

## A&D Regional Agents Meeting & Arab Lab 2008

Reported by Mr. Hayasaka, International Division

On February 9, 2008, A&D Company, Ltd. held the “A&D Regional Agents Meeting” for our agents in the Middle East and Africa at AND Gulf F.Z.E.; our regional office for markets in the Middle East and Africa. During the meeting, we introduced some of our new models, including the FX-i Precision Balance, the FX-iWP Dust & Water Proof Precision Balance and the SV-A Viscometer.

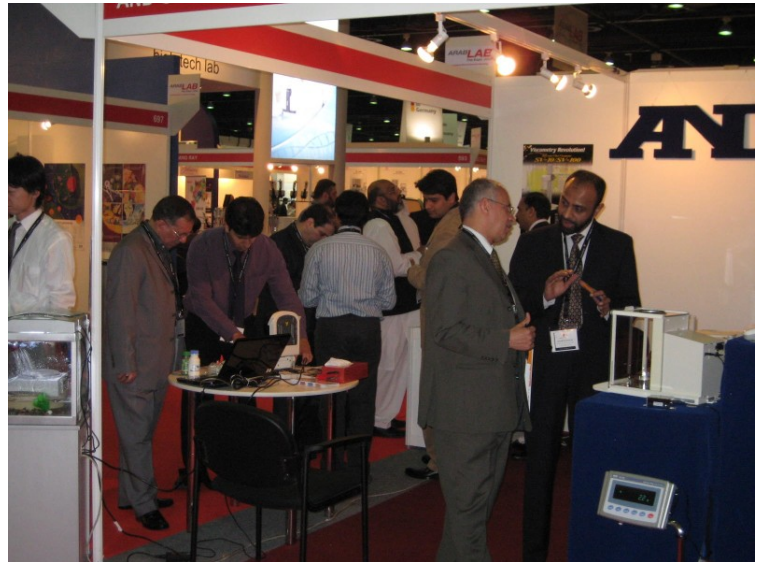
FX-i boasts a compact size, which is made possible by the newly developed Compact SHS sensor that utilizes the double-lever system. The newly developed Compact SHS sensor technology is also used in the FX-iWP series; the world's first IP65 compliant, dust and water proof precision (1mg) balance. The SV-1A has brought precision and reliability to users measuring very small and expensive samples (2ml).

In addition to the introduction to new models, this A&D Regional Agents Meeting placed a stronger emphasis on providing technical training than in previous years. During the technical training sessions, we demonstrated how to properly handle our products in order to provide the most accurate measurements, and how to read the product specifications in the catalogs, such as repeatability (standard deviation), linearity error, sensitivity drift, etc. We hope that the training sessions will give our agents more confidence when they are promoting our products or dealing with questions or complaints from their customers in the marketplace.

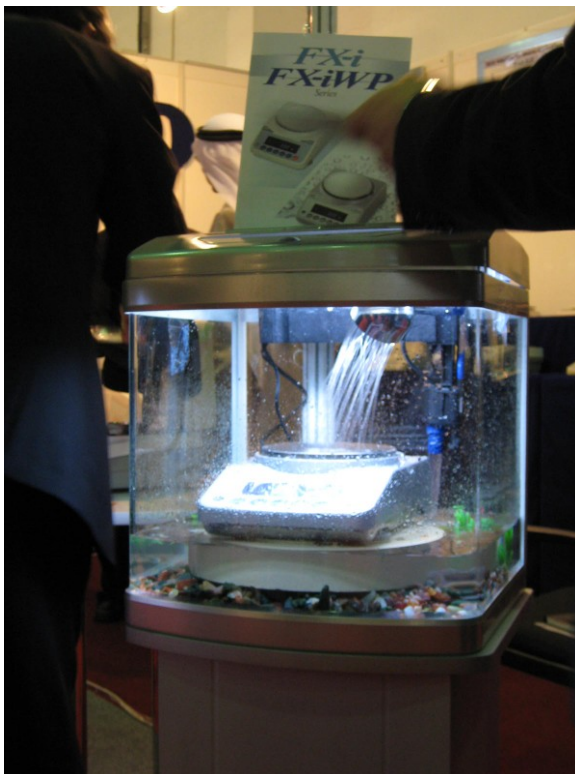




Arab Lab 2008, held from February 10 to 13, 2008 at the Dubai International Exhibition Center, turned out to be the largest scientific and technical show in the Middle East. Mr. Ibrahim, president of AND Gulf F.Z.E., acquired a booth for A&D at the Expo, where we were able to showcase our full line of weighing products, from analytical balances to platform scales. There were a number of demonstrations featuring the FX-iWP, which attracted many visitors. (Please see the photo.)



The idea to demonstrate the FX-i's waterproof capabilities using actual water during the exhibition was suggested by Mr. Sameer of AND Gulf F.Z.E., and after witnessing the popularity of the FX-iWP at Arab Lab 2008, I would like to extend our appreciation to him for his recommendation.



We would also like to express our sincere appreciation to Mr. Ibrahim, Mr. Rizwan, Mr. Zohaib, Mr. Rashid and the entire AND Gulf F.Z.E. staff for making all of the arrangements for both the agents meeting and Arab Lab 2008.

