



# OBO Night 2018

*Coverage Report by*



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22.07.2018

## Steady growth in Germany-SL trade – *Ambassador Rohde*

Opening of German Trade Delegation facilitates bilateral trade

Bilateral trade between Germany and Sri Lanka has grown by 40% during the past three years and Germany was optimistic of Sri Lanka's further potential, Ambassador of Germany to Sri Lanka, Jörn Rohde said recently.

"We are not here to connect only the governments but also its people. Key areas are increasing business relations between Germany and Sri Lanka. In the past few years trade between Germany and Sri Lanka grew by 40%. Last year alone German exports to Sri Lanka grew by eight per cent," said Ambassador Rohde who was the chief guest at an annual event of one of Germany's foremost global manufacturers in the field of electrical and building installation technology - OBO Bettermann Holding GmbH & Co. KG.

"This year in March we opened a German Trade Delegation in Sri Lanka. This will ensure that trade between the two countries will boom. In fact, this year, Germany and Sri Lanka celebrated 65 years of diplomatic relations. We are hopeful of greater ties between the two countries," he said.

Ralf Hennemann, Director of Sales and strategy for Sri Lanka, Middle-East and North Africa said, "We build connections through devices and equipment that conduct electricity, route data and control energy."

Director of Sales and Marketing for Sri Lanka, Pakistan, Bangladesh and the Maldives, Hardi Jabir said the company strives for the greatest-possible transparency for its employees and customers.



OBO Bettermann, Director of Sales and strategy for Sri Lanka, Middle-East and North Africa, Ralf Hennemann presents a token of appreciation to Ambassador Jörn Rohde while Hardi Jabir looks on.

## Germany's OBO local subsidiary holds annual event for customers

One of Germany's foremost global manufacturers in the field of electrical and building installation technology – OBO Bettermann Holding GmbH & Co. KG, recently held its OBO Night Annual Event for its customers in Sri Lanka.

OBO Bettermann has over 4,000 employees spread across 60 countries and 40 subsidiaries in Europe and overseas. The brand has been in Sri Lanka since mid-nineties and started its own office in 2011.

Ambassador of Germany to Sri Lanka & Maldives Jörn Rohde was the Chief Guest at the launch held on the 22 June 2018 at the Cinnamon Lakeside Colombo.

"Good evening ladies and gentlemen, I am extremely happy to be here. I won't emphasize too much on OBO Bettermann because I don't know too much about its line of business. But when I saw the motto – Thinking connected, I guess we are in the same line of business as we are trying to enhance relations between the two countries. My line of business is connecting Germany with Sri Lanka, not only governments but also its peoples," iterated Chief Guest Ambassador of Germany to Sri Lanka Jörn Rohde.

"It is a great honour and privilege for me to be in Sri Lanka for this momentous occasion. We build connections through devices and equipment that conduct electricity, route data and control energy. We bundle our high-quality products into innovative systems and our networked solutions create the electrical infrastructure of buildings in all kinds of projects throughout the whole world. Our state-of-the-art production facilities and continuous process optimization help us to create first-class products. We continuously strive for ways of optimizing our production processes. With our own knowledge, each individual OBO employee in the production facility contributes to the development of the company. The high depth of production and level of process automation allow the greatest-possible flexibility and efficiency for clear segmentation of the production facilities," Ralf Hennemann, Director of Sales and Strategy for Sri Lanka, Middle-East and North Africa said addressing the gathering.

Dr. Asanka Rodrigo from the Department of Electrical Engineering of the University of Moratuwa conducted a very insightful presentation under the topic 'Importance of surge protection' whilst Eranda Ginige – Founder of Social Enterprise Lanka delivered a speech on 'Social Enterprises.'

