



One of the highlights of the evening: the Ippag Award ceremony.

## Ippag Reception in China Dialogue with suppliers

**CN** – In the course of their meeting in China that is traditionally scheduled during the Canton Fair, the members of the Ippag (International Partnership for Premiums and Gifts) invited their privileged suppliers, the so-called PPP suppliers to a reception. The venue was the Grand Ballroom East in the recently opened Chateau Star River Hotel, which offers a magnificent view over the river and which is only a few minutes car journey away from the Pazhou exhibition grounds.

The Ippag President, Sören Langhoff, (Langhoff Promotion, DK-Vejle) welcomed the guests and explained the strategic alignment of the international distributor alliance. New plans and objectives were outlined, including the central avowal to comprehensive social responsibility, combined with the corresponding working condition checks at the manufacturers. Furthermore, Ippag intends to work more closely together with the PPP suppliers.

The Ippag Awards were presented during the reception: Sören Langhoff was aided here by his fellow board members Thibaut Fontaine (Kick & Rush, B-Brussels), Lauri Honka (Mastermark, FIN-Turku), Jeff Lederer (Prime Resources, US-Bridgeport) and by the Ippag Secretary Florence Mosnier.

The reception was also taken as an opportunity for an animated exchange: The members discussed their different approaches in their respective markets in view of the current economic situation. A selection of the manufacturers' innovative articles was presented, before the evening was rounded off harmoniously, whereby the Ippag members also took this as an opportunity to hold intensive dialogues with their suppliers. An adjacent room was set up for the product show. ■ **Sche**

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Ippag President, Sören Langhoff, greeted his members and the invited PPP suppliers.

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Intensive exchange in a relaxed atmosphere.



The product presentations of the suppliers rounded the evening off.