

“A Beautiful Encounter”

Carol (Chih-Yu) Chang, Director of **Pan-Pioneer Co., Ltd.**, **ALM Harvard University**, USA, **M.S. University of Houston**, USA, reports, “This year at Pan-Pioneer, we featured our multi-wire drawing machine at *wire China 2014*. Surprisingly, the ‘not so extraordinary looking’ machine possessed some kind of power of attracting audiences in its own way including our respectable peer company, **Niehoff**.

“The first day of the exhibition, we arrived early. Right away, I went to the restroom and just missed our first visitors from Niehoff; they were the CEO, **Mr. Kulaczewski**, and Executive Vice President, **Mr. Lohmuller**. My assistants who can barely speak English could not offer details about their visit. But I felt honored.

“On the second day of the exhibition, another visitor from Niehoff, the President, **Mr. Rockenhauser**, came by to ask for a catalog while I was in the middle of some business. I missed the encounter again. I saw the name card in our guest book, thinking maybe it was a good time to pay a visit to Niehoff.

“Knowing Germans are the tallest people in the world, I put on my high heels, which added 2” to my 5’1” petite figure and headed straight for Niehoff’s booth. I asked the receptionist for Mr. Kulaczewski; after a few rounds, a tall, and middle-aged gentleman greeted me.

“Mr. Kulaczewski was polite and friendly. We shared our company’s background and stories with each other. At the end of the conversation, he smiled at me and said, ‘After all, this is a game of competition.’ I smiled back at him and invited him to visit our factory when he finds himself in Taiwan.

“The next day, a gentleman stopped by and asked me, ‘Are you afraid people might copy your machine? Why you pull down the shade?’ with a teasing tone in his voice. I looked back at him and replied, ‘No, because there is no audience.’ I opened the shade and asked for his name card. He turned out to be Mr. Rockenhauser, the

President of Niehoff. ‘We certainly don’t worry Niehoff will copy our machine,’ I teased him back. I asked his advice for improvement, but he demurred on the basis that we are competitors. I told him we are not competitors because we have different customer bases and different market positions. He smiled and left.

“Looking back, I used to work with a group of German colleagues at Harvard University, who we had high respect for each others. But I must say this exhibition has brought me the most memorable ‘German’ experience, which I must credit to our respectable peer company, Niehoff. www.pan-pioneer.biz



Continued...