

FORUM-SEMINAR OF LIMITED LIABILITY COMPANY «BINZEL UKRAINE»

«Binzel Ukraine GmbH», which is part of the ABICOR BINZEL-group (Germany), hosted the Forum-Seminar of the Company's partners in Kiev on the 17th of December. The Seminar was arranged by Yu.A. Didus, Director General of the Company, and managers. It was attended by over 20 specialists representing trade subsidiaries of «Binzel Ukraine», as well as exclusive partners (distributors) from a number of cities and regions of Ukraine.

Agenda of the Seminar included discussion of the cooperation results in the current year, analysis of quarterly sales in 2009, their progress trends for 2010 and different factors affecting the progress, as well as presentation of new products of the ABICOR BINZEL brand, which were demonstrated in September at the «Schweissen und Schneiden 2009» Fair in Essen (Germany).

The volume of sales of the ABICOR BINZEL™ products in Ukraine was continuously growing, and at high rates, up to 2007. Actually, it doubled from year to year. This trend got broken during the economic crisis. A marked recession in sales occurred in 2008. However, positive changes in the economy of Ukraine in the second half of 2008 and active efforts of the Company allowed it to achieve the sales of a level of 2007 by the end of 2009. This was favoured to a considerable degree by the aggressive activity of external services of «Binzel Ukraine» and high investments in them.

Expectations of «Binzel Ukraine» concerning sales in 2010



are rather optimistic. They are based in many respects on appearance of new innovative products of the ABICOR BINZEL trademark on the Ukrainian market as early as in the first quarter of 2010. Among them are the following products: in the MIG/MAG segment — a new generation of torches ABIMIG® GRIP and ABIMIG® GRIP A in a set with a new generation of hose pack Low-Weight Bikox®, in the TIG segment — a new generation of torches ABITIG® GRIP and ABITIG® GRIP Little, in the line of welding post components — new product BFR (tester for forced cooling units and welding torches with liquid cooling), in the plasma cutting segment — a new generation of plasma torches ABICUT, and in the automation segment — robotic welding torches ABI-ROB® W.

The Seminar also comprised presentation of German Company «JAECKLE Schneid- und Schweistechnik», which is specialising in production of a wide range of welding equipment, as well as air-plasma cutting devices. The latter are equipped with the ABICOR BINZEL™ plasma cutters.

Demonstration of the air-plasma cutting devices in operation was arranged at the end of the Seminar, and attendees were given the possibility to try them out and learn about peculiarities of their application.

The Seminar participants expressed their gratitude to the organisers for excellent conditions and effective program of the event.

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