

Case Study - Breakfast Meeting

INVITATION



Lars Wiik
of
Systemair AB



14th May, 2009
Venue: Svensk Handel,
Regeringsgatan 60
Stockholm
Time: 08.15 – 10.00

Systemair has been successful in establishing their operations in several places in India. We have asked Mr. Lars Wiik to share with us their concrete advise and story.

Mr. Wiik has worked with export at successful ventilation company Systemair since 1981. He has built their contact base from start in Eastern Europe, then later Middle-East and now Asia. According to Lars it's about finding the right distributor and providing comprehensive support in order to either establish your own sales company or acquire a company in the country. Lars will be sharing his story at a practical level.

Recently, Mr. Wiik has successfully focused on India, from distributorship to supporting a new Systemair company in Delhi with now four sales offices in India in one year. Lars next challenge will be to support Systemair's company in China.

We encourage you to come early and network with industry and market colleagues.

Please register latest by Monday May 4th to:

info@sibc.se - the registration is binding!

Cost: Free (failure to show will result in a cost of SEK 150)

Place: Svensk Handel, Regeringsgatan 60, Stockholm.

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