

HONOURS FOR 2016, PROSPECTS FOR 2017

RLF China reviews one year and looks forward to the next

by Echo Dong, Marketing Officer



Overview

RLF China's annual review and acknowledgement meeting was held in the Guilin Tailian Hotel, Guang Xi Province on 9th January 2017. This was a happy occasion as the entire team joined together to celebrate the successes of 2016 and anticipate the challenges and tasks for the year ahead. It was a joyous occasion, filled with team pride and excitement about the possibilities for 2017.



RLF China staff team

Presentations of Product and Research & Development

■ New Product

There were two key presentations, one introducing a series of products called Youmei. Technical Director Ma Deliang spoke of their release to the market with Technical Manager Li Qiongyu giving a detailed overview of the requirements for the field testing and demonstration for this product series.



Technical Director, Ma Deliang



Technical Manager, Li Qiongyu



The Youmei series of products

■ New Research and Development

The R&D Director Qiu Mengbin introduced to the meeting RLF's market development successes in 2016. In July 2016 the company announced its entry into the agriculture airplane control field. This was a particularly gratifying new breakthrough in specially developed crop nutrition products for application by agriculture airplane control. RLF gave the agricultural airplane control market a trace element water soluble fertilizer – Ao Feilai – which generated great excitement and discussion across the agricultural sector. This development achieved excellent responses and results in 2016. There are many new prospects and possibilities to be announced in 2017.



Regional Presentations

The Sales Directors and Sales Managers for each of the regions added further to the discussions and information sharing of company operations. Each gave an annual summary for 2016, with projections for 2017 in terms of the overall situation and expectations for their respective regions.



Sales Director of Northern China Region, Xi Juqun



Sales Director of Central China Regions, Yin Yaolin



Sales Director of Southern China Regions, Lai Youying



Sales Director of Northeast China Regions, Ma Decao

Awards and Celebrations

At this point in the celebrations, the China Executive Team Dr Mike Lu, General Manager and Melanie Wu, Deputy General Manager addressed the gathering and gave speeches of appreciation and acknowledgement. During his speech Dr Lu spoke of the overall success of 2016, in which 60% in sales performance growth was achieved. "This was only achieved because of the combined efforts of the entire team and I thank you for that", he said. He spoke further of "the RLF family and how wonderful it was to see the regional teams working together to achieve not only growth in sales, but in technical advice and support for farmers".

Dr Lu presented a series of Awards and Acknowledgements for excellence.



*Deputy General Manager China
Melanie Wu*



*General Manager China
Mike Lu*

The Loyalty Star Award

The winners of the Loyalty Star Award have been with RLF China for more than 5 years. Their fighting spirit and enterprising efforts have helped the company expand in the marketplace and attain sales targets.

Dr Mike Lu presented a Loyalty Star Award to Xi Juqun, Ma Decao, Xu Jianyou and Mou Guangrong. He expressed his deep respect and sincere gratitude for the hard-working loyalty to RLF and shared their hopes to create a better future for farmers.



The evening continued with a series of other Awards and Acknowledgements across several special categories, including the Sales Star Award, the Promotion Star Award, the Pioneer Star Award and recognition of Gold, Platinum and Diamond Employee status.

The following photo board shows team members and teams who all performed extraordinarily well and whose efforts caught the attention of management for outstanding performance and attention to duties.

Sales Star Award to Dong Fang, Xu Jianyou and Huang Chaofeng. They achieved excellent results and RLF hopes this effort will inspire them to even greater achievements in 2017.



Promotion Star Award to the Southern China Region Team led by Lai Youying to promote the RLF products to potential agents and distributors in 2016. They also made great contributions to the development of new products for the company, and demonstrated great ability to increase the number of customers. The company believes it has developed a great base from which to take a bigger step forward in 2017.



Pioneer Star Award to Northeast China Region led by Ma Decao. This region has always been considered a difficult marketplace. But the team established RLF products and achieved a great result with this effort seen as a very big step in 2016. The team performed excellently and work together so the honour is shared by all.





Platinum Employees



Diamond Employee



Gold Employees

Conclusion

Looking back on the 2016 year, it has been an unforgettable one for each RLF team member.

The team, and the Company have grown together, and the message of trust, grow, and yield applies equally to the working relationships that have been established as well as the company's customer and product relationships. Looking forward to 2017, it is anticipated and believed that the RLF team will go beyond past performance and achieve even better results. The year emerges as a very bright one because the same common goals and great outcomes are worked hard for by everyone.

This was a very successful Honours, Prospects and Awards event that was enjoyed by the entire RLF China team.



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