

Global Presence

ROWE increases its business operations in China

Niederdreisbach/Peking April 9, 2015. A successful dealer conference in Peking marks yet another important milestone in the wide format specialist's strategy for China. The event, which lasted two days, was organized by ROWE together with the distributor responsible for China. More than 100 dealers and sub-dealers attended the event. As well as the presentation of awards and certificates to the best dealers, the program included presentations of the complete ROWE product portfolios as well as various seminars and sales training sessions.

“China is one of our core markets. This makes the success of the recent dealer conference even more important for us”, says Gerhard Bäcker, CEO of ROWE. With this event in Hotel Media Center in Peking, organized by the wide format specialist together with the local distributor, ROWE was able to extend its network in China significantly. The aim of the dealer conference was the consolidation of the relationship between manufacturer and dealer as well as optimization of the product knowledge of individual sub-dealers directly by the manufacturer. To facilitate this, both partners organized various product and sales training sessions. “Economic growth in China means an increasing demand for solutions in the technology sector. Especially in the case of high-tech products, like solutions for dealing with documents, Chinese engineers are happy to fall back on companies offering everything from a single source”, explains Bäcker further. ROWE has been present in the Chinese market since 1974 and has a distribution network of more than 100 dealers. This supplier of wide format LED printing systems, color scanners, folding systems and software for professional document workflow is active in 29 of 31 provinces. Well-known Chinese companies, but also German companies with Chinese subsidiaries, profit from a continuous document workflow, thanks to ROWE solutions. A core element of the international quality strategy of ROWE is comprehensive, close-knit support by service technicians whose basic training and specialist training takes place in the company's own training center

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Photo. Dealer conference with CEO Gerhard Bäcker (3rd f.l.) in China – one of the core markets of the globally operating company.

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ROTH + WEBER

ROWE is the specialist in wide format from Germany, represented in 90 countries. Systems for scanning, printing and finishing perfectly tuned to one another as well as comprehensive software solutions for professional document workflow are developed and manufactured by ROWE. This makes ROWE the specialist and technological leader worldwide.

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