

Inaugural AMSOIL International Distributor Conference a Big Hit



DEC AMSOIL Booth

- The open discussion forum provided a platform for AMSOIL Distributors to develop ideas for growing the AMSOIL brand in their countries.

Distributors also introduced themselves to each other and discussed many ideas to tackle problems and seek solutions based on market differences in their country. Zhang outlined AMSOIL Distributor requirements and responsibilities while underscoring the support of AMSOIL for its Distributors. This helped Distributors better understand the value of the support AMSOIL offers as well as the expectations placed on each AMSOIL Distributor. Zhang also reviewed new AMSOIL products and explained the upcoming product changes.

The Distributors offered praise for the conference. Mr. Pradit Lilakiattisakul, Managing Director of Dextrous Engineering Company, in Thailand, said, “We would like to thank AMSOIL INC. for having this conference. It enabled us to learn a lot from each other and better understand the lube market situation in ASEAN. Stronger together – ASEAN. Once again, we thank AMSOIL so much for your good support, as always. We are looking forward to working closely with the AMSOIL team to resolve all addressed issues and grow the AMSOIL business.”

Mr. Victor Han, Managing Director of Vicson, in Malaysia, said, “Greatly appreciated for the well-organized first AMSOIL Distributor’s Conference in Bangkok. We not only benefit from AMSOIL professional expertise and each distributor’s strategy shared, but also bond us for even stronger as an AMSOIL family in SE Asia. Thank You.”

As determined by a unanimous vote following the conference, the second AMSOIL Distributor’s Conference will take place in 2018. Details will be posted on the AMSOIL International website (www.amsoil.com/international) when they are finalized.

BANGKOK (July 6) – The inaugural AMSOIL International Distributor Conference – ASEAN Countries was held in Bangkok July 6. In all, 23 attendees participated from seven AMSOIL Distributors in the following countries: Thailand, The Philippines, Malaysia, Singapore, Brunei, Myanmar and Cambodia. John Zhang, AMSOIL General Manager of Asia Sales, chaired the conference, which was a great success. The conference achieved the following objectives:

- Zhang shared the appreciation of AMSOIL for its ASEAN Distributors and for their dedication and hardwork developing and growing AMSOIL business in their markets.
- The Distributors committed to increasing their solidarity and building a stronger team to help each other gain market share for AMSOIL.
- Distributors shared their appreciation for the quality of AMSOIL products and the company’s support. The AMSOIL ASEAN Distribution network is invaluable to them.



Bangkok Auto Salon



Bangkok river cruise



Distributor presentations



Luncheon



John Zhang presentation