

Worldwide Weighing Agents Meeting 2008 (WWAM 2008)

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The Worldwide Weighing Agents Meeting 2008 (WWAM 2008) was held in Bangkok, Thailand, from the 29 – 31 October 2008. The event featured both mandatory and optional events, and we were very pleased to have had more than forty people in attendance representing fourteen companies from different countries in the region.

The theme for this year's meeting was "Reviewing our Assets: Sales Models & Applications."

A&D has held this event many times in recent years, but we decided on the theme of "Reviewing our Assets: Sales Models & Applications" to underscore the main objective: each participant was expected to return home with concrete ideas that would allow them to increase market share and develop new sales channels.



Breaking with what had become a relatively fixed itinerary in recent years, we decided to add a new dynamic to this year's WWAM. First, we created two groups to focus on "Distribution" and "Solutions" in the morning on October 30th (day 2). Then, we scheduled two optional events on October 31st (day 3) that concentrated on "Service Training" and the "Introduction of New Products," such as checkweighers.

Some of our participants were puzzled by this new approach, but we believe that we have to make concrete new changes to facilitate business expansion in the future amidst stagnant global economic growth.

Overall, I would regard the session as being highly instructive since several attendees provided examples of success stories that can be replicated. My prediction is that the attendees will utilize each other's ideas to increase sales growth and create new opportunities in their respective regions. Furthermore, as is customary, A&D introduced a few new products and revealed the development schedule for products that will make their debut in the coming year. There were also many demonstrations of measurement error and other hands-on demonstrations that proved to be quite popular with all the attendees.

Before closing, I would like to express my gratitude to all of the attendees for their support, understanding and co-operation, and I would like to say a special thanks to the ladies and gentlemen of Diethelm Limited, who devoted considerable time and effort to ensure the success of WWAM 2008.

I hope to see all of the attendees (some new faces as well) at WWAM 2009, which will be held in Japan next year.

Come, my friends, 'Tis not too late to seek a newer world
(Alfred, Lord Tennyson)

