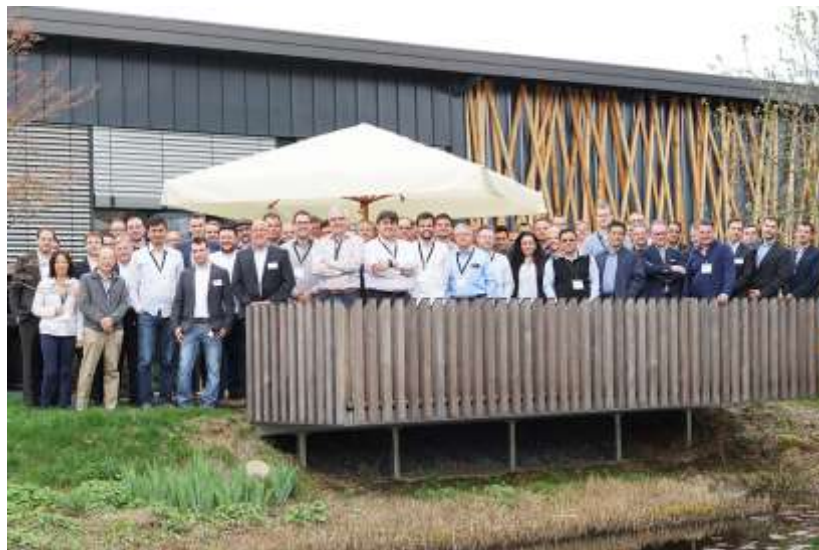


April 2017

Participants from all over the world joined SEHO's International Sales Meeting

Nearly 50 participants from more than 25 countries, including Japan, China, Mexico and Brazil, recently came together for SEHO's International Sales Meeting. SEHO Systems GmbH is one of the worldwide leading manufacturers of end-to-end solutions for soldering and automated production lines. At the center of the two-day event were the latest technical developments, future technology trends and the company's global sales strategy.



SEHO has experienced an above-average growth in recent years, mainly in America and Asia. "Even within the European internal market, we have successfully acquired new customers and further extended our systems for existing customers," outlined Managing Director Markus Walter in his welcome address. The product segments with the strongest growth rates included wave and selective soldering units and automation technology – an area that SEHO significantly expanded in recent years. It goes without saying that growth is linked to investment. SEHO now employs a workforce of more than 200 and trains qualified staff in more than 10 professions. A new warehouse building (in the Reinhardshof area) was recently put into operation to accommodate additional production space for SEHO's Kreuzwertheim site, and a further expansion of the manufacturing space is already in the planning stages.

During the International Sales Meeting, SEHO's sales partners were presented with the latest technical innovations and had the opportunity to test these in a number of workshops. The focus was mainly on new developments in automatic process control, which are of particular interest in light of Industry 4.0. Another



highlight included automation technology: with creative solutions for processing electronic modules, SEHO skilfully translated the corporate strategy of providing “everything from a single source” into action.

During round-table debates and an evening event, the international guests were able to share experiences with peers from all over the world and – together with SEHO – to pave the way for a common successful future.

Another positive outcome of the event was a highly motivated sales team that left the SEHO headquarters in Kreuzwertheim with many innovative ideas and new potential. “SEHO is a global player who, in recent years, has successfully evolved from a soldering system manufacturer into a system supplier,” added Markus Walter. “Events such as these are important for us to further strengthen international cooperation efforts with our partners, to discuss future requirements in different countries and to ensure that we offer optimum support to our world-wide network of customers.”