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ICG Mexico holds a convention for partners and end-users

Aiming to strengthen its expansion across the country and to triple the turnover, ICG Mexico held a convention with various responsible of collaborating companies that are part of the current distribution channel of ICG products in the Latin American country.

/24-7PressRelease/ - LLEIDA, SPAIN, May 02, 2008 - Another objective of the event, which counted on the presence of the manager of ICG Software Angel Madrona, was to incorporate new partners in the structure of its distribution channel to provide greater geographical coverage and outreach to all professional segments for which the ICG products have been specialized.

According to the General Director of ICG Mexico, Jesus Salinas, the expansion in Mexico will have the same organizational structure as ICG Spain. The growth expectations are very high because of the number of businesses that require new technologies, to whom ICG Mexico will give the technical support and the highly customizable solutions to meet the needs of any company in the Mexican Republic. Salinas says that the concession in Mexico accurately reflects the business model and enterprise of Spain, based on more than 20 years of experience in the market, and runs a programme of new techniques to improve performance of the concession and its relationship with end-users, clearly betting on the creation of Master Providers in different parts of the country.

For his part, the manager of ICG, Angel Madrona, said that Mexico is a country with great potential and a leader in terms of enterprising entrepreneurs. Madrona explained that the market in Mexico is one of the best in the world for ICG products, where the "growth challenge" can only be achieved if all standards for a concession are met, such as having a technical support department, a department for branding norms and fidelity to the ICG brand, in addition to enhancing the distribution channel through the figure of Master Provider and specialized partners in implementing ICG solutions.

During the days that the event took place there were also training sessions for end users and the latest ICG solutions were presented, such as the new application ICGBusinessIntelligence that the group will launch to market in June.

Clients like Vicky Form (with 400 lingerie establishments throughout the country), 100% Natural (present in all Mexican states and Florida), and KFESA (with numerous cafes in Mexico City, Baja and Guadalajara), among many other Mexican companies, use the technological solutions of the ICG Software Group, obtaining a greater growth capacity and overall management of their companies.

ICG Software is a Spanish company which was founded in 1985 in Lleida. ICG creates innovative and complete business management solutions for the retail, hospitality and industry markets.

Currently, the ICG software products have been translated into thirteen languages and contemplate the commercial and fiscal needs of more than thirty countries in Europe, America, Oceania and Asia.

For further information, visit our web site at <http://www.icg.es>, mail us at international@icg.es or phone us at +34-973-228540