

SALES & PRODUCT TRAINING SEMINAR, SINGAPORE

Second Asia-Pacific Sales & Product Training Seminar

In the beginning of 2002, ELSTER-AMCO Asia organized the 2nd Asia-Pacific Sales and Product Training Seminar at Shangri-La's Rasa Sentosa in Singapore Sentosa Island. The objective for the meeting was to bring together all the agents and distributors in this region as well as various factory managements to work on their strategies for the region.

The agents and distributors were collectively given presentations by ELSTER, AMCO, International Gas Apparatus (IGA) and ELSTER-JEAVONS on company performance, visions and new product developments. Most of the factories took this opportunity to launch their new products for this region during this event.

This event also welcomed our two new agents Topgas Co., Ltd and Industrious Horizon Sdn Bhd from Thailand and Malaysia respectively. Many of our agents and distributors were already familiar with our organization, but for them it was their first introduction.



Fig. 2: (from left) B. Walton (System Control Engineering), Sung Oak Ryu (Sejong AMC), Cheng Meng Hoon (Industrious Horizon), Dr. H. Dornauf (ELSTER Germany) and Wang Bo (ELSTER Beijing)



Fig. 3: (from left) P. Lam and Jack Cheng (ELSTER Singapore), P. Hampel (ELSTER Germany), V. Madan and O. Chadha (Oil and Gas Plant), J. Körte (ELSTER Germany) and P. Webster (ELSTER-JEAVONS, UK)



Thereafter, each agent or distributor individually gave a presentation behind closed doors explaining their own local market requirements, sales plans and forecasts with ELSTER, AMCO, IGA and ELSTER-JEAVONS 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 school for all technical support engineers on ELSTER-AMCO group products. The workshop provided all technical engineers with an in-depth understanding of the service, maintenance, commissioning, sizing and selection as well as all the distinct features of ELSTER-AMCO's products.

Despite the busy work schedule in the four days of this event, all participants had an opportunity to mingle with one another through an afternoon session of treasure hunt in Sentosa Island and a good evening outing at the Singapore Night Safari. The seminar ended with a gala dinner and a graduation ceremony for the participants of the training school. During the dinner, five distinguished distributors, namely SIPAI (China), Yung Loong Engineering Corporation (Taiwan), Pakmaco Private Limited (Pakistan), DMC Gas Equipment Limited (Hong Kong) and Sejong-AMC Corporation (Korea) were honored for their dedicated efforts to the growth of ELSTER-AMCO products in Asia-Pacific. Apart from this, Vincent Wang of Industrious Horizon Sdn Bhd (Malaysia) was named as best trainee for the training school.

We look forward to our next meeting with all our agents and distributors in 2004.

FROM JACK CHENG, ELSTER-AMCO SINGAPORE

jcheng@elster-amco.com.cn

Fig. 1: (from left, top standing) O. Prince-Wright (IGA UK), Leung Hung Kit (DCM Gas), D. Bethune (AMCO), Han Tao (Dalian Wantong), J. Körte (ELSTER Germany) and C. Corso (Email Metering) (from left, seated) Jin Gon Ryu (Sejong-AMC), P. Lam (ELSTER Singapore), Wang Hong (ELSTER Beijing) and John Fu (Yung Zian Internat., Shanghai)