



## ASIAN ROAD SHOW May - June 2005



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From May 23<sup>rd</sup> until June 4<sup>th</sup>, a team from **Vision numeric** flew to **Asia** to reinforce our position in this large market and train some of our resellers. This road trip was also the occasion to meet and get to know more some of our most recent resellers. Various Asian countries were represented during the session. Focus was primarily put onto **TypeEdit**, the leading artistic CAD/CAM solution for CNC users and **3DESIGN**, the 3D CAD solution for jewelry and fashion accessory creation.

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The first part of the trip started off with a five-day training for **TypeEdit**, **3DESIGN** and **LaserType** in Malaysia. Training is an important part of our responsibility towards our resellers to help them **promote and develop** our products throughout their continent.

Application engineers and other sales people came all the way from France to **describe and explain the many aspects of our products**. Questions did not stop from the rich CAD modules to the powerful CAM for both **TypeEdit** and **LaserType**; but our team had all the answers and even more to say. The sales people offered **hands-on advice** to resellers to help them learn our approach to the market.

The second part of the show was set in Thailand and included a narrower approach to **TypeEdit** and **3DESIGN**. Once again, our dedicated team reinforced our position in terms of **sales arguments, demos and other incentives**. Mr. Junheng Wu from Bacs in China concludes: *"This seminar was exactly what we needed. Not only did we polish up our knowledge of the products, but we also got a lot of elements to penetrate our market even better. The team knows their job and market, they have the arguments to convince."*

Resellers present during this event included: Bacs from China, Pantera from Hong Kong, Auto Solution from Taiwan, Zero Cent Technology from Hong Kong, Daesung from Korea, Comgraph from Thailand and Jie also from Hong Kong.

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