

Second-Annual AMSOIL International Distributor Conference Wows

BANGKOK (July 4) – The second-annual AMSOIL International Distributor Conference – ASEAN Countries was held in Thailand in conjunction with the 2018 Bangkok International Auto Salon Show. Nineteen Distributors from Malaysia, Brunei, Indonesia, Thailand, The Philippines and Vietnam participated in the conference. The conference was chaired by AMSOIL General Manager of Asia Sales, John Zhang, who updated attendees on U.S. and Asian lubricant market trends. Zhang also conducted Distributor reviews and discussed the outlook of 2019 business growth. AMSOIL International Business Technical Analyst Mike Roach also provided Distributors a full day of technical training.

Distributors had the opportunity to work together to learn not only from AMSOIL representatives but from each other about strategies to effectively market and sell AMSOIL products. The discussions about AMSOIL sales and marketing among the very people who are selling AMSOIL products in ASEAN countries proved beneficial. Forum discussions were held during the conference during which Zhang emphasized Distributors’ requirements and responsibilities.

The conference generated great feedback. “This is very beneficial for us to learn from each other and improve our AMSOIL marketing and sales,” said Mr. Pradit, Managing Director of Dextrous Engineering Company, Thailand.



AMSOIL and ASEAN Distributors at the opening ceremony of the Auto Salon Show.





John Zhang and Mike Roach provided a training presentation at the conference.



A solid AMSOIL Distributor team in southeast Asia has been established.

After the conference, all Distributors learned that the lubricant market in southeast Asia is growing quickly and offers high potential for AMSOIL. With their marketing promotions and support from AMSOIL, Distributors foresee aggressive growth for AMSOIL in 2019.

This forecast supports AMSOIL FY19 business growth targets in S.E. Asia. AMSOIL representatives solicited suggestions and ideas from Distributors in an effort to provide improved support. Zhang and Roach took many of these suggestions back to AMSOIL to be considered for implementation.