"We strive for the greatest-possible transparency for our employees and customers. Towards this end, all of the company's objectives, processes and data are continuously measured, depicted and, if possible, improved on. The continuous development and



Chief Guest Ambassador of Germany to Sri Lanka Jörn Rohde



Hardi Jabir, Director of Sales and Marketing for Sri Lanka, Pakistan, Bangladesh and the Maldives delivering a vote of thanks



Dr. Asanka Rodrigo from the Department of Electrical Engineering of the University of Moratuwa conducting presentation under the topic 'Importance of surge protection'

modernization of our production facilities is the foundation of our success. I would like to thank our long-standing partner and distributor Athula Jayarathna, Chairman/ Managing Director of SAW Engineering (Pvt) Ltd for all the support given to us in the past," said Hardi Jabir, Director of Sales and Marketing for Sri Lanka, Pakistan, Bangladesh and the Maldives delivering the vote of thanks.

OBO Bettermann is an independent family-owned company established in 1911 by its legendary founder Franz Bettermann along with two other colleagues in Germany. In 1952, the OBO Bettermann pioneered the OBO – Ohne BOhren (without drilling) technology in the world which simplified the work of the tradesmen of the time significantly, eliminating the need for drilling as the nail / anchor could be directly pushed into the wall.



# GERMANY-SL TRADE GROW BY 40% IN 3 YEARS – *AMBASSADOR ROHDE*

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line of business. But when I saw the motto – Thinking connected, I guess we are in the same line of business as we are trying to do the same things. My line of business is connecting Germany with Sri Lanka, not only governments but also its peoples," iterated the Ambassador.

OBO Bettermann which globally has over 4,000 employees, is spread across 60 countries and 40 subsidiaries in Europe and overseas. The brand has been in Sri Lanka since the mid nineties, and started its own office in 2011.

"It is a great honour and privilege for me to be in Sri Lanka for this momentous occasion. We build connections through devices and equipment that conduct electricity, route data and control energy," Ralf Hennemann Director of Sales and strategy for Sri Lanka, Middle-East and North Africa said addressing the gathering.

Hardi Jabir, Director of Sales and Marketing for Sri Lanka, Pakistan, Bangladesh and the Maldives iterated that the Company strives for the greatest-possible transparency for its employees and customers and towards this end, all of the Company's objectives, processes and data are continuously measured, depicted and, wherever possible, improved on.(AK)



Officials at the event

09.07.2018

# Germany's Obo Bettermann launches Sri Lankan subsidiary



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Chief Guest Ambassador of Germany to Sri Lanka Jörn Rohde



Dr. Asanka Rodrigo from the Department of Electrical Engineering of the University of Moratuwa conducting presentation under the topic: 'Importance of surge protection'



Social Enterprise Lanka Founder Eranika Gamage delivering a speech on 'Social Enterprise'



Harzi Jatin, Director of Sales and Marketing for Sri Lanka, Pakistan, Bangladesh and the Maldives delivering vote of thanks

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## Germany's Obo Bettermann Holds 'OBO NIGHT 2018'



OBO Bettermann Director of Sales and Strategy for Sri Lanka, Middle-East and North Africa, Ralf Hennemann handing over a token to Ambassador Jörn Rohde while Mr. Hardi Jabir looks on.

One of Germany's foremost global manufacturers in the field of electrical and building installation technology – OBO Bettermann Holding GmbH & Co. KG, held its OBO Night for its customers in Sri Lanka recently at Cinnamon Lakeside, Colombo.

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Ambassador of Germany to Sri Lanka & Maldives Jörn Rohde was the Chief Guest at the launch held on the June 22, 2018.



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Daily Mirror (Sri Lanka) 11 Jul 2018

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**Dr. Asanka Rodrigo from the Department of Electrical Engineering of the University of Moratuwa conducting presentation under the topic 'Importance of surge protection'**

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**Chief Guest Ambassador of Germany to Sri Lanka Jörn Rohde**

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22 July, 2018



Business



*OBO Bettermann, Director of Sales and strategy for Sri Lanka, Middle-East and North Africa, Ralf Hennemann presents a token of appreciation to Ambassador Jörn Rohde while Harald Jabir looks on.*

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"This year in March we opened a German Trade Delegation in Sri Lanka. This will ensure that trade between the two countries will boom. In fact, this year, Germany and Sri Lanka celebrated 85 years of diplomatic relations. We are hopeful of greater ties between the two countries," he said.



