

# Multilac Takes 33 Dealers To Europe



In appreciation of the Multilac agents who put their maximum efforts towards increasing the company's market scope, Multilac gifted 33 of their dealers with an all expense paid tour to Europe. The dealers who achieved outstanding scores in terms of sales revenue were selected to be a part of this opportunity.

Upon arrival at the Fiumicino International Airport, the group set off to spend three days in Rome, the capital city of Italy and two days in Florence and Venice respectively, exploring its beauty and adding novel experiences to their lives.

During their three-day stay in Rome, dealers of the Multilac sales force visited the world famous tourist sites of Spanish Steps, Roman Forum, Trevi Fountain and Piazza Nano. Visits to the Vatican Museum and the Sistine Chapel provided the opportunity to the group to witness an exquisite collection of paintings, murals and sculptures.

Witnessing the evolution of the great city of Rome in a visit back in time to the history through the Elevator Show marked the highlight of their stay in Rome. The groups' next visit was to Florence. During their delightful excursion to Florence, the group explored the renaissance architecture in the city where they visited Duomo, Florence Baptistery, Ponte Vecchio Bridge, Santa Croce and the world famous Leaning Tower of Pisa.

Setting off to North-eastern Italy, the group's next stop was Venice-Italy's floating city. Witnessing the Mask Festival of Venice was an entertaining experience to the dealers as the exuberant gala kept them in high spirits.

Throughout the tour, the dealers were entertained and treated to luxurious

amenities and thus proved the best way to recognise the efforts of dealers while encouraging them to increase their sales targets.