

# Bonovo Held 2017 Nationwide Distributors Training Program

Bonovo Orthopedics (Beijing) Inc. held 2017 Nationwide Distributors Training Program in Four Season Royal Hotel on July 15<sup>th</sup>, 2017. Hot weather did not stop the enthusiasm of distributors to take part in the training program. Almost 100 distributors attended the program. This program opened by the speech of Mr. Yong Song, Bonovo's CEO. Mr. Dines De, Marketing Director of Bonovo gave a training in spine basic knowledge and new domestically produced products such as Bo-Mis and O-Fuse. The training included surgery procedures, product standard and characteristics as well as the usage of surgery tools. Bo-Mis and O-Fuse followed the latest trend of MISS and aimed at alleviating the agony and bringing better prognosis after surgery to the patients. Mr. Dines De had a good interaction with the distributors through vivid lectures. It is foreseeable that the new domestic products would enjoy a big market share in the future. In the afternoon of July 15<sup>th</sup>, Angle Gao, product manager gave training on P-Fuse, T-Fuse, C-Fuse and etc. Ms. Gao emphasized on the operation characteristics of the products and the advantages of the domestic products are more obvious than other products of the same kind. At the end of the training on July 15<sup>th</sup>, all the distributors underwent a test and basically passed the test, which proved that the training program is a success. After the test, some distributors were communicating with work staff in marketing and sales and their enthusiasm was huge.

All the distributors went to the factory in Liangxiang, Fangshan on July 16<sup>th</sup>. The more direct observation of R & D as well as production process was attained. All the distributors said that they had more confidence in Bonovo's domestic products and would do whatever they could to help with marketing promotion and sales, thus helping more patients in need.

Bonovo's nationwide distributors training program came to a perfect ending on July 16<sup>th</sup>, 2017.



Fig.1 Mr. Yong Song, Bonovo's CEO made an introduction of Bonovo

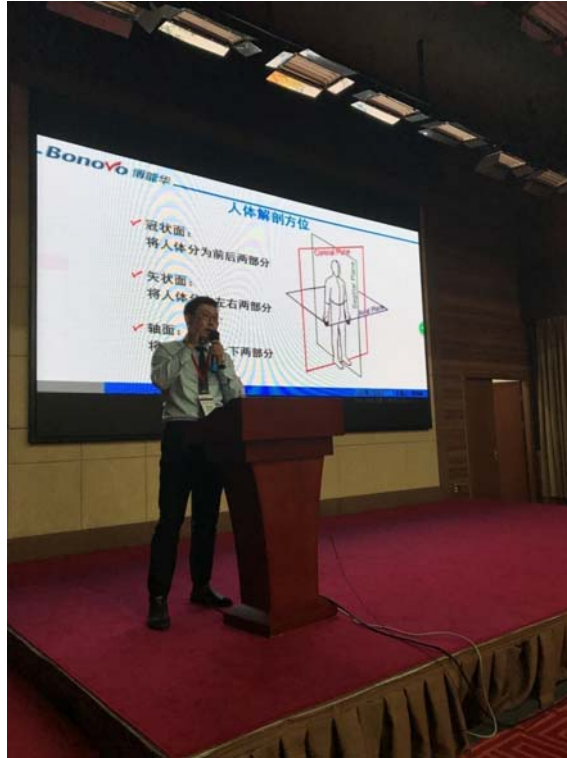


Fig. 2 Mr. Dines De, Marketing Director was giving a lecture on spine basic knowledge



Fig. 3 Ms. Angel Gao, Product Manager gave an introduction of domestic products of Bonovo



Fig. 4 Distributors having a test



Fig. 5 Mr. Dines De communicating with distributors on how to use surgical tools



Fig. 6 Ms. Angel Gao teaching the distributors how to use the surgical tools



Fig. 7 group photo



Fig. 8 Ms. Liu Chunxi gave an introduction of R&D as well as production process in the factory.



Fig.9 Mr. Li Wei introducing production equipment to distributors