

## ANOTHER GOOD YEAR FROM CZECHOSLOVAKIA

ROCC has had a sales operation in CSSR since 1974 and in 1977 was the first British company to be accredited by the Czechoslovakian Government. Czechoslovakia was, before 1939, one of the world's most advanced industrial countries and the most advanced eastern bloc country in

the post war period. This is reflected in their sophisticated use of computers.

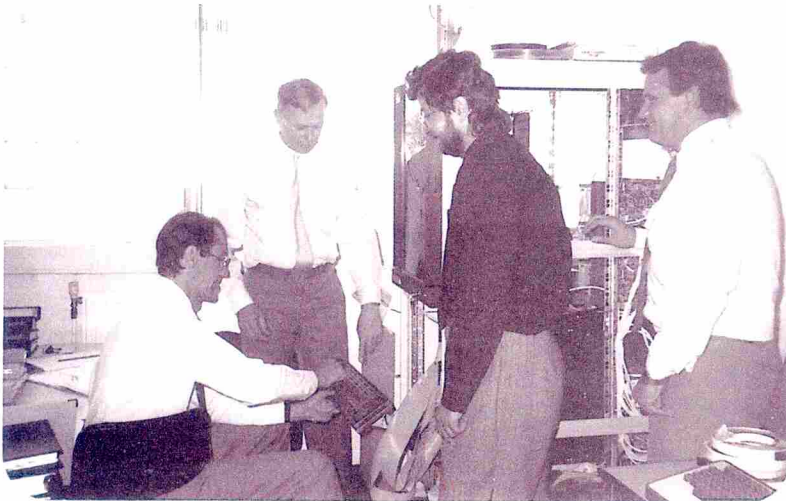
High technology goods have always been subject to an embargo policy imposed by CoCom (the NATO Coordinating Committee for Exports to the Soviet Bloc countries). However

now that the political climate has changed in Czechoslovakia, ROCC is now hopeful that CoCom's embargo policy will be considerably relaxed. Over the years, the European members of CoCom have argued for export restrictions to be lifted on, among other things, powerful computers



A party of Czechoslovakian users attended the ROCC Conference at the Gatwick Hilton International Hotel last October. They are seen with (standing left) general manager Roger Landau and support manager Tony Harrop (second from the right)





Three Czechoslovakian engineers, two from Zenitcentrum and the third from ROCC Polytechnia on a three-week course at ROCC's training school in Crawley. They are seen with (second left) engineering lecturer Colin Ashfield, who is showing them how to use an engineer's diagnostics.

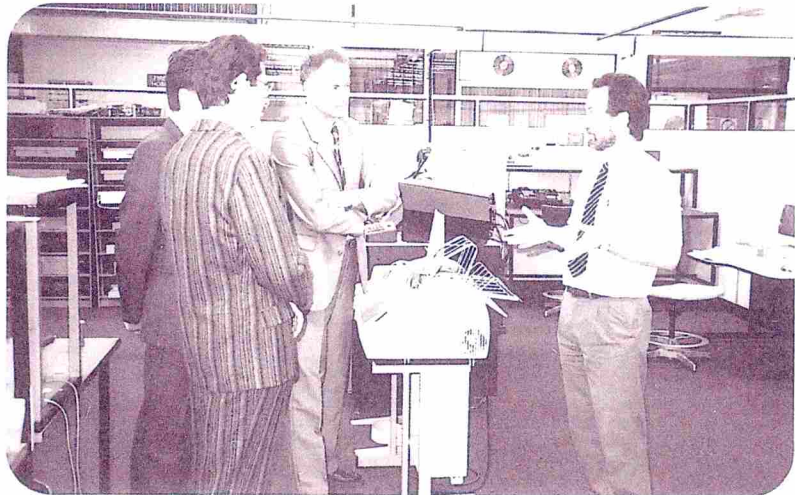
but we have yet to see whether the US will go as far in terms of liberalisation as its European allies would like.

With the anticipated export trade barriers being relaxed, a whole new market opens up for ROCC with the sale of 386-based PCs and the opportunity to upgrade our users, most of whom demand open architecture Unix systems with the capability to run existing programs. Some of these have been using their Seecheck systems, flat out, for 16 years. Then ROCC has always had a reputation for building computers with a long life span! (For UK users unfamiliar with the Seecheck system this was launched in 1972).

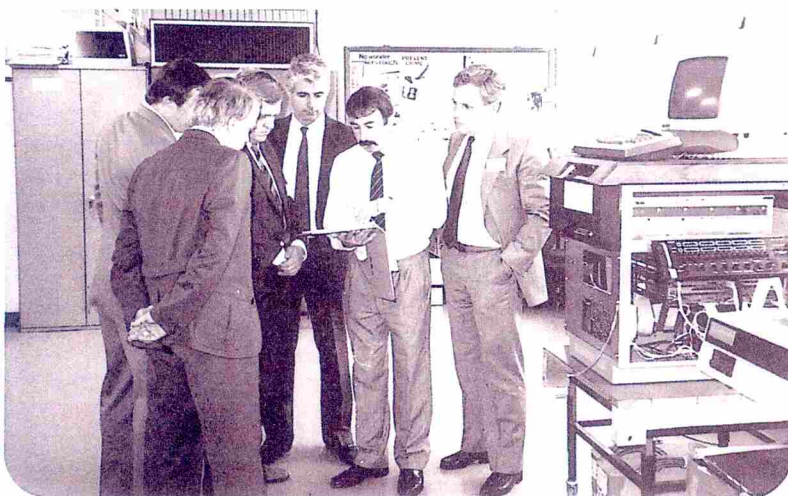
The user base comprises over

300 companies with personal computers and over 150 with ROCC systems from Seecheck, R-range to the ROCC 2835 and ROCC 2838/10, the latter being a downgraded Unix-system. Customers represent every sector of business and commercial activity like Centrotex - import/export textiles, Chemopetrol (oil company similar business to, say, Esso Petroleum), Mototechna - supplier of automotive accessories, Cechofracht - Czech road transport, Koospol - import/export food products, Benzina - petrol stations, Slovnaft - petrol-chemical industry, Ministry of Finance, Paper Olsany - part of the paper industry and Paper Industry HQ, Prague, KMZP Kosice - Slovak Railways and so on.

There is an excellent sales and



Czech users from Chemopetrol, URD and Paskov visited ROCC last autumn. In picture one production manager Paul Jephcote is seen explaining to his party of Czech users how the automatic test equipment is used.



A party of users in configuration test with manufacturing technology manager Tony Parsons (shirtsleeves). He is explaining how a system is configured for each customer. Far right is general manager Roger Landau.

support team located both in Prague and at ROCC's Crawley headquarters. The operation is led by general manager Roger Landau in Prague, with commercial manager Ken Kasey and support manager Tony Harrop, who are both based in Crawley.

ROCC Czechoslovakia has topped the sales performance leagues to such a degree that the various trophies have not left Roger Landau's possession for some years.

With the new and exciting climate in Czechoslovakia, there is the potential to continue to expand the range of ROCC products and services and to participate in a very bright future. ■