

2022 马思特中国经销商战略沟通会完美收官

MFS China Core Distributor Strategic Meeting 2022 was successfully completed

8月25日,以“融力量·汇思想”为主题的2022马思特中国经销商战略沟通会在杭州千岛湖顺利召开,来自全国各地的优秀经销商伙伴们与马思特中国业务团队齐聚一堂,共探高质量营销之策,共谋合作共赢之计!

On August 25th, MFS China Core Distributor Strategic Meeting 2022 was successfully held in Thousand Islet Lake, Hangzhou with the theme of "Combine Strength with Thoughts". Core distributors from all over the country gathered with the Chinese business team of MFS to explore high-quality marketing strategies and seek win-win cooperation!

会议一开始,马思特全球 CEO Dean Froney 与市场战略副总裁 Ahmed Tahir 通过视频连线的形式送来问候,随后马思特中国区总经理 Richard LU 介绍了马思特公司的业务近况,强调了与经销商的紧密合作对于马思特业务的重要性,马思特将不断提高产能以应对更多业务需求,获取更多的潜在机会,与大家共同成长。接下来马思特中国区管理层团队就马思特中国的未来发展战略,从多个维度深入诠释了马思特是如何与经销商达到双赢的战略沟通之道。会议期间还设立了高层对话、现场分组讨论等环节,现场气氛热烈,双方从战略共赢角度出发,深入探讨了马思特如何与中国市场的经销商实现默契同频共振,促进可持续增长的良性循环。

At the beginning of the event, Dean Froney, CEO of MFS Global, and Ahmed Tahir, Vice President of Market Strategy, sent greetings through videoconferencing. Soon afterwards, Richard Lu, general manager of MFS China, briefed attendants on the recent business performance of MFS, emphasizing the importance of close cooperation with distributors for expanding the business of MFS. MFS will continue to improve its capacity to meet more business needs, obtain more potential opportunities, and grow together with everyone. Then, the management team of MFS China explained how MFS achieved a win-win strategic communication with distributors from multiple dimensions concerning the future development strategy of MFS China. Moreover, dialogues among the panel talk and group discussion were carried out. On the site where people discussing passionately, the two sides discussed in depth how to achieve tacit understanding and resonance with distributors in the Chinese market from the perspective of strategic win-win cooperation, so as to promote a positive cycle of sustainable growth.

在经销商颁奖仪式中，马思特颁发出了年度最佳经销商精诚合作奖、稳步增长奖、行业深耕奖、行业拓展奖、项目开发奖等多个重要奖项给本年度做出重大贡献的经销商。未来，希望双方继续携手，创造更精彩的共赢新局面。

In the distributor awarding ceremony, MFS granted many important awards, such as the Best Distributor with Sincere Cooperation of the Year, the Award for Steady Growth, the Industry Deep Cultivation Award, the Industry Exploration Award, and the Project Development Award, to the distributors who have made significant contributions this year. In the future, we hope that the two sides will continue to work together to create an even more wonderful win-win outcome.

值得一提的是，为贴合本次大会主题 -- “融力量·汇思想”，马思特特别定制了拼图形状的奖杯，象征着每位经销商，他们的付出融汇成一个整体，绽放着耀眼的光芒，推动着马思特的蓬勃发展。

It is worth mentioning that MFS has specially made jigsaw-shaped trophies to resonate with the theme of "Combine Strength with Thoughts", which symbolize each distributor whose efforts are integrated into a whole, blooming with dazzling light, and promoting the vigorous development of MFS.

作为切削液研发的鼻祖，马思特 1997 年进入中国市场，高效运作的供应链，以及具有竞争力的专业团队等三大优势获得中国市场的高度认可，卓越的产品与服务，带来的不仅是精品化的解决方案，更是对可持续发展理念的坚决贯彻。马思特一以贯之的核心理念为“提高生产效率的同时降低成本”，始终以客户需求为前提打造产品，同时响应国家要求，在高性能的基础上力争减轻环境负担，为企业带来契合企业理念的解决方案，提升企业核心竞争力，全方位的为经销商伙伴的发展赋予“底气”。

As the originator of R&D in cutting and grinding fluids, MFS launched in the Chinese market in 1997, and has won high recognition from Chinese users with the advantages of an efficient supply chain and a competitive professional team. Its outstanding products and services not only bring high-quality solutions, but also firmly implement the concept of sustainable development. MFS has been adhering to "improving production efficiency while reducing costs". It always creates products based on customer needs, and responds to the national requirements at the same time. It strives to reduce the environmental burden on the basis of high performance, to bring solutions that meet the enterprise's philosophy, to

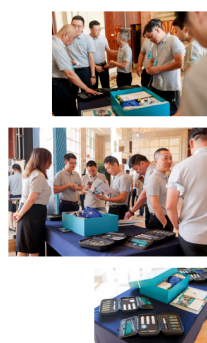
enhance the core competitiveness of the enterprise, and to make distributors confident about development in an all-round manner.

未来，马思特将通过更加深入完善的战略合作模式，维护好互惠互利的双赢局面，与广大经销商、合作伙伴一同聚合创新之力，为客户创造非凡价值的同时，开拓更加广阔的蓝图。

In the future, MFS will maintain a win-win situation that benefits each other through a more in-depth and improved strategic cooperation model, pooling the power of innovation with distributors and partners, creating extraordinary value for customers, and developing a broader blueprint.



▲ Presentation and Panel talk



▲ Mini display during tea break



▲ Award Ceremony



▲ Group discussion