



INTERVIEW WITH VIRGINIE HOLOD, THE SALES DIRECTOR OF MECMESIN LIMITED

Founded by Jim Oakley, an accomplished design engineer, in 1977, Mecmesin remains a privately owned company, based in Slinfold, West Sussex, UK, which has expanded worldwide, with regional offices in the US, China, Thailand and France.

In addition, we have a global network of distributors in more than 50 countries able to provide technical expertise and after-sales support to customers locally.

Since 2003, Ms Virginie Holod joined Mecmesin Ltd to provide technical & sales support to the distributors and the end-users mostly to the French speaking countries within the Export department. In 2006, she moved to Asia to develop this ever-growing market by offering expertise and taking on the management of the offices in Bangkok and in Shanghai.

With a tremendous sense of entrepreneurship, Robert Oakley (son of the Mecmesin Founder: Jim Oakley) was targeting the Chinese market for many years and in 2007, decided to establish Mecmesin China trading company in the Yangpu district of Shanghai. With the help of partners and a team of 25 highly qualified people across China, Mecmesin can provide the highest services and support to the current and future customers



What is special about the products and/or services that your company provides? How do you differentiate yourself from your competitors that may already be in the China market?

Mecmesin is a leading designer and manufacturer of force and torque test equipment for over 30 years. Mecmesin offers precision test instruments and systems that are accurate, reliable and excellent value for money. We provide a tailor-made service creating the ideal testing platform, which is robust, easy-to-operate and gives top-level performance time after time!

Operating under ISO 9001 quality standards, Mecmesin test products are used to guarantee the quality of components, materials and finished products, from factory floor through to the R&D laboratory, in multiple industries

The focus of the company has always been to provide high quality test solutions, which are an affordable alternative to the many higher-priced systems available, en-

abling small and large businesses alike to undertake quality control checks on their products without compromising on precision and accuracy. The rugged design of Mecmesin systems mean they can withstand tough factory conditions and perform tests at the point of production rather than having to use expensive laboratories to ensure consistent manufacture.

What are the current trends in China for your particular Industry?

Increasing everyday or should we say by the minute!!!... China does no longer want to be known as the biggest manufacturing country of the world but now is determined to be known as the biggest High Quality manufacturing supplier. Dealing in many industries such as Aerospace, Automotive, electrical, electronic, packaging, plastic, pharmaceutical, medical, textile, etc..., through the years, we have seen a change in quality testing knowledge and demands among our end-users.

The precision of the questions from our customers are high standard which means that we can provide perfect solutions to their needs.

Why did you make the decision to set up your own entity in China?

We had 2 choices... either appointing a distributor or creating a company in which we could employ and train highly skilled engineers that would provide the standard of technical support we wanted to offer.

Although the 2nd choice demanded a higher investment, we believed and we were proven that an entity set-up in China was the correct and the expected move from our current and new customers needs.

What challenges have you faced in both the short-term and long-term development of your company in China? And how did you solve these challenges?



to enter into the Chinese market?

Never... Each new market has its own risks, difficulties and challenges.

In business like in life, there are no regrets, but lessons to be learned! And every international company should be prepared to take calculated risks to expand their market and future business.

If you would be able to re-do taking this step again, what would you do differently?

Hiring the services of a professional and qualified service provider since the start up of the company in China. Creating a company in Hong-Kong first or at the same time as our Shanghai company.

What is your view about your company's development in China in 2010 and in the long-term?

Already promising on the first semester of 2010 and we intend to carry on our development in specific niche markets that the Chinese Industries and the governments want to develop, especially in sectors like the medical, pharmaceutical, packaging and aerospace.

Do you believe that the Expo will provide significant development to Shanghai as well as China and will be an advantage for you?

It certainly shows to the world the intention of Shanghai and China Governments to be part of the financial world.

Although many processes & procedures still need to be modified or adapted...When there is a will, there is a way! It is just a matter of time.

For the past 4 years of our presence in China, we have indeed seen a lot of improvement to ease the trade. ■

(Please also refer to the next point)

How long have you got?... To be honest, it is impossible to summarise. Everyday is a challenge, everyday is a learning curve and we must face certain situations on a daily basis.


Never ask why, but always say how?

The biggest challenge is to be kept informed with the changes within the financial, the taxation & administrative matters for the everyday running which also involves the change of status of the company on the long term.

Could you share a success story that you have achieved while operating in China?

Thanks to the help of our service provider's team, we have finally completed the set up of our company under the "General" company status which provides great additional benefits for our customers and Mecmesin. In addition, it also shows that Mecmesin China is now recognized as one of the major suppliers of Force & Torque equipment in this territory.

Have you ever regretted taking the step



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