

83 guests from 23 countries dive into one of the largest metropolises of the world

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The ASSMANN Electronic GmbH has also invited its subsidiary companies and distribution partners this year to the International Management Meeting (IMM) from 26.06.2008 – 29.06.2008. The metropolis of Berlin, steeped in history, is added as a venue to the series of interesting cities, such as Istanbul, Prague, Graz, Warsaw and Paris.

The objective of the meeting was to exchange experience and the planning of new strategies for the ASSMANN Group in collaboration with its distribution partners, and also to continue publicising and consolidating the DIGITUS® brand with success in the future. The delegates were informed in well attended workshops about new product developments, in addition to interesting papers ranging from the development of the market in Asia; the fusion of technologies from the areas of networking and consumer electronics to the brand vision of DIGITUS®.

The highlight of the meeting, as in the previous year, was the award of the DIGITUS® Brand Award with a prize of 6,000 €. This prize is given to partners or customers who especially support the DIGITUS® brand because of their excellent commitment and with corresponding marketing activity. The company, EBC from Portugal was the winner this year which was able to use its marketing mix to continue the significant development of the DIGITUS® brand in Portugal.

The outline program could hardly be bettered, one highlight followed the other. Everything was included, from a secret inside tip for the restaurant and a spectacular lounge boat tour to an in-club. The club gave all the delegates the opportunity of experiencing Berlin night life on the last evening. All the delegates had the chance here in the in-restaurant of the club itself and later with groovy beats to think back over the events of the past few days. Contacts were developed until late into the night, interesting discussions took place and of course there was lots of dancing and partying.

Dealers can obtain further information from www.digitus.info. DIGITUS® products can be purchased by dealers from the usual distributors.

High-resolution photo and image material on this press release and information and photos on the company ASSMANN Electronic GmbH are available for downloading from the following web address:

www.assmann.com/index.php?id=322&L=3

Contact press

Ilona De Laever

ASSMANN ELECTRONIC GmbH

Auf dem Schüffel 3

58513 Lüdenscheid

Germany

Phone: +49 (0) 23 51 – 5 5-46 60

Fax: +49 (0) 23 51 – 5 54-6 61

E-Mail: i.delaever@assmann.com

Web: www.assmann.com www.digitus.info

Brief company profile

ASSMANN Electronic GmbH was founded in 1969 in Lüdenscheid/Germany as a manufacturer of connectors and adapters for internal and external computer cables.

With his own branches in Austria, France, Sweden, Croatia, Slovenia, Poland, Mexico, USA, China and Taiwan, this ISO-certified specialist in computer accessories and network solutions today supplies IT distributors and key accounts worldwide. The major part of the product range consists of the DIGITUS® brand range. Active and passive network components, KVMs, USB and Firewire products, cables, adapters and connectors, (S)ATA/SCSI products, peripherals, notebook, PDA, computer and multimedia accessories are supplied both for private consumers and professional users. The DIGITUS® brand was introduced in 1994, and is now well-known in many markets for its “Best Value for Money” quality.
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