



ABEO GROUP
GENERAL MANAGER, CHINA

CANDIDATE BRIEF





MAIN MISSIONS

To actively contribute to the definition and the implementation of the company's strategies, in line with ABEO overall strategies and policies; to coordinate all the action plans and oversee all operations and business activities to ensure the achievement of qualitative and quantitative (finance and production) objectives; to lead and motivate the teams to build a performing force; to lead the overall P&L of the China business.

ABEO 



ABEO GROUP

Founded in 1950 as a factory for games equipment, the firm has now evolved to become Groupe ABEO which, among others, Gymnova, Spieth Gymnastics, Janssen Fritsen, Entre Prises and Schelde Sports are part of.

The companies in the group work together on product development, purchasing, logistics, ICT, distribution and policy. In 2014, the JF Group joined ABEO, a global leader in the sports and leisure equipment sector. Sports include basketball, volleyball, gymnastics, badminton, tennis, football, indoor rock climbing and more.

On 27 September 2017, ABEO, a world leader in sports and leisure equipment, announced the completion on 12 January of its acquisition of an 80% stake in Shandong Kangnas Sports Co., Ltd., a Chinese company specializing in the production and distribution of competitive sports and leisure equipment.

The Shandong Kangnas Sports acquisition will allow ABEO to step up its development in the currently

booming Chinese professional sports and leisure equipment market. In line with its 2020 strategic plan aimed at accelerating international growth, this acquisition will contribute to reaching its target of €300m in revenue by 2020.

Founded in 2012, the company has 130 employees and at 31 July 2017 (according to due diligence findings) had generated 7-month revenue of 38 million RMB, equivalent to around €5m, with an EBITDA margin of almost 13% of sales.

Based in Dezhou (in the Shandong province, close to Beijing), Shandong Kangnas Sports has become a leading player in the sports industry. The company has its own production unit with an industrial and logistics area of almost 14,000m², offices in Beijing and a nationwide distribution network. It is the exclusive distributor of ABEO brands in China, including: Schelde Sports, Spieth Gymnastics and Janssen-Fritsen.





RESPONSIBILITIES

SALES

PRIORITY: ABEO's goal is grow its revenue in CHINA and contribute significantly to ABEO's global growth plan. CANNICE should accelerate the growth in CHINA and develop profitable new revenue streams through carefully selected product-market categories. The General Manager, China is responsible to define the strategies for each and existing category.

- Develop sales strategy & organization to drive and generate revenue and profit targets.
- Lead the middle management to address operational topics with their teams
- Be a driver for implementing (online) marketing activations to the private sector
- Implement appropriate customer engagement strategies in all business sectors to achieve customer satisfaction
- Manage and plan budget and resources, ensuring spending is within set budgets





RESPONSIBILITIES

MANUFACTURING

PRIORITY: The manufacturing plant in DEZHOU supports CANNICE's market approach. The factory needs to be equipped with manufacturing means and processes that comply with the overall market strategy. Further industrialization of its production line is required and is a key responsibility of the management.

- Develop and formulate the short and long terms goals and objectives of the manufacturing functions
- Implement and industrialize new business lines (steel, plastics, foam) with a team of engineers and manufacturing specialists
- Provide the direction and focus for the manufacturing factory in DEZHOU to achieve the company goals and objectives and monitor their progress
- Direct the manufacturing activities to ensure maximum effectiveness is obtained for the production of quality products, within specific time and budgetary guidelines
- Accountable to ensure products meet and exceed customer quality standards and required delivery schedules are met
- Recruit and develop people to ensure the efficient operations of all aspects of manufacturing

