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## Siemens Canada opens smart grid centre of competence in Fredericton, New Brunswick

Fredericton, NB, January 31, 2013

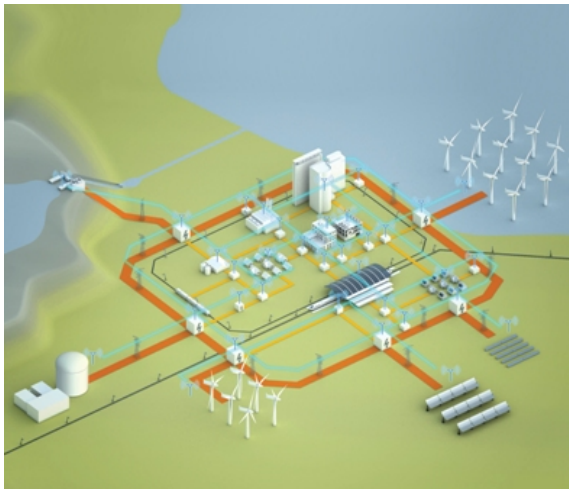
### New office and hiring support multi-year partnership with NB Power

New Brunswick Premier David Alward, NB Power CEO Gaëtan Thomas and Siemens Canada CEO Robert Hardt were among those in attendance today at the official opening of Siemens' newest home in Fredericton, NB. The location will house both a smart grid centre of competence (COC) and a research & development (R&D) centre and is a milestone in Siemens' multi-year partnership with NB Power, announced in the summer of 2012.

The collaboration between Siemens and NB Power, involving a comprehensive Smart Grid Reduce and Shift Demand (RASD) modernization plan, will invest in technology and engage customers, offering businesses and residents more choice and control over their energy consumption. Using Smart Grid Compass methodology, Siemens will support NB Power in developing an energy road map for the next decade and beyond. Design and rollout of smart grid software will take place at the new Fredericton facility, located at 40 Crowther Lane, Knowledge Park 4.

Approximately 23 employees have been hired at the facility to-date, of which 15 are R&D hires. Invest NB has committed to support the hiring of a total of 25 R&D employees. The majority of new employees are local hires, aligning with Siemens' strategy to bring the best of global smart grid knowledge together with local expertise from New Brunswick's impressive talent pool.

Siemens' plans for 2013 include additional hiring, working with NB Power to further develop its RASD plan and implement base IT systems for smart grid applications, as well as develop partnerships with local universities.



"This centre of competence is a milestone for Siemens from a global perspective, and represents our commitment to furthering research and development and deployment of smart grid technologies in Canada. Together with NB Power we're creating what we are confident will be a global innovation showcase in energy efficiency."

– **Robert Hardt, President and CEO, Siemens Canada**

"The establishment of Siemens Canada in Fredericton is exciting news for the entire province as we work to build our R&D capacity while modernizing New Brunswick's electricity system. These new positions will also add expertise and growth in the area of information and communications technology, one of our province's target sectors in Growing Together – An Economic Development Action Plan for New Brunswick."

– **The Honourable David Alward, Premier of New Brunswick**

"Partnering with Siemens on smart grid provides us with the opportunity to recreate our relationship with our customers. We want to place our customers at the centre of our electrical system and work with them to modernize the way they use energy in the future. The introduction of smart grid initiatives will provide choices for customers to control their future electricity cost and will have a positive impact on our rates, on the provincial economy, as well as the environment."

– **Gaëtan Thomas, CEO, NB Power**

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For more than 100 years the innovative ideas from Siemens have helped make Canada a better place. From the Atlantic to Pacific oceans, more than 4,500 employees in Canada work together to provide answers that last in the fields of industry, energy, healthcare and infrastructure solutions for cities. Since it was federally chartered in 1912, Siemens has stood for technical achievements, innovation, quality and reliability. Sales for Siemens in Canada in fiscal 2012 (ended September 30), were \$2.1 billion CAD. The company has 53 offices and 14 manufacturing/assembly facilities across Canada.

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### Background information and downloads:

Siemens Smart Grid Fact Sheet

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### Learn more about the collaboration:

NB Power website

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For more information or to arrange an interview, please contact **Ann Adair, Vice President, Communications and Government Affairs**

[ann.adair@siemens.com](mailto:ann.adair@siemens.com)

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