

# Hi-Target Europe Product Launch Meeting Successfully Held in Czech Republic



After months of delicate preparation work, the Hi-Target Europe Product Launch Meeting was held on 11 July in its newly-built maintenance centre in Jiřín, Czech Republic. Partners from different European countries were invited to participate in this great event. The number of clients present reached 18, which demonstrated the extensive attention and support received from the clients.



Before the start of the meeting, a group photo of meeting participants was taken under the big tree beside the maintenance centre, which symbolises Hi-Target's dream of rooting in Europe, exploiting the European market and becoming a strong and competitive supplier in the industry.



The meeting then began in a relaxed but professional atmosphere. Hi-Target vice president, Hu Wei, gave the opening speech, declaring Hi-Target's determination of reaching out to the world. Then product manager Stefan Wei and his Czech colleague Petr Ittner introduced the new GIS product to the clients. Petr Ittner, as the first international employee of Hi-Target, received his Service Training Certificate authorised by vice president Xu Feng. The clients paid full attention to the introduction of the new product GIS by Stefan Wei.

After the introduction, Jenny Xu, general manager of International Marketing Department, had an in-depth discussion with the clients, while sales manager Kelly Liang exchanged opinions about the new products with her clients.

## Outdoor Demonstration

This was followed by product manager Stefan Wei, Petr Ittner and other Hi-Target technicians giving an outdoor demonstration of GIS products, including Qpad X5, V90 Plus, V100, etc., which won applause and positive feedback from the clients. The clients thus manifested great interest in trying to feel and use these newly launched products.

Finally, the morning ended with a typical Czech lunch organised in a dining hall full of local flavour, where the clients introduced themselves one by one.

In the afternoon, the Turkish client Murat Kendir shared his successful experiences, after which he was honoured with a certificate for his speech. Then a representative of Hi-Target's cooperative partner Supergeo gave a detailed explanation of the mechanism and functions of GIS software.

## Warmth and Passion

The final session was full of warmth and passion: this was where the eastern and western cultures embraced each other. A paper-cut handicraft of the Chinese character 'Fu' (meaning good luck and happiness) was given to the clients as a present, Hi-Target's way of wishing their clients all the best. At the end of the afternoon, a group photo with Supergeo was taken to commemorate the successful cooperation at the Hi-Target Europe Product Launch Meeting.

This monumental meeting enabled Hi-Target's GIS products to be successfully introduced to the European market, giving clients a clear

idea of what Hi-Target’s plan and vision for its GIS products is in 2016 and thereby winning the support and trust of every agent and cooperative partner.

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