Tianjin stadium, which was built in 1994, was an important reference project to win the trust of customers.

The Tianjin Olympic Central Stadium will soon open the bidding for more other projects, such as power supply, communication, building automation and security system. The Tianjin Olympic Swimming Centre and the Tianjin International Sports Exchange Centre are also expected to start construction soon. Greatly encouraged by the first success, the Siemens China Olympic team will continue to works close with Business Groups to win more splendid Olympic projects.

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