

## Asia Pacific Distributors

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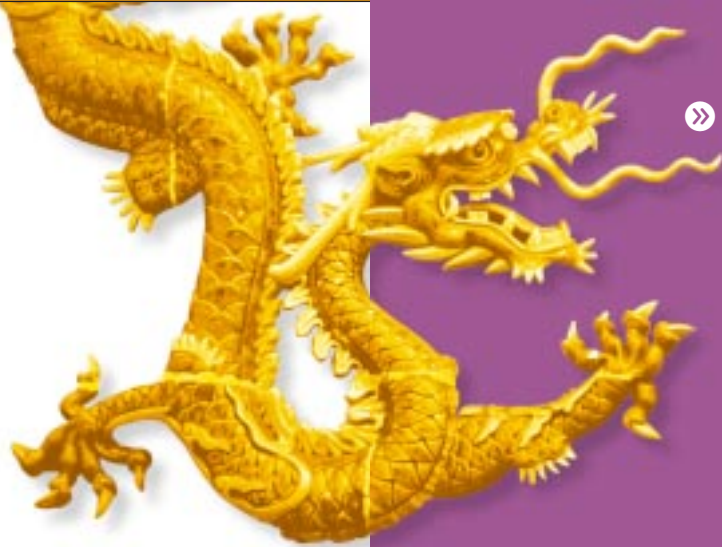
Australia, Hong Kong, Taiwan and Korea are classified as key accounts as they contribute to 60 % to 70 % of our revenue and are under the responsibility of Philip Lam. We are well established in these countries with capable distributors who have been with us for more than fifteen years except for Hong Kong which is a new key account.

The Indian subcontinent and South East Asia regions are classified as developing accounts and are under the responsibility of Jack Cheng. The Indian subcontinent region is promising with many ongoing projects which require regulators, skids and stations, meters and flow computers. We have a strategy in place to develop this region to be one of our key accounts. South East Asia is another key developing region with huge potential especially Singapore when natural gas comes on stream in April 2001.

China is a highly potential key market and is under the responsibility of Wang Hong who is assisted by two sales engineers, Wang Bo and Wang Xiaogang. Wang Hong has direct responsibility for Beijing, Tianjin, Shandong and also manages 3 key distributors – SIPAI in Shanghai, Wantong ( Dalian ) and DMC ( south China ). Wang Bo and Wang Xiaogang manage ten cities each in northern and western China. There is no doubt that China will be a major contributor to our success in Asia.

Japan - another country of focus. Japan is the largest gas meter market in the world but due to protectionism, penetrating the market has never been easy. As such, we have assigned this responsibility to our veteran Sales Director, K. Sakamoto, who is based in Osaka to undertake this responsibility. Mr. Sakamoto will devote his time and efforts to developing the "home" market.





On station and systems, we have recruited an experienced engineering manager, Tan Kong Chiew to manage the development and growth of IGA's state-of-the-art stations design coupled with local sourcing of components packaged under one competitive offer to address our Asian customers who are moving towards selecting vendors based on a "total solution" package. There is a tendency in Asia to adhere to European standards on stations and systems design and IGA has the history and reputation of a reliable stations builder.

Administratively, we have two office administrators, Ms Lam Mei Ling (Singapore) and Ms Xie Wei (Beijing) to attend to all the financial, general administration and order processing functions.

Major marketing activities like seminars, trade shows are being planned in the different regions with participation from local agents and distributors. In March this year, we organized our first Asia Pacific Distributors' meeting, bringing together all the agents/distributors and the management team of ELSTER-AMCO group. Running parallel with the main meeting, there was also a training workshop for agents and distributors on our group products conducted by various product managers.

**In conclusion, Asia's gas industry is growing with an abundance of opportunities. Our goal is to capitalize on these opportunities and to develop more key accounts and markets.**

*PHILIP LAM, ELSTER-AMCO SINGAPORE*

## ELSTER-AMCO OPENS NEW OFFICE IN BEIJING

ELSTER-AMCO Beijing representative office was officially opened on 5<sup>th</sup> September 2000 during the visit of Mr. Jost Körte, Managing Director of Elster Produktion GmbH.

Elster has been present in Beijing 3 years ago but the business activities were operated through a shared office with LOI Beijing. Today, ELSTER-AMCO is located at the German Centre, Landmark Tower 2 on the 7<sup>th</sup> floor. For close interaction all the "Ruhrgas Industries" companies: ELSTER-AMCO, the industrial furnace building companies LOI Thermprocess, Ipsen Industries Furnaces and Kromschroder gas utilization, are located together.

The new office houses the sales team with 3 sales and 1 administration staff responsible for the sales and marketing of ELSTER-AMCO products in China. Under the helm of Wang Hong, Sales Manager, the sales of Elster industrial products have grown significantly over the years in China.

With the vast opportunities available in China, we are confident of more successes in the coming years.

*PHILIP LAM, ELSTER-AMCO BEIJING*

**ruhrgas industries**



*from left to right: Jost Körte, Philip Lam, Xie Wei, Wang Hong, Wang Bo and Wang Xiaogang*