



# THE TARGET ALWAYS IN SIGHT

“Archery and working out at the gym help me find that Yin and Yang balance in my life.”

William Mark, Regional Director Kiefel China

**W**illiam has needed strength, endurance and a steady hand since his very first day as Regional Director for Kiefel in Shanghai. In November 2011, he began putting together a sales and service team for Kiefel and PackSys Global in China. His aim since then has been to lead the company to the top in the Middle Kingdom. “For William, it is important to always keep the target firmly in sight.”

One of the reasons why the dedicated Regional Director loves archery so much is that the sport calls for the ability to focus on something unwaveringly. “Those who find it difficult to concentrate or don’t know their own strength run the risk of injuring themselves and others,” he explains.

Although archery has a long tradition in China, it became somewhat forgotten after being replaced in the military by firearms. It wasn’t until China’s first gold medal at the 2008 Peking Olympics – and the launch of the TV series Arrow – that the traditional sport became more popular again, especially among the country’s young people.



**ARCHERY** in China can be traced back to the Shang Dynasty (1766 – 1027 B.C.).

**IN 1901**, archery was discontinued from the military training programmes after many military defeats.

**IN 2008**, China won the Olympic gold medal in archery for the first time in its history.

**THREE ELEMENTS** are needed for the sport: a bow, an arrow, and an athlete who has mastered the technique.

Due to a lack of archery opportunities for the general public before then, William spent his childhood making his own arrows. His parents banned him from pursuing the sport, for fear that he would injure himself. “But today, almost all big cities have sports clubs where people can practice,” says William, who has benefited from this development.

Before moving to Shanghai, the sports enthusiast trained twice a week and also took part in competitions. But his many work commitments now leave little time for archery. Instead, he hits the gym in the morning, which leaves him perfectly equipped to tackle the daily challenges of his job. “It helps me de-stress and keeps me physically and mentally fit.”



## WILLIAM MARK

**Age:** 42

**Lives in:** Shanghai (China)

**Loves:** spending time with his family

**Finds impossible:** being around pessimists