

Press Release

Initi@tive 2007 in Chengdu: Schneider Electric Showcases Innovations in Energy Efficiency and Automation

Chengdu, China, April 11, 2007 – From April 10th to April 12th 2007, Schneider Electric plays host to 3,000 Chinese customers, business partners, representatives of the government and media from all trades and professions at its international roadshow - Initi@tive 2007, at the Jiaozi International Conference Center in Chengdu, Sichuan Province.

Initi@tive 2007 will serve as a good platform to enhance the interaction between Schneider Electric and its customers in the field of energy efficiency and automation, demonstrate Schneider Electric's commitment to innovation in the power and control industries and celebrate the milestone of Schneider Electric in China for the past 20 years.

Initi@tive 2007 will let visitors select their own itineraries depending on their interests. The show will feature 600 Schneider Electric experts, 200 conferences, 50 demonstrations and 100 booths in a 12,000 square-meter venue.

Initi@tive is a private trade fair hosted by Schneider Electric throughout the world. This is the 14th event worldwide, and 3rd in China, since the launch of Initi@tive in 2003. So far, over 30,000 customers have met Schneider Electric at different Initi@tive trade fairs.

1. At the center of the New Electric World: energy efficiency and automation

Schneider Electric intends to meet its customers' needs, as well as those of the New Electric World, by delivering efficient, environmentally friendly energy and high-performance automation devices that comply with current standards.

- **Energy efficiency:** Officially launched during Initi@tive 2007 and designed to provide real-life responses to customer needs, these solutions enable efficient energy use, optimize energy costs—with savings of 10% to 30%—and make energy even more available.
- **Automation:** Schneider Electric's solutions deliver even more flexibility thanks to a new generation of intelligent automation devices. The Company has devised a specific approach to help customers adapt tested and validated preferred implementations to their specific needs and applications.

2. Schneider Electric is committed to continuous innovation to meet the demand of the customers.

Schneider Electric is innovating from products provider to solution/service provider and over 20 new offers are launched during the Initi@tive.

In addition, Schneider Electric boasts two global R&D centers and more than 440 R&D professionals in China, one of the key markets in the world, developing products for the Chinese and global market and providing support to engineering and localization. It is noteworthy that the

Press Contact

Schneider Electric China
Fred Zheng

Tel: +86-10-8434 6797

Email: yang-fred.zheng@cn.schneider-electric.com

GolinHarris on behalf of Schneider Electric
Charles Shen

Tel: +86-10-8580 4014-236

Email: chshen@golinharris.com



Press Release (p. 2)

Power Test Lab of China R&D Center (CRDC) will be open in Jinshan, Shanghai in conjunction of the Initi@tive on April 12, 2007.

Even the Initi@tive itself represents innovation. The technical system called RFID (Radio Frequency Identification) will be applied to realize the real-time registration and attendance monitoring and ensure more comfortable and friendly meeting experience.

3. 20 years in China, Schneider Electric is a key contributor to China's sustainable development.

The year 2007 marks a momentous achievement for Schneider Electric in China: the 20-year anniversary after establishing our first joint venture in the northern Chinese city of Tianjin. During the past two decades, Schneider Electric has witnessed China's fast-growing economic development first hand, and we are proud to have played an integral role in the country's outstanding achievements.

"Since energy efficiency has become a key concern all over the world, by leveraging the exhibition, we would like to share the latest products and solutions on effective management and utilization of energy with our customers, thus promoting the sustainable development of China," said Mr. Jean-Pascal Tricoire, Chairman of the Management Board & Chief Executive Officer of Schneider Electric. "Moreover, Schneider Electric will devote itself in the innovation on energy efficiency and automation in the power and control industry and help our customers reach the goals of reducing energy costs and enhancing energy efficiency."

The future is in your hands, we contribute...

About Schneider Electric

Schneider Electric is the world's power and control specialist. Through its world-class brands, Merlin Gerin, Square D and Telemecanique, Schneider Electric anticipates and satisfies its customers' requirements in the residential, building, industry, energy and infrastructure markets. With 105,000 employees and operations in 190 countries, Schneider Electric generated sales of € 13.7 billion in 2006 through 13,000 distributor outlets.

www.schneider-electric.com

Schneider Electric:

**Give the best of the New Electric World
to everyone, everywhere, at any time**

About Schneider Electric in China

Participating the construction of the first extra high voltage transmission line in China in 1979, Schneider Electric established its first joint venture in China in 1987 and now has 9,400 employees, 4 branches, 32 regional offices, 20 production facilities, 4 distribution centers, 1 learning institute, 2 research & development center, 1 laboratory, 500 distributors and a nation-wide sales network in China.

www.schneider-electric.com.cn

Press Contact

Schneider Electric China

Fred Zheng

Tel: +86-10-8434 6797

Email: yang-fred.zheng@cn.schneider-electric.com

GolinHarris on behalf of Schneider Electric

Charles Shen

Tel: +86-10-8580 4014-236

Email: chshen@golinharris.com