## Germany-SL Trade Grow by 40% in 3 Years – Ambassador Rohde

Thursday, July 26, 2018 - 01:00

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Officials at the event

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## Germany's OBO BETTERMANN Holds 'OBO NIGHT 2018'

Business & Finance

July 24, 2018 Admin

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One of Germany's foremost global manufacturers in the field of electrical and building installation technology – OBO Bettermann Holding GmbH & Co. KG, held its OBO Night Annual Event for its customers in Sri Lanka on the 22nd June 2018 at Cinnamon Lakeside – Colombo.

OBO Bettermann which has over 4,000 employees, spread across 60 countries and 40 subsidiaries in Europe and overseas. The brand has been in Sri Lanka since the mid nineties, and started its own office in 2011.

Ambassador of Germany to Sri Lanka & Maldives His Excellency Mr. Jörn Rohde was the Chief Guest at the launch held at the Cinnamon Lakeside Colombo.

"Good evening ladies and gentlemen, I am extremely happy to be here. I won't relate too much on OBO Bettermann because I don't know too much about its line of business. But when I saw the motto – Thinking connected, I guess we are in the same line of business as we are trying to do the same things. My line of business is connecting Germany with Sri Lanka, not only governments but also its peoples," iterated Chief Guest Ambassador of Germany to Sri Lanka His Excellency Mr. Jörn Rohde.

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OBO Bettermann with a tradition stretching back over 100 years and four generations has its successful growth story is based on its deeply-rooted connections with commerce, trades, planners and the end-customers. Its corporate considerations and actions are based on embracing change and taking a long-term view. The core of its success story is based on mutual trust and commitment among employers, employees, and partners.

For more information :-

[www.obo-bettermann.com](http://www.obo-bettermann.com)

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Posted on:  
23rd July 2018

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Posted On 25 Jul 2018 By : publisher Comment: Off

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# Germany's Obo Bettermann Holds 'OBO NIGHT 2018'

July 25, 2018 - 00:25

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## Germany's Obo Bettermann Strengthens Sri Lankan Operations



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## ஜேர்மனியின் OBO BETTERMANN நடாத்திய 'OBO NIGHT 2018'

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ஜேர்மனியின் முன்னணி சர்வதேச மின்சார மற்றும் கட்டட நிறுவனமான OBO Bettermann Holding GmbH & Co. KG அதன் வருடாந்த OBO Night நிகழ்வை அதன் வாடிக்கையாளர்களுக்காக 2018 ஜூன் மாதம் 22 ஆம் திகதி கொழும்பு சினமன் லேக்ஸைட் ஹோட்டலில் நடத்தியது.

உலகளாவிய ரீதியில் சமார் 4000 பணியாளர்களைக்கொண்ட OBO Bettermann, 60 நாடுகளில் பரந்திருப்பதோடு ஐரோப்பாவிலும் கடல்கடந்த நாடுகளிலும் 40 துணை நிறுவனங்களையும் கொண்டிருக்கின்றது. இவ்வர்த்தக நாமமானது இலங்கையில் தொண்ணூறுகளின் நடுப்பகுதியில் இருந்து பிரசன்னமாயிருப்பதோடு அது தனது அலுவலகத்தை இலங்கையில் 2011 ஆம் ஆண்டில் ஆரம்பித்தது.

இலங்கைக்கான ஜேர்மன் தூதுவர் யோன் ரோட் சினமன் லேக்ஸைட்டில் இடம்பெற்ற அறிமுக நிகழ்வில் பிரதம அதிதியாகக் கலந்துகொண்டார்.

"இனிய மாலை வணக்கங்கள் இன்று இந்நிகழ்வில் பங்கேற்றிருப்பது எனக்கு அதீத மகிழ்ச்சியைத் தருகின்றது. OBO Bettermann பற்றி அதிகம் நான் பேசமாட்டேன். ஏனெனில் அதனுடன் தொடர்புடைய வர்த்தக நடவடிக்கைகளை குறித்து எனக்கு அதிகம் தெரியாது. ஆனால் அதன் குறிக்கோளைக் குறிக்கும் நீதி வாக்கியத்தைப் பார்க்கையில் அதனுடன் தொடர்புபட்டவனாக நான் உணர்கின்றேன் நாங்கள் ஒரே விடயத்தைச் செய்யவிரும்பும் ஒரே வர்த்தகத்துறையில் இருப்பவர்களாகவே நான் கருதுகின்றேன். எனது வியாபாரமானது ஜேர்மனியை இலங்கையுடன் இணைக்கின்றது. அரசாங்கங்களை மாத்திரமல்ல மக்களையும் கூட." என்றார் பிரதம அதிதியான இலங்கைக்கான ஜேர்மன் தூதுவர் யோன் ரோட்.





