

# The Seventh Distributors Club of the company “BL TRADE”



The Seventh Distributors Club of the company “BL TRADE” was another significant meeting, held during the exhibition “Interlight + Building Moscow”. The meeting which is held once in two years took place at the Moscow Planetarium which was very unusual and interesting. We should mention that the Holding companies were directly involved into the work on the illumination of the Planetarium.

There were guests including our dealers from more than 30 companies. Current achievements of the

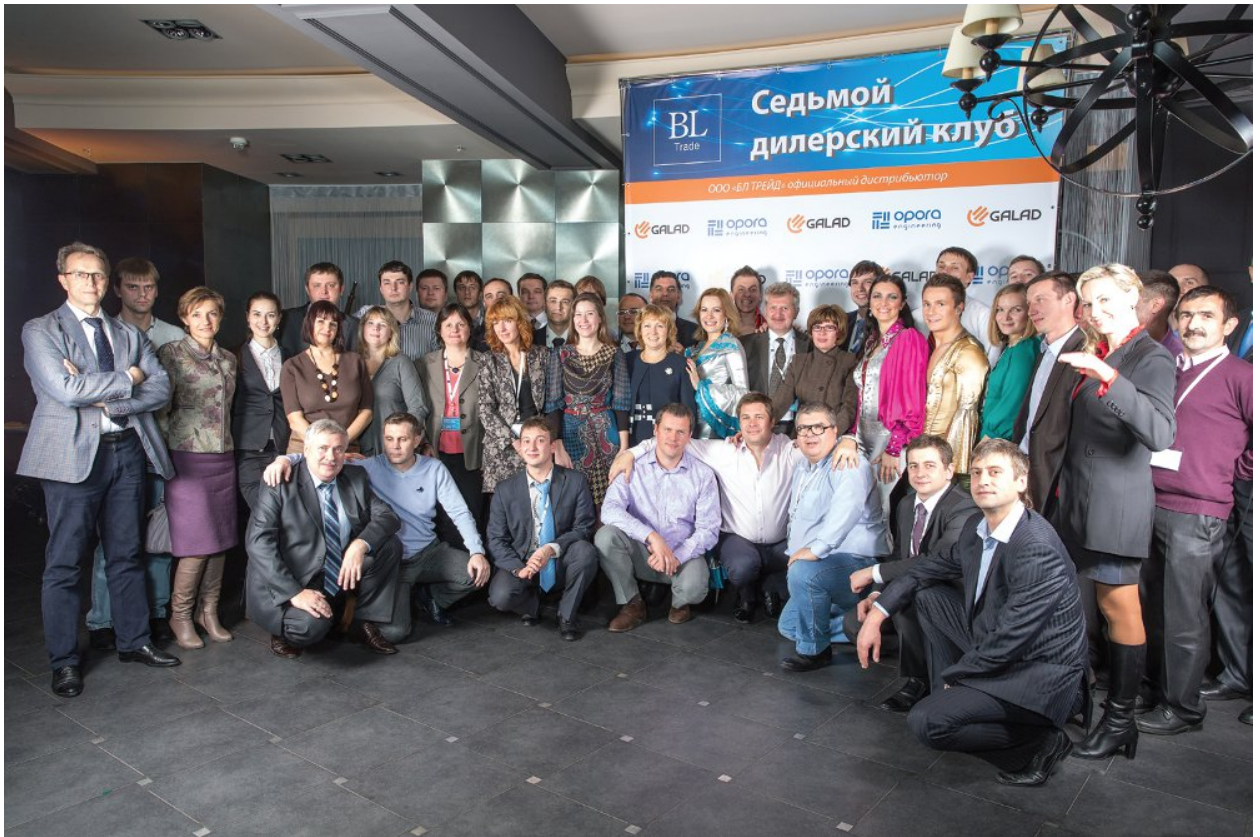
commerce and manufacturing department of the Holding “BL GROUP” and major strategic directions for further development were introduced to our business partners (the head of the “BL TRADE” Koinov S.V.). The Sales Director of “BL TRADE” N.A. Mitrofanov told about the market state and positioning of the product under the trademarks GALAD and OPORA ENGINEERING for 2014-2015 from the point of view of the manufacturer. The Head of Regional Development Department E.A. Komanitsyn shared the main aspects of the regional development strategies. The Head of advanced technologies D.M. Hodirev presented new models of our products and the concept of further development of the product portfolio.

At the end of the business part of the meeting dedicated to the presentation of the updated sales policy of “BL TRADE” for 2014 to the partners, the head of the distribution department P.A. Kochakov delivered a speech. The discussion was focused on the “Protection of projects” and on the policy minimum recommended prices. In the end, the participants agreed on the preparation of the detailed comments to this document and about making amendments to the final version.

At the end of the business program all participants solved several cases that simulate non-standard events that can occur during the real work on the supply and promotion of products in the lighting market .



The fruitful business communication turned into a fascinating tour along the Planetarium for all the participants of the Distribution Club which ended with watching of the two interesting movies in the Great Star Hall. Moreover, at this stage, the key suppliers of our plants and a group of Moscow architects collaborating with us and supporting the idea of the development of an architectural art range of our products joined the guests.



After a brief excursion into the vastness of our universe the evening continued in the restaurant “Telescope”, where a banquet in a warm friendly atmosphere was organized. Guests enjoyed performances of the artists from the musical show “Mamma MIA!”, the beloved singer of the Chorus of Turetskogo Valentine Sukhodolets and sang at the karaoke and danced all the evening. Chatting in a warm friendly atmosphere charges participants with positive emotions. See you at the next distributors club!

*(According to the corporate newspaper “SVETskaya zhizn” № 4 (25), 2013)*