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## **Framence strengthens international presence by participating in delegation trip to Canada**

*Leading software company in the creation of photorealistic digital twins took part in an international delegation trip to Canada at the beginning of November. The aim was to develop and strengthen business relationships in Canada due to the country's considerable digitization potential. Special challenges, such as the large distances, low population density and the prevailing shortage of skilled workers, make innovative digitalization strategies necessary.*



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**Deutsch-Kanadische  
Industrie- und Handelskammer**  
Canadian German Chamber  
of Industry and Commerce Inc.

**Bensheim, Germany, November 21, 2023** – Framence, a leading German company in the field of creating photorealistic digital twins of buildings and industrial facilities, took part in a delegation trip to Canada in the first week of November organized by the Canadian German Chamber of Industry and Commerce (AHK). The main aim of the trip was to develop and strengthen business relationships in Canada.

As part of the delegation trip, Framence visited the renowned trade fair “Advanced Design & Manufacturing Toronto” (ADM Toronto), which focused on automation and robotics. Canada has enormous digitalization potential, as its size and comparatively low population density require innovative solutions to overcome challenges regarding the ongoing shortage of skilled workers.

“Canada offers impressive potential for digitalization, especially given the fact that there are few people in this vast country who can perform specialized skilled work. This is compounded by the great

### **Press contact**

Alexandra Kiourtsi  
Public Relations  
+49 6251 / 584 - 261  
[a.kiourtsi@framence.com](mailto:a.kiourtsi@framence.com)

### **Framence**

Berliner Ring 103  
Bensheim - Germany  
+49 6251 / 584 - 0  
[info@framence.com](mailto:info@framence.com)

distances these skilled workers must travel to get to their jobs. These challenges highlight the need for technological innovation,” says Adrian Merkel, Managing Director at Framence.

With its focus on photorealistic digital twins, the Germany-based software company sees this trip as a strategic opportunity to present its expertise and innovative solutions to an international audience.

### **About Framence**

Framence is a pioneer in the development of photorealistic digital twins for buildings and industrial environments. Framence’s technology enables companies to create highly accurate digital twins of technical assets and entire technical environments. By using Framence’s digital twins, companies can significantly optimize planning processes, ensure much more efficient operations, and can thereby realize important financial benefits and savings. For more information, please visit [www.framence.com](http://www.framence.com).

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Public Relations  
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[info@framence.com](mailto:info@framence.com)