



PRESS RELEASE

Optibelt European Sales Conference 2024

Focus on international orientation and intensive networking

Höxter, 25 January 2024 - This year's Optibelt European Sales Conference, which took place from 23 to 25 January, brought together over 70 sales managers from all over Europe at the company's headquarters in Höxter. This event provided a platform for the exchange of best practices, the presentation of innovative approaches and the discussion of forward-looking topics.

The last European Sales Conference took place in 2018 in Londonderry, Ireland, with a visit to Letterkenny, where Optibelt Urethane Belting Ltd. has been operating a production facility for almost 35 years. The 2024 conference was enriched by exciting keynote speakers. Max Meister, CEO of the trading company Ludwig Meister, presented his company's success story and emphasised the importance of customer loyalty and digitalisation. Former national basketball coach Dirk Bauermann shared his views on how the principles of team sports can be transferred to business.

Conference attendees took part in exciting break-out sessions covering topics including product development, business development and application engineering, as well as marketing and IT. These interactive sessions gave participants the opportunity to explore specific aspects of their work in greater depth and exchange ideas with colleagues on relevant challenges and trends. Joint evening events provided an informal platform for further discussion and networking.

A panel discussion with the Managing Directors Reinhold Mühlbeyer and Konrad Ummen as well as the Head of Supply Chain Management, Mr Kai Michael Keßler, provided in-depth insights into Optibelt's strategic direction.

The event concluded with closing remarks from Erik Nagel, Head of Sales Europe, who emphasised the importance of close cooperation between all departments within the global

company. The group remains on the path of innovation and internationalisation in order to offer customers worldwide high-quality products and optimal solutions.

About Optibelt

The Arntz Optibelt Group is one of the world's leading manufacturers of high-performance drive belts and develops sophisticated drive and product solutions that are used in mechanical engineering, the automotive industry, the agricultural machinery sector, the household appliance industry and the medical sector. The family-run company manages eight production sites in six countries from its headquarters in Höxter and maintains its own logistics and sales centres in Europe, North and South America as well as in Asia, North Africa, Australia and New Zealand. More than 2,400 employees worldwide ensure the best possible service, optimum customer proximity and the highest quality and safety standards.

www.optibelt.com

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Picture material:

Optibelt European Sales Conference 2024; photo credits: Arntz Optibelt Group

Bildunterschrift:

Optibelt SC 2024 - 1: Optibelt employees from all over Europe took part in the Sales Conference 2024;
Optibelt SC 2024 - 2: Fredrik Hagesäter, Head of Sales Northern & North-Eastern Europe, Kai Michael Keßler, Head of Supply Chain Management, Managing Directors Reinhold Mühlbeyer and Konrad Ummen, and Erik Nagel, Head of Sales Europe, during the panel discussion.