ஜேர்மனியின் முன்னணி சர்வதேச மின்சார மற்றும் கட்டிட நிறுவனமான OBO Bettermann Holding GmbH & Co. KG அதன் வருடாந்த OBO Night நிகழ்வை அதன் வாடிக்கையாளர்களுக்காக 2018 ஜூன் மாதம் 22 ஆம் திகதி கொழும்பு சினமன் லேக்சைட் ஹோட்டலில் நடத்தியது.



உலகளாவிய ரீதியில் சமார் 4000 பணியாளர்களைக்கொண்ட OBO Bettermann, 80 நாடுகளில் பரந்திருப்பதோடு ஐரோப்பாவிலும் கடல்கடந்த நாடுகளிலும் 40 துணை நிறுவனங்களையும் கொண்டிருக்கின்றது. இவ்வர்த்தக நாமமானது இலங்கையில் தொண்ணூறுகளின் நடுப்பகுதியில் இருந்து பிரசன்னமாயிருப்பதோடு அது தனது அலுவலகத்தை இலங்கையில் 2011 ஆம் ஆண்டில் ஆரம்பித்தது.

இலங்கைக்கான ஜேர்மன் தூதுவர் யோன் ரோட் சினமன் லேக்சைட்டில் இடம்பெற்ற அறிமுக நிகழ்வில் பிரதம அதிதியாகக் கலந்துகொண்டார்.



#### எரந்த கினிகே

"இனிய மாலை வணக்கங்கள் இன்று இந்நிகழ்வில் பங்கேற்றிருப்பது எனக்கு அதீத மகிழ்ச்சியைத் தருகின்றது. OBO Bettermann பற்றி அதிகம் நான் பேசமாட்டேன். ஏனெனில் அதனுடன் தொடர்புடைய வர்த்தக நடவடிக்கைகளை குறித்து எனக்கு அதிகம் தெரியாது. ஆனால் அதன் குறிக்கோளைக் குறிக்கும் நீதி வாக்கியத்தைப் பார்க்கையில் அதனுடன் தொடர்புபட்டவனாக நான் உணர்கின்றேன் நாங்கள் ஒரே விடயத்தைச் செய்யவிரும்பும் ஒரே வர்த்தகத்துறையில் இருப்பவர்களாகவே நான் கருதுகின்றேன். எனது வியாபாரமானது ஜேர்மனியை இலங்கையுடன் இணைக்கின்றது. அரசாங்கங்களை மாத்திரமல்ல மக்களையும் கூட." என்றார் பிரதம அதிதியான இலங்கைக்கான ஜேர்மன் தூதுவர் யோன் ரோட்.



ජාත්‍යන්තර විද්‍යුත් හා ගොඩනැගිලි තාක්ෂණෝපාංග නිෂ්පාදන කෙරෙහි ප්‍රමුඛතම ජර්මානු නිෂ්පාදකයකු වන ඕබෝ බෙටර්මාන් සමාගම විසින් එහි ශ්‍රී ලාංකික ගනුදෙනුකරුවන් සඳහා වාර්ෂිකව සංවිධානය කරනු ලබන ඕබෝ රාත්‍රිය මැනකදී මහ ඉහළින් පවත්වනු ලැබීණි.

