

Second International Agents Symposium

For some years now, BUTTING has been represented all over the world – companies in China, Canada, Belgium and Brazil are now part of the BUTTING Group. In addition, BUTTING works closely with foreign partners: Our “agents” – as we call them in a friendly way – live in selected markets and regions of the world. Their main activity is to arrange business contacts and orders. They are an essential connecting link between BUTTING and our potential customers.

To show our gratitude for their commitment, the Board of Management recently invited them to the Second Agents Symposium in Knesebeck.



Stainless steel pipes and their manufacture, materials and their application, products and their use – that was only a small part of the subject matter awaiting the participants of the Second Agents Symposium from 9-12 May 2011 at BUTTING. But the emphasis was not placed on merely imparting knowledge: Particular attention was paid to getting to know one another and exchanging experiences, both among the agents themselves and with the Sales staff from Knesebeck.

The participants from eight different countries in Africa and Asia had plenty of scope for discussion – about local markets, product solutions and strategies. The topics included sector-specific requirements and regional political developments.

Getting our agents and the BUTTING staff to identify even more strongly with BUTTING, becoming a bit more open-minded about technology and about people – that has been achieved.

When our agents left, they took with them a whole series of impressions, greater awareness of events in Knesebeck and even stronger motivation to face new challenges. And their departure is only temporary – till the next phone call, the next meeting at a customer's, or the next Agents Symposium!

BUTTING – Progress by Tradition