

Lille, 28 July 2010

### **Micropross has organised its second annual distributor training seminar**

For the second time, Micropross has organized a training session in its headquarters in Lille, France, from the 6<sup>th</sup> until the 10<sup>th</sup> of July. The idea behind this meeting was multiple. First, it was the occasion for Micropross to update their knowledge in the new products. Then, it was also interesting for the whole gathering to have some exchanges about their vision the market, their respective state of the arts, and simply, their ways to do business.

Philippe Bacle, president of Micropross stated : “We really appreciate that our partners from all around the world traveled to our premises in France for this training session. This is part of our strategy of always improving the experience that our customers get from using our test equipment. Having a well trained distribution network is essential in our business.”. The content of the training was split into technical and commercial sessions. The coverage was very wide (contact, contactless technologies, and of course, NFC).

Jerome Vanhoucke, Sales director, commented : “it is very precious for us to gather the worldwide Micropross family under one roof, to share ideas, concepts and views about the market and Micropross products. It is also very rewarding to see the family getting bigger and bigger every year.”. Indeed, we have been graced this year by the presence of our new distributor, coming straight from South Africa.