

A SUCCESSFUL CAC 2017 TRADE SHOW FOR RLF

A busy and productive time for the RLF team

by Carol Phillips, Executive Consultant Communications and Media

As one of the most influential international exhibitions and trade shows for the global agricultural industry, the 18th CAC (China International Agrochemical & Crop Protection Exhibition) recently provided the world's largest agricultural trading platform for the industry. This annual event gave the opportunity for RLF to showcase its speciality liquid crop nutrition product range to companies, distributors, agricultural and allied industry professionals, the government food and agriculture sector and farmers.

CAC 2017 was held in Shanghai from Wednesday 1st March – Friday 3rd March 2017, and proved to be a busy and productive time for the RLF team. It was the fifth year of participation by RLF, and was overwhelmingly considered by the entire team to be one of the best ever trade exhibitions. The team all experienced a great vibe from the three day event and it generated a positive outlook for the future.



Product Mock-up display

RLF's Managing Director Mr Ken Hancock and the Director of Global Markets Mr Gavin Ball travelled from Australia to attend this important event. They were joined by Dr Mike Lu, General Manager of RLF China, Mrs Melanie Wu, Deputy General Manager of RLF China and a large contingent of the RLF China staff team. Mr Greg Elliot, a twenty year veteran of RLF, and retired farmer and farm advisor, also travelled from Australia. He was able to share his unique and lengthy experience of RLF and its products with our international clients, and his insights and experience were well received.

We take a look at some of the highlights of the show.

The Exhibition Space

Located in N4Hall with booth Nos. 4C05-4D05, the team opted for a large prominent space with the continual visual display of products and the RLF story, meeting spaces to talk with visitors, and a unique display of the full product range. This was an intriguing display for many of the visitors who could see the superior quality of the RLF product.



CAC 2017 Booth display, Shanghai

The Visitors and Guests

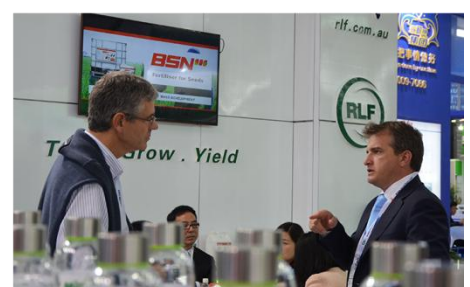
It is always good to meet old friends and clients, so it was a privilege to once again meet with representatives from India, Sri Lanka, Thailand, Mauritius, Myanmar, New Zealand, Egypt, Pakistan and Indonesia – just to name a few.

It was satisfying too, to make new acquaintances in meetings with representatives from Iraq, Tahiti, Mozambique Serbia and Nigeria. Alongside all this activity, meetings were also held with guests from Saudi Arabia, Cambodia, Korea, Iran, Italy, Vietnam, Morocco, Kenya, Nairobi, Ethiopia, Japan and the Ukraine.

Importantly though, after five years of participation, it is always good to meet up once again with fellow exhibitors and old friends from China, United States of America and the Asia Pacific region.



One of the most pleasing sentiments expressed by the visitors and customers to our exhibition space is that of the continual cooperation, support and professionalism they experience when dealing with the RLF staff team.



RLF Team with our Clients

The Way Forward for 2017

RLF attaches a high level of importance to this annual event and looks forward to building upon the strong ties of friendship and cordial communication established with clients both old and new during the three day event. It is a grand atmosphere in which to promote RLF products and practices. RLF has a unique story to tell, and it is indeed heartening to see how genuinely interested the visitors and guests to the RLF exhibition space were in the science and technology and innovative practice that underpins our brand.

Mr Ken Hancock said, "We look forward to working hard in the interests of our many customers, and we particularly look forward to working in some new and exciting countries as we continue with the roll out the expansion of our products and brand".

See you all again next year!



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