යුරෝපා කලාපයේ සහ ඉන් පිටත විදේශ රටවල් 60ක අනුබද්ධිත සමාගම් 40ක සේවකයින් 4000ක පමණ සංඛ්‍යාවකින් මෙම සමාගම සමන්විත වේ. 90 දශකයේ මැද භාගයේ පටන් ශ්‍රී ලංකාවෙහි තම ව්‍යාපාරික කටයුතු වල නියැලූන මෙම සමාගම පළමු වරට එම සමාගම සඳහාම වූ ආයතනයක් ලංකාවේ පිහිටවනු ලබන්නේ 2011 වසරේදීය. 2018 ජූනි 22 වන දින පැවැත්වූණු හඳුන්වාදීමේ උත්සවයෙහි ප්‍රධාන ආරාධිත අමුත්තා ලෙසින් සහභාගි වූයේ ශ්‍රී ලංකාව සහ මාලදිවයින සඳහා වන ජර්මානු තානාපති ජෝන් රෝසි මහතාය.



# ජර්මානු ඔබෝ බෙටර්මාන් 'ඔබෝ රාත්‍රිය 2018' ශ්‍රී ලංකාවේදී මහ ඉහළින්

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ජාත්‍යන්තර විද්‍යුත් හා ගොඩනැගිලි තාක්ෂණෝපාංග නිෂ්පාදන කෙළවරේ ප්‍රමුඛතම ජර්මානු නිෂ්පාදකයකු වන ඔබෝ බෙටර්මාන් ( Obo Bettermann) සමාගම විසින් එහි ශ්‍රී ලාංකික හතුවනුකරුවන් සඳහා වාර්ෂිකව සංවිධානය කරනු ලබන ඔබෝ රාත්‍රිය මැහකදී මහ ඉහළින් පවත්වනු ලැබීණි.

යුරෝපා කලාපයේ සහ ඉන් පිටත විදේශ රටවල් 60ක අනුබද්ධිත සමාගම 40ක ජ්‍යෙෂ්ඨයන් 4000ක පමණ සංඛ්‍යාවකින් මෙම සමාගම සමන්විත වේ. 90 දශකයේ මැද භාගයේ පටන් ශ්‍රී ලංකාවෙහි තම ව්‍යාපාරික කටයුතු වල නියැලුන මෙම සමාගම පළමු වරට එම සමාගම සඳහාම වූ ආයතනයක් ලංකාවේ පිහිටවනු ලබන්නේ 2011 වසරේදීය. 2018 ජූනි 22 වන දින පැවැත්වුණු හදුන්වාදීමේ උත්සවයෙහි ප්‍රධාන ආරාධිත අමුත්තා ලෙසින් සහභාගී වූයේ ශ්‍රී ලංකාව සහ මාලදිවයින සඳහා වන ජර්මානු තානාපති ජෝන් රෝසි මහතාය.



හෙත්මැන් මහතා විසින් තානාපති ජෝන් රෝසි මහතාට සංකේත ප්‍රදානයක් සිදු කරන අවස්ථාවේදී ජසීර් මහතාද එයට එක්වීණි

"මෙම උත්සවය සඳහා සහභාගී වීමට ලැබීම සම්බන්ධයෙන් මා ඉතා සතුටට පත්වනවා. OBO Bettermann සමාගමෙහි ව්‍යාපාර කටයුතු පිළිබඳව මා බොහෝ සෙයින් නොදන්නා බැවින් එම සමාගම පිළිබඳ මම වැඩි වශයෙන් අවධාරණය නොකරමි. නමුත් මෙහි ආදර්ශ සාධය දුටු විගස, මා හට හැඟී ගියේ අප සියල්ල එකම අංශයක කටයුතු කරනා බවයි. එනම් දෙරට අතර සබඳතා වර්ධනය කිරීමයි. මගේ රාජකාරිය වන්නේ ජර්මානිය සහ ශ්‍රී ලංකාව අතර රාජ්‍ය තාන්ත්‍රික සබඳතා වර්ධනය කිරීම පමණක් නොව, එහි ජනයා ද එකිනෙකා හා සම්බන්ධ කිරීමය, ශ්‍රී ලංකාවේ ජර්මානු තානාපති ජෝන් රෝසි මහතා නැවතත් අවධාරණය කළේය.





#PulseUK #LivingIt #obo

OBO Night at the King's Court, Cinnamon Lakeside