



2010 South East Asian Distributors' Business Conference Hilton Singapore October 1-2



ENECON's Southeast Asian Distributors' Business Conference was held on October 1-2, 2010, at the beautiful Hilton Hotel in the heart of Singapore's business district.

ENECON distributors Mizanul Gaffar from Bangladesh, Venkata

Sheshan from Bangalore, India, Pritesh Chheda from Mumbai, India, Andy Pranata from Indonesia, Raymond Teoh from Malaysia and Mark Baluyut from the Philippines, joined by Matt Kenna from Australia and J.W. Kim and Dan Kim from Korea, came together for two exciting

days of learning and sharing experiences with each other.

Hosting the event from ENECON Corporation were Mike Tedesco, Matt Goldberg and Mady Baruah.

Although he is one of ENECON's newest

distributors, Jason Quek from ENECON Singapore, graciously assumed the role of host distributor. Ably assisted by his wife Jennifer and his General Manager Derrick Tan, Jason made sure that everyone in his new ENECON family had everything they needed during their stay in his



The Conference also served as the perfect venue to present Mark Baluyut and his father, Arturo (who unfortunately could not be with us), with ENECON's prestigious 10-Year Rings. Congratulations again to both father and son!



Matt Goldberg



J.W. and Dan Kim



Presenting to the group



The ENECON Singapore team



Mike Tedesco

country – including arranging for a dinner on Friday night at Bugi's Outdoor Market / Restaurant where everyone feasted on local specialties.

The Southeast Asia Conference marked the beginning of what will hopefully become a theme for future Conferences. Instead of concentrating primarily on the

technical aspects of applications, distributors were asked to discuss the efforts and techniques used in making the sale as well as their individual approaches to business development and marketing in their respective countries.

Toward this end, the questions and ideas raised by newer distributors were met with the experiences and



Singapore by Starlight...



Everyone had a wonderful time at Bugi's Outdoor Market Restaurant.

suggestions of the more experienced members of the group. The presentations by the senior distributors included a comprehensive analysis of the sales process, marketing strategies on how to reach customers, concentrating on product superiority as a selling point and the heart and soul of the business, i.e. the importance of

recruiting in order to replicate and multiply one's efforts and success.

While all the presentations proved extremely valuable, Andy Pranata's presentation (which he began with a wonderful magic trick) openly discussed the difficulty of the "early days" and, more importantly, the persistence and determination necessary to

ultimately become successful.

As a result of Andy's presentation, **"NEVER GIVE UP!"** became both a Conference motto and an attitude that everyone internalized and took home to drive their businesses to increased success.