



Mr Jun Sun Park, President and CEO of Eretec, Inc, Republic of South Korea, proudly holding his Gold Partner award



Jean-Philippe Louis, President of Euromip, France, receiving his Gold Partner award from John Jephcott of MPE Ltd (right), prior to Covid-19 travel restrictions



Dieter Mühlberger, CEO of Electrade GmbH, Germany, with his Silver Partner award

Annual awards to MPE's distribution partners

MPE's family of distribution partners across the world has remained fully operational in the face of the unprecedented Covid-19 pandemic. Now covering some 26 different territories via a combination of remote working, office working and in some cases isolated teams, MPE's authorised distributors have continued to ensure that MPE products are available as required to each territory.

The present restrictions on travel have made support for these partners even more challenging for MPE. The contrasting requirements of individual distributors and their regions, industries and applications have necessitated the development of tailored support solutions by MPE in many cases. One result of the current block on travel has been the remote fulfilment of MPE's annual review of its distribution partners and the resulting presentation of their annual awards.

MPE's established Partner Program provides its partners with a clear view of the expectations MPE has of them and, in return, the significant benefits and support associated with partner status. The MPE Partner Program is a tiered structure with four distinct levels – Bronze, Silver, Gold and Platinum. It sets out achievable individual goals for each partner which enable MPE to evaluate all partners in all territories on a uniform basis, however new or well-established they may be.

The parameters for measuring performance extend beyond financial criteria to sales, marketing and business development activities, recognising how and to what extent partners are developing new customers and market sectors to achieve progression to the next tier.

Accordingly, following a comprehensive review of 2019 performance, four partners Accelonix (Netherlands), Eretec (South Korea), Euromip (France) and IMCA (Turkey) were honoured with Gold Partner status for 2020, with a further three partners achieving Gold Silver Partner status. It was also pleasing to report that two of MPE's newest distribution partners attained Bronze Partner level.

These partner rankings were communicated to each party at the start of the year and are now prominent on the Distribution Partner pages of the MPE website www.mpe.co.uk/distributors. Partner plaques were also dispatched for proud display within each distributor's premises.

MPE will be working closely with all of its territory partners throughout the next 12 months, ensuring that maximum benefits are mutually realised from the company's innovative Partner Program.

