

out and about

CSA Touches Base with South East Asian Distributors & Clients

In late January, Simon and Steve embarked on a marketing trip to visit CSA's distributors in Thailand, Vietnam and Malaysia. The main reason of the visit was for Simon to conduct a three day training course in each country for the distributors and their key clients while Steve discussed marketing issues with the principals. With a total of 12 days for the trip, it was going to be a whirlwind tour.



The guys flew from Townsville to Bangkok on Sunday, arriving at their hotel around 8PM. The Bangkok training course commenced on Monday with a total of eight participants from our Thai distributor (STS Instruments Company and STS Green Co Ltd), together with some clients from EGAT. The venue was the beautiful old Elizabeth Hotel in Bangkok and the lunchtime buffet complete with karaoke was a new experience for Simon and Steve.

Steve enjoyed a visit to the STS Green offices in Pathumthani with STS General Manager Mr Chayuth Songaipool and the manager of the Instrumentation Division, Mr Anan Orprayoon. The boys did manage a little sightseeing on two evenings, visiting the Baiyoke Tower and the Sukhumvit night markets. Special thanks to Mr Anan Orprayoon for being an excellent host and for preparing the training venue so well. The training course was completed on Wednesday afternoon and the boys flew to Hanoi that evening.



Simon spent the next three days training six employees from Hymetco together with our good friend Mr Quang from Geotech International. Steve spent the best part of a day with Marshall Silver from Geotech International and assisted Simon with training when he could. A special thanks to Dr Marshall Silver, Mrs Ha Thi Thuan and Mr Nguyen Dinh Ca for some wonderful Vietnamese eating experiences, although snails and dog meat were not amongst our favourites. The traffic in Hanoi was something that has to be seen to be believed. It's amazing to see how such bedlam just works – with no one getting angry or upset. It says a lot for the patience of the Vietnamese people and I'm sure that the Western world could learn a lot from their respect for others. The last day of our Vietnamese training course finished on Saturday lunch time after which everyone met for a celebratory lunch.



Sunday was spent flying to Kuala Lumpur where the guys were booked into the magnificent Sunways Lagoon resort.



Simon again spent the next three days running a training course for staff from the various IEI companies together with key clients from MPOB and MARDI. Our good friend Seeva made sure we were not bored by taking us to see the magnificent Petronas twin towers at night as well as to some excellent local eateries. Many thanks to Seeva, Fadzli and Selva for their generous hospitality and assistance during the visit. A quick flight to Singapore Wednesday night and a meeting the next day with the guys from Greenspan technical Services wrapped up the tour before an overnight flight back to Australia.

Simon did a marathon effort of running three training courses in the space of ten days and the course participants did an equally fantastic job of understanding his Australian accent. We met some wonderful customers and strengthened some long-standing friendships during the visit. The trip was a resounding success in terms of marketing and training and we hope that this will be the start of regular bi-annual marketing trips to the SE Asian region.



CLEAN ENERGY SE ASIA SNAPSHOT

South East Asia boasts a GDP of around \$800 billion with a total population of around 550 million. Hydro, biomass and geo-thermal power, solar and wind are being increasingly considered as renewable energies gain momentum.

Thailand is looking to increase renewable energy usage from 8-12% resulting in total emissions savings of around a million tons of CO2 per year. The Thai Board of Industry is promoting renewable energy investment and has instituted a tax exemption for raw materials used in solar cell production. The estimated Thai environmental technology market is around \$2 billion per year.

Vietnam's rapid growth has created some challenging environmental issues. In response, coastal areas with strong winds will be developed with renewable energy systems, rural areas are implementing solar options and the use of biogas is being encouraged for cooking purposes.

Malaysia has a goal to create world class environmental practices by 2020 and offer attractive import duty exemptions and sales tax breaks. The government also provides a 100% investment tax allowance for RE projects.