

## RLF CHINA TEAM SHARE PERFORMANCE RESULTS

### Mid-year Meeting Informs and Inspires



By:

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China

**“Go forward with your heart to make dreams fly”**

The first half of 2017 has flown by. And changes are afoot.

With the elimination of preferential policies for the chemical fertiliser industry this year, coupled with the increasing cost of business and the lowest grain prices in a long time, farmers and growers are approaching their investments cautiously. Planting routines have been adjusted, and industry competition has intensified with many businesses experiencing an unprecedented decline in sales in the first half of the year.

RLF however is 'flying against the wind'. Contrary to much of the industry downturn RLF continues to experience growth. When compared with the first half of 2016, sales have increased by 46%. Shipments increased by 56%. And RLF China is gratified with the first half of 2017 results.

So there was a level of excitement and expectancy as the entire Team met to discuss the year so far, and to plan for an even better second half to 2017.



Team China

## The Mid-year Meeting

The mid-year meeting was held in the Kehangong (Guohang) Hotel of Huhehaote City, Inner Mongolia Autonomous Region from 18th - 19th July 2017.

Centered around the theme “Go forward with your heart to make dreams fly”, one of the features of the conference was to hear the reports of the Senior Sales Team member from each region or area sales for the first half of 2017. These reports included issues such as :



*Mid-year meeting*

- a display of the experimental results and trial programs undertaken
- the sharing of outstanding experiences in the marketing process
- the work outlook and planning for the second half of the year
- identifying any problems within the existing work routines

Dr Mike Lu, General Manager of RLF Team China and the Deputy General Manager Ms Melanie Wu joined the employees from the Sales, Marketing and Production Departments for the meeting.

## Highlighting the Reports of the Sales and Marketing Team



**Xi Juqun**  
Sales Director of Northern China Regions



**Yin Yaolin**  
Sales Director of Central China Regions



**Lai Youying**  
Sales Director of Southern China Regions



**Ma Decao**  
Sales Director of Northeast China Regions



**Qiu Mengbin**  
Marketing Development Director of RLF China

The Sales Manager representatives of RLF China summarised their work for the first half of 2017 and presented work plans for the second half of 2017. They also shared the work experiences and crop demonstration effects, and put forward the existing problems in their work areas.



**Lan Cheng**  
*Sales Manager of Southern China Regions shares the customer development and promotions held in Xinjiang region*



**Dong Fang**  
*Sales Manager of Northern China Regions - talks about the maintenance of grape growers*



**Xu Jianyou**  
*Sales Manager of Northern China Regions shares experiences*



**Zhang Xianyun**  
*Sales Manager of Southern China Regions gives his summary*



**Zhang Xuekun**  
*Sales Manager of Southern China Regions contributes*



**Zhang Zhen**  
*Sales Manager of Northeast China Regions giving his presentation*



**Zhao Daqing**  
*Sales Manager of Northeast China Regions*



**Li Jiancai**  
*Sales Manager of Central China Regions*



**Li Zhikun**  
*Sales Manager of Central China Regions*

## The Technical Team Shares its Reports



**Ma Deliang**  
*Technical Director of RLF China, talks about new products and core products' training and crop demonstrations*



**Li Qiongyu**  
*Technical Manager, explains the technical importance of identifying crop nutrient deficiency symptoms and introduced a standard crop demonstration process.*

A third presentation was made by Wu Lulu, the designer of the company's product packaging, publicity materials, and publicity platforms.

## Appreciation from Management

Ms Melanie Wu, Deputy General Manager acknowledged the work of the entire team and delivered a detailed plan for the second half of the year insofar as marketing and production were concerned. She encouraged team members to share their experiences in an effort to overcome the loneliness that often comes from working alone.



*Ms Melanie Wu*

Dr Mike Lu, General Manager concluded the two day conference by delivering an overall work summary for the first half of 2017. He also made suggestions on how to continue to promote the RLF brand and product and encouraged team members to work hard to deliver further gratifying results by the end of 2017.



*Dr Mike Lu*

### Awards to Star Performers and Achievers

Several individual team members, as well as entire teams were recognised for their excellent efforts during the first half of the year. Thank you all for your efforts to make RLF even better.



*For best growth rate in customer accounts. The Southern China Regions.*



*For best growth rate in shipments. The Northeast China Regions.*



*Sales Excellence Pacesetter Award to Dong Fang*



*Sales Excellence Pacesetter Award to Lan Cheng*



*Sales Excellence Pacesetter Award to Zhang Xianyun*



*Sales Excellence Pacesetter Award to Huang Chaofeng  
(Award accepted by Sales Director of Northern China Regions,  
Xi Juqun on his behalf)*



*Sales Progress Award to Li Jiancai*



*Sales Progress Award to Li Zhikun*



*Sales Progress Award to Shen Zhiqiang*



*Sales Progress Award to Zhao Daqing*

### New goal, new journey, new beginning....

The RLF China Team all look forward with renewed excitement and encouragement as the second half of the year unfolds. Tomorrow is another new beginning and the journey continues as our Sales Team connect with our customers to deliver better on-farm profits and healthier food outcomes.



*Group photo with the advanced teams and employees.*

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