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Altium continues expansion in Russia: appoints new country manager

Continued focus on piracy, support for growth of Russian electronics sector, training

MOSCOW/SYDNEY – 16 December, 2009 – Altium continues to expand its Russian operations, appointing Evgeny Shikov as the company’s first-ever country manager.

Mr Shikov joins Altium from AutoDesk where he was License Compliance Sales Manager Russia and CIS for the past five years. He has also had senior sales, management and IT roles at NERA Networks, SchlumbergerSema, NEC, Procter & Gamble and Pepsi, in Russia and in Poland. He is a graduate in industrial electronics from Tomsk Polytechnic University.

“Altium believes the electronics design industry should remain an important part of the Russian economy,” said Martin Harris, Vice President EMEA (Europe, Middle East and Africa). “The company’s focus is on equipping Russian designers with the electronics design tools they need to innovate on equal terms with competitors in the west and in Asia, and to be able to exploit this innovation to create next generation electronic products.

“Evgeny will manage this growth in Russia, which is an important part of our overall EMEA growth plans. We’re delighted to have him on board.”

The growth potential for Altium in is on the back of Altium’s large installed base, and on the fact that Altium’s older P-CAD product is a *de facto* standard in the territory.

The company is currently running an amnesty programme designed to support designers seeking to move to a legal, formal commercial agreement with Altium, including moving off unlicensed copies of P-CAD to the current release of Altium Designer. Altium is providing designers who take advantage of this amnesty with free support that includes migration training, webinars and software assurance.

Altium is also planning a new programme to work closely with leading institutions and schools to ensure that the industry can tap into well trained and certified resources. The company believes the initiative will, among other benefits, lower total cost of ownership because hiring, training and retaining skilled designers will become more affordable as a consequence of the programme.

Information on [Altium Designer](#), the latest [new features](#), and those added over the past [12 months](#), is on Altium's [web site](#). More detailed information on Altium Designer is at the [Altium Wiki](#).

ENDS

About Altium

Altium Limited (ASX:ALU) provides next generation electronics design software that breaks down the barriers to innovation. Altium's unified electronics design environment links all aspects of electronics product design into one process, in a single application. This helps electronics designers harness the latest devices and technologies, manage their projects across broad design 'ecosystems', and create connected, intelligent designs.

Founded in 1985, Altium has headquarters in Sydney, sales offices in the United States, Europe, China, and resellers in all other major markets. For more information, visit www.altium.com.

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