

In March 2000, ELSTER-AMCO Singapore organized their 1st Asia-Pacific Sales and Product Training Seminar at Grand Plaza Parkroyal Hotel in Singapore. The meeting was Elster-AMCO's first attempt in Asia to bring together all agents and distributors in this region as well as various factory managements to work on their strategies for the region.



1st Asia-Pacific Sales & Product Training Seminar



Mike Williams, Managing Director of Elster Jeavons Ltd, with Vivek Madan, Director of Oil & Gas Plant Engineers (I) Pvt. Ltd.



Douglas H. Bethune, Marketing Director, AMCO Industrial Products and James Fu, Manager of Yung Loong Engineering Corp.

The agents and distributors were collectively given presentations by Elster, AMCO, IGA and Jeavons on company structures, performances, visions and new products. Many were already familiar with all our brand names, but for others it was their first introduction.

Thereafter, each agent or distributor individually gave a presentation behind closed doors explaining their own company structure, local market requirements, sales plans and forecast with Elster, AMCO, IGA and Jeavons sales personnel. The session ended with agents and distributors setting their goals and objectives for ELSTER-AMCO products for the next two years.

In addition, there was also a training session for technical support engineers on all aspects of ELSTER-AMCO's product range. The workshop provided all technical engineers with an in-depth understanding of the service and maintenance, commissioning, sizing and selection as well as all the distinct features of ELSTER-AMCO's products.

The seminar ended with a gala dinner for everyone and a graduation ceremony for participants of the training session. During the dinner, five distinguished distributors, namely Yung Loong Engineering Corporation (Taiwan), Sejong-AMC Corporation (Korea), System Control Engineering Pty Ltd (Australia), Emailgas (Australia) and Cosmodyne International Corporation (Bangladesh) were honoured for their dedicated efforts to the growth of ELSTER-AMCO products in the Asia-Pacific region. Apart from this, Mr. James Fu of Yung Loong Engineering Corporation and Mr. Vivek Madan of Oil & Gas Plant Engineers (India) Pvt Ltd were named as best trainees for the training seminar in measurement and regulation products respectively.

We look forward to our next meeting with all our agents and distributors in 2002.

JACK CHENG, ELSTER-AMCO SINGAPORE