

Socomec China Wins Valuable Case Award from HREC

Shanghai, 28th October 2022

Socomec China has won the award from Human Resource Excellence Center (HREC) Learning and Development for the year 2022, under the category of "Valuable Case Award" during the award ceremony held on 25th Oct 2022 at Shanghai. This award has been conferred among 219 entries received, based on the "Challenge Sales Workshop" case submitted by the company.

The "Learning and Development Value Award" is organized by HREC, a high-end, professional and influential Human Resources membership service company in China, and is one of the branches of the "Value Award" series that it has been building for many years. With its persistence efforts to maintain the authority, rigor, fairness, openness and public welfare, the "Value Award" series has become a brand with wide influence and credibility in China's human resources practitioners, and regarded as the benchmark of professional selection in the industry.

Socomec China has nominated "Challenge Sales Workshop" case, which is the first internal certified training course on Sales skills improvement. Two of their in-house professional instructors have conceptualized it: Phenix WANG, Power Switching and Monitoring Sales Director of East China & Southwest China and Ryan XING, Power Conversion Sales Director of Key Accounts and Industry. They have more than fifteen years of rich experience in low-voltage electrical industry specialized in Key account management, Project management, etc. Combined with their study experience of Norway international MBA in Fudan University, they were able to develop a concentrated essence of theory, in order to improve the project management ability of internal sales and partners in the professional field.

In the intricacies of related project relationships through role-playing and practical realistic interpretation of customer visits, they could summarize how to identify effective project information and the key influencers of each project. These skills, methodologies and lessons learned are highly relevant to their business.

Speaking at the award ceremony, Amy Yan – Human Resources Manager – Socomec China said, *"This award comes as a testament to our professional, rigorous, comprehensive, innovative and efficient practice case developed by us. The Challenge Sales workshop is not only for our internal sales, but also for our partners. This is a major shift in our HR strategy, as the Industrial Revolution 4.0 has led to a change in HR, which means that we need to create value not only for our employees, but also for our partners thus creating an impact on our entire ecosystem. It is not only a workshop, but also our future direction. Socomec China is committed to creating a series of courses related to "Challenge Sales" and making this as a signature program in the industry".*

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Founded in 1922, SOCOMEC is an independent industrial group of more than 3,900 experts spread across the world in 28 subsidiaries. Our vocation: design, manufacture and sale of electrical equipment, with a strong expertise in critical power applications. In 2021, SOCOMEC achieved a turnover of 604 million euros.



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Socomec China HR Team with the award:

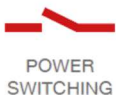


About Socomec China:

Since Socomec came into Chinese market in 1922, we are continuing to offer you full range and Chinese market adapted electrical products and complete services. Socomec China is a subsidiary of Socomec Group in China, with full sales networks covering whole China, aimed to offer you innovation, reliability, control and security. Socomec China has 2 wholly-owned companies in Shanghai and Beijing, one wholly-owned factory in Shanghai and one joint venture factory in Zhejiang. With the past 30 years, Socomec achieved a rapid growth of total sales each year, especially good references in infrastructure, building and hospital and so on. We believe in “your energy, our expertise”.

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