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Reifen 2012 – Report

For the first time, Sailun exhibited at the Reifen Show. The Reifen Show is recognised as being the prominent and primary tyre-related trade show in the world.

Delegates from every country descend on Essen in their thousands.

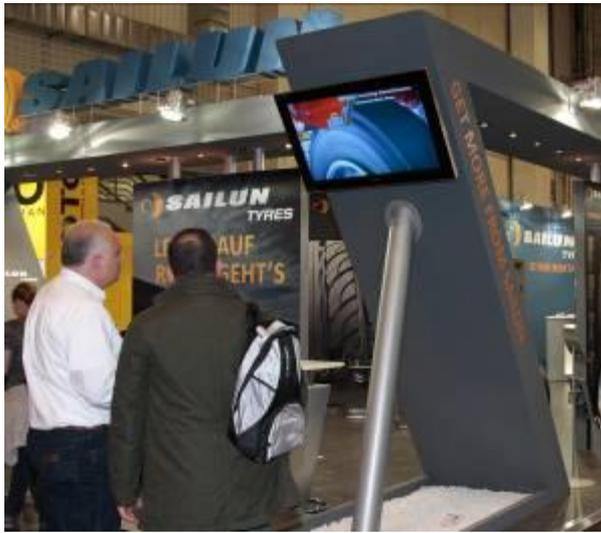
The Sailun stand was well-positioned in a prominent location in Hall 6. Pre-event we liaised with the show organisers to ask to be moved to Hall 3 – recognised as the zone where the prominent, well-known brands are located and where there would be larger numbers of visitors.



On reflection and with hindsight, and with the positioning of the competitive Infinity stand next to the Sailun stand, it is felt that the Hall 6 location worked perfectly for us. The quality of the visitor to the stand was exceptionally good – people made a specific and serious professional effort to visit the stand – there were very few “freeloaders”.

Therefore the quality of the contact was excellent – the seriousness of the ensuing discussions was high. There were many introductions and details of new distributors for new regions and alternative options for existing covered regions were taken.

In addition, there was the opportunity for strategic development discussions and meetings to take place within the two enclosed meeting room areas.



The meeting room areas were a specific improvement and enhancement from the Autopromotec stand. The overall look and feel of the stand reflected the European perspective of the overall approach. Vivid product graphics incorporating features and benefits complemented the strong overall tyre

displays. The up-lit stand for the new prototype UHP tyre received much attention.

During the course of the four days, there were 37 face-to-face in-depth business development meetings with existing or prospective distributor partners.

In addition, there were over 130 quality contacts made – all relevant and appropriate individuals are being followed up for potential future discussions.



Staffing for the stand worked well with technical and engineering support from key factory personnel, supplemented by North American and European representation. The presence of the brand at the show was advertised and promoted by two pleasant and striking models.

The overall conclusion was that this was a clear message – a quality brand had arrived in Europe – with quality personnel, quality technical support and a quality distributor channel.

This was very much the message given briefly by Martin West at the Sailun Celebration Dinner held on the Wednesday evening at the Schloss Hugenpoet. Such is the interest and the desire to be associated with the brand, that over 90 customers, trade press and staff attended the event.

Participation in Reifen 2012 by Sailun is perceived to have been a resounding success. We look forward to 2014.

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