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Robe Latin American Product Training Takes Off

The latest round of Robe product training sessions in Latin America took place in Sao Paolo, Brazil and Buenos Aires, Argentina, bringing the total number receiving the training in these two countries to around 200.

This reflects the brisk business that Robe has done in these territories in the last 18 months.

Robe's technical training manager Petr Vanek presented the training, which was co-ordinated by Robe's Regional Sales Manager for Latin America, Guillermo Traverso in conjunctions with distributors Newart in Brazil and TSD in Argentina.

Each one day training event was run for three days to accommodate the high demand, with up to 30 people attending some sessions.

The Argentinian event was staged at the HQ of distributor TSD. In Brazil, two venues were used, Newart's demonstration facilities and a conference room at the Ibis Hotel in Barra Funda. This was to offer some geographical flexibility for those wanting to attend.

The training was promoted through local trade press magazines and also by direct mailshots from the distributors to interested parties.

Most attendees were technicians and engineers working for rental companies and bands or live music and other venues and installations.

In Brazil visitors came from all the major cities - Fortaleza, Brasilia, Rio de Janeiro, Bello Horizonte, Goiania and Porto Alegre, many taking 4 hour flights there and back!

In Argentina, people travelled from other cities like Mendoza and Cordoba as well as from Buenos Aires, and some also came from Uruguay to get in on the action.

The training was specifically geared to presenting 'real life' scenarios with the various products and how to deal with them in a practical and methodical manner. This included an overview of the frequent issues with power supplies caused by old and obsolete generators which are common in South America!

"We were absolutely overwhelmed by the response," states Guillermo, "People went away very happy with the quality of the training and what they gained from it".

The idea is to ensure that end-users are familiar with all elements of the products so they can be regularly serviced and well maintained.

Based on this great success and the on-going demand, the plan is to offer training twice a year. The next sessions will take place in Mexico at the start of 2013.





