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Grow Together: International Sales Meeting Strengthens Global Collaboration at müller co-ax

In a world where international markets, customer requirements, and applications are becoming increasingly dynamic, it is essential to have a global team that works in sync. That is precisely why müller co-ax gmbh invites representatives from all its subsidiaries to attend the international sales meeting—a pivotal gathering for the group of companies—every two years.

The theme of this year's two-day event was 'Grow Together', and the focus was on a clear shared vision: international cooperation as the basis for sustainable growth. This meant coordinated objectives, consistent messaging, and practical measures for markets worldwide.

Over 100 employees and partners of the müller co-ax group gathered at the Württemberger Hof in Öhringen. Specific measures for the strategic direction were developed during workshops and other collaborative sessions, with the aim of consistently combining regional market knowledge with global corporate objectives.

"A strategy is only successful if it is understood, supported, and implemented collectively by the people in the company. That is exactly what our international sales meeting is for. It brings colleagues from all over the world together, creates space for exchange, and brings our shared strategic direction to life. This fosters a shared understanding that provides long-term guidance and forms the foundation for sustainable business success." says Antonio Erriu, Managing Director of müller co-ax gmbh.

The international sales meeting illustrates how müller co-ax is implementing its strategic direction on a global scale: by engaging in personal dialogue, collaborating on joint initiatives, and establishing a clear commitment to international cooperation as the foundation for growth.

Team spirit even outside the conference room

With pleasant outdoor temperatures, the meeting was complemented by a program of sporting activities. At the Forchtenberg Sports Park, staff from the müller co-ax group competed against each other in mixed teams in a soccer and padel tournament.

As a sponsorship partner of the VfB Legends, müller co-ax was also delighted to welcome them. With an exhibition match against the JAKO Dreamteam & XX-Friends, they provided sporting highlights and top-class entertainment for the spectators.

The event concluded with an open-air concert featuring Giovanni Zarrella, who delighted the audience with the latest hits and brought the evening to a lively close.



The international sales meeting was held under the theme 'Grow together'.



Sport brings people together: The VfB Legends and the Jako Dreamteam & XX-Friends squad



The staff of the müller coax group celebrated together with Giovanni Zarella

Company profile:

müller co-ax gmbh is a leading international valve manufacturer. Since its founding in 1960, the company, which now has over 300 employees, has specialized in the development and production of coaxial valves. The company develops innovative solutions for a wide range of media and applications at its headquarters in Forchtenberg. coax sets standards especially in demanding applications: mechanical engineering, marine, hydrogen, chemical, energy, oil and gas, aerospace, and construction industries.

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