

Fotile Forward

words & photos / fotile layout / boon ting ting

Fotile recently launched their Fotile-V series of kitchen hoods, treating guests to an afternoon of insightful and lively presentations.



campaign brief commenced. To enliven the event, guests were then ushered to Mai Bar for a cocktail session.

过去的三月份, Fotile为其新的Fotile·V系列抽油烟机进行推介仪式, 参与包括AYS Group董事经理胡秋和、丹斯里李金友与女儿李静雯。当天活动主题 为“*The Extraordinary Extraction*”, 由Fotile董事 经理胡勇森致开幕辞。配合推介礼的进行, 来宾们有 机会一睹新系列抽油烟机, 及观看Fotile.V用户的体 验影片。此外, 大会也给来宾带来简单的产品介绍及 即将展开的营销活动说明。活动也在鸡尾酒酒会进行 后, 圆满落幕。CHX

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Just last March at Aloft Kuala Lumpur, Fotile held a fabulous event to launch their new series of kitchen hoods, the Fotile-V series. Gracing the event were some big names including Mr Oh Chiew Ho (胡秋和), Group Managing Director of AYS Ventures Sdn Bhd; Tan Sri Lee Kim Yew (丹斯里李金友) and his daughter Ms Diana Lee Cheng Wen (李静雯). Themed "The Extraordinary Extraction", this launch kicked off with a speech by Mr Sam Oh (胡勇森), Managing Director of Fotile Marketing Sdn Bhd. As part of the launch gambit, guests were treated to an exciting unveiling session of the hoods followed by a Fotile-V Celebrity experience video. Shortly after that, a product brief and marketing cam-

