

Asian Medical Agents Conference 2008 (AMAC)

15 – 17th July 2008, Bangkok, Thailand

Reported by H. Oyama



Sawadee! The first annual Asian Medical Agents Conference (AMAC) kicked off successfully at the Amari Atrium hotel in Bangkok, Thailand on Monday, July 15th, 2008.

AMAC marks A&D's first attempt to gather together our medical agents in Asia in one location. Twenty-five agents from ten countries attended the 3-day session. As is customary of tropical areas in East Asia in mid-summer, the outside temperature exceeded 35 °C with strong sunshine. Although we were located in a fully air-conditioned conference room, the atmosphere was warm thanks to the enthusiasm the participants brought with them to the session.



Beginning with our general manager, Mr. Shibuya, who provided a report on the recent progress of A&D Medical worldwide, members of the A&D team representing East Asia and other regions joined local representatives to give presentations. The presentations covered a range of topics: one presentation chronicled A&D's history of innovations (e.g. the patent for the oscillometric, the IHB indicator and the first ambulatory BP monitor, etc.), others captured the audience's attention by

disclosing “hidden” stories, while some got the audience excited by giving a sneak preview of our brand new models.

Everyone seemed eager to get their hands on one of our brand new products! Unfortunately, we cannot disclose information regarding these products here on this page, but you will soon hear from your local A&D dealer about our exciting new models that are expected to hit the market.

Next, our agents were able to obtain a clearer understanding of the regional market as well as develop a consensus regarding challenges in their respective areas after local representatives presented updates of the economic conditions influencing their individual markets. Some regions present similar opportunities and obstacles for our businesses and being able to hear an issue from a different perspective created a point from which we could collectively try to find a solution.



Following the presentations, a hands-on session created added value for the participants. An engineer from our R&D Department was present and he calibrated a few of our BP monitors using one of our special BP checker devices .

Being able to observe the actual calibration up close gave participants confidence in the reliability of A&D products.

The day’s session concluded without any complications and all of the attendees left confident that they could take pride in

promoting A&D’s products to consumers.

At the end of the 3-day conference I received a lot of compliments, with the most common being, “when will we have the next meeting?” or “Bangkok again or my country?”

Lastly, we wish to thank all of the attendees for a wonderful conference. We are eager to see all of you again. In addition, we would like to extend a special thanks to our local Thai agents, E for L International Co., Ltd., H.C.P. Co., Ltd., Ablaze Trade Imperial Co., Ltd. and Saint Medical Group Co., Ltd.; this conference would not have been possible without their support.

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