FINANCE AND BUSINESS CONTROL

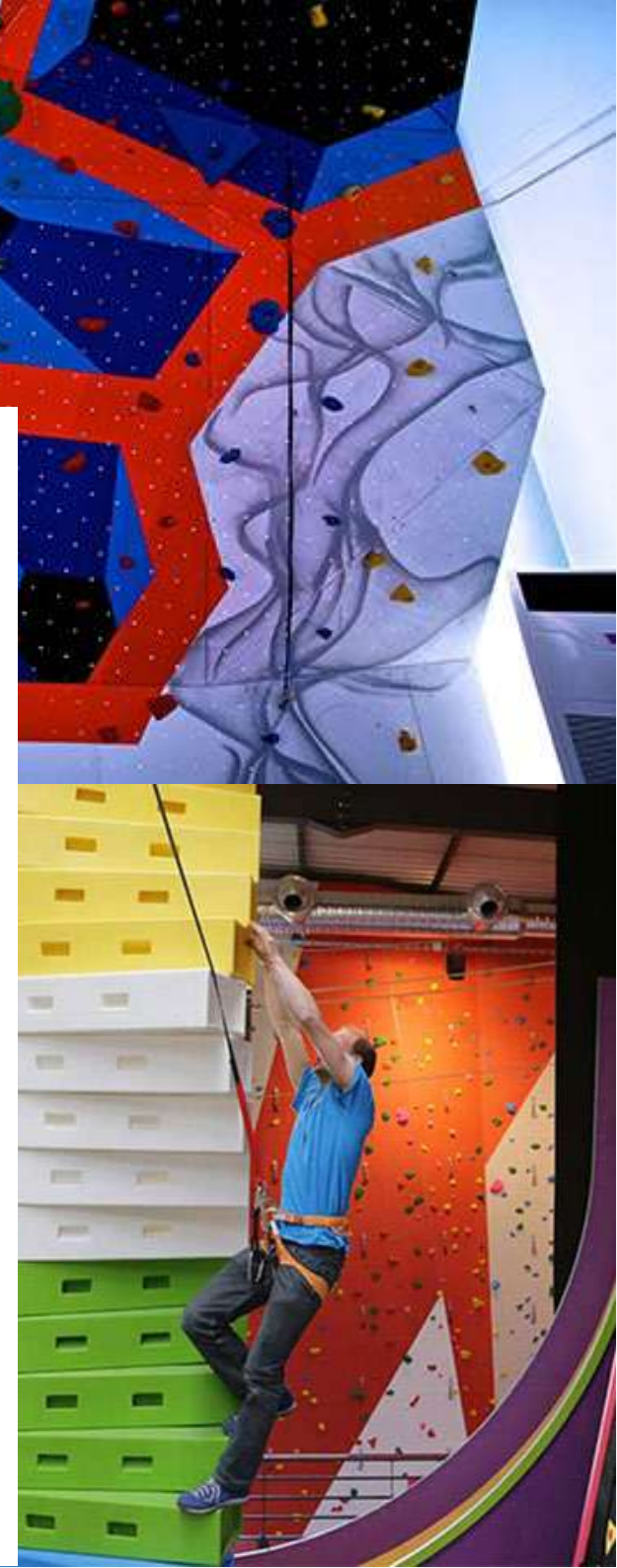
- Be responsible for the activity's P&L and the cash flow generated by the activity
- Be responsible for internal control and respect of Laws and regulations
- Organize the reporting

HR

- Define and organize the appropriate human resources (organization, size, profiles...)
- Insure the right level of performance by recruiting, motivating, training and developing the employees

OTHERS

- Represent the company vs all company's stakeholders (internal and external)
- Insure the perfect relationships between the company and ABEO, and other subsidiaries





REQUIREMENTS AND QUALIFICATIONS

- The ideal candidate should possess a MSc or BSc Mechanical Engineer with preferred completion of MBA.
- Minimum 15 years' of sales management experience in China in a global manufacturing company with significant P&L responsibility\
- Excellent communication skills, strong leadership qualities and possess a robust combination of technical expertise, business acumen and hands-on/can-do attitude.
- Fluency in English and Mandarin Chinese is mandatory.
- An experience within international companies/groups should be a “plus”

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CONTACT

SRI is a boutique global executive search and consulting firm focused on media, content, technology and sport.

We work as one partner-led team with staff based in key global markets across eleven offices on four continents. We offer dedicated and specific sector, function and region expertise. Our services include executive search, board assessment, succession planning, salary benchmarking, advising clients on their internal and external hiring strategy, new market entry and multi-vacancy projects.

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