



WAP by STI...

SERV02-06

SERV Trayvou Interlocks (STI) starts to grow up abroad, that's why managers decided to build a "World Action Plan" that would take place in the next two years, in order to support & increase currently sells.

This "WAP will enhance export activities and visibility trough several strategic European market, as Iberia peninsula, Germany & Poland. In a second time the WAP will develop STI's network in different high growing market, especially in Asia and South America.

Currently, STI has already enlarged its retailer's network, thanks to bilateral agreement with Italian, German, Polish, Egyptian, Chinese, South Korean, and Canadian Partners, which are sure that STI's product would respond to a real demand on their own market.

Enrico CANEVA (Export Sales Manager for STI) told us : " We have to create a retailers network based on excellence and industrial expertise in order to be sure that retailers would be able to advice customers for the optimal safety solution."

The World Action Plan will continue to support the good development of STI for the last ten years.

The END

Questions des lecteurs à : Thibault LEMOIGNE

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