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Robe Distributors Event at Rimini 2004

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The SIB Rimini show itself has a great significance for Robe, as it was here just two years ago that the Robe brand was launched as a direct sales operation at the 2002 exhibition. Things have moved on dramatically in that short 2 years period! Robe now has a distribution network in over 85 countries and a massively expanded range of products covering all professional lighting applications and markets. The Distributors convention took place at the sky lounge of Rimini's Holiday Inn hotel, with stunning view over the beach. It offered a chance to celebrate the consolidation of the Robe network so far, and was a great opportunity for Robe people from around the world to meet in a relaxed environment and engage in animated social intercourse, eating, drinking, dancing and some magic!

A champagne reception commenced the evening's proceedings. Keynote speeches were given by Robe's international business development manager Harry von den Stemmen, maverick salesman Randy Wade from Robe America and David Srba, Robe Show Lighting's marketing manager. This was followed by a delicious dinner and then the Robe Distributor Awards 2004, which honoured the best performing distributors in various categories over the last year.

The turnover Awards were divided into four territories - Europe, North America, South America and Asia. The European Award went to hosts Robe Italia; the North American prize to Robe America, the South American to Trendy Lighting from Brazil and ART-TECH Lighting from Korea won the Awards for the Best Turnover in 2003 in the Asian and Pacific region. Four additional special Awards were also handed out: Robe UK won the Awards for the best Press Release Campaign for 2003, Leifull Enterprises from China won the Award for the Best ColorSpot 1200 sales of 2003; KVS Light Technic from the Czech Republic won an Award for the first Color Spot 1200 AT Ethernet installation; and IMPACT Evenement from France, was awarded the prize for the Best Product Support of 2003. After the awards were announced, the live band kicked in and played long into the early hours, offering the disco dancers in the party a chance to move-and- groove their bodies to beats from the last 3 decades of popular music.

The distributor's event was such a success that Robe now intends to make it an annual occurrence. The next global distributors gathering point - this time a pure party without presentations or awards -

will be at PLASA 2004 in London in September.

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