

Hitachi Air Power Distributor Conference held in Shanghai, China (5th – 8th March 2024)



The Hitachi Air Power Distributor Conference was held in Shanghai, China from 5th – 8th March 2024, with a total of 110 representatives from Japan (HIES), China (HGAP Changshu/HGAP Suzhou), Malaysia (HIEM), Indonesia, Philippines, Malaysia, Nepal, Taiwan, Thailand, Singapore, Sri Lanka, and Vietnam. This was our first event that engaged both Hitachi and Sullair channels and marked the new beginning of business consolidation into HAS Financial Year 2024. We were delighted that a total of 23 representatives from Hitachi and 12 representatives from Sullair air compressor master dealers/dealers network participated in this event.

On 5th March, a welcome dinner was organized for all guests to mingle, foster good relationships, and work together amongst representatives from all branch offices and factories.

The following day, the conference highlights included:

- Welcoming speeches from Mr. Anthony (General Manager of ICE), Mr. Kawabata (General Manager of HGAP Suzhou), Mr. Sun Yuan Yue (General Manager of HGAP Changshu) and Mr. Tanaka (Executive Managing Director and Group Executive of HIES & Global Air Power Group). We were also honored to have a virtual welcome speech from Mr. Takeuchi, President & CEO of Hitachi Industrial Equipment Systems Co., Ltd.
- A presentation on Digital & Green Initiatives by Mr. Kanoh, Senior Manager of Hitachi Industrial Equipment Systems Co., Ltd.
- A presentation on Connected Service (FitLive) in Japan by Mr. Tottori, Administrative Officer and Group Executive of Customer Success & Service Business Group of Hitachi Industrial Equipment Systems Co., Ltd.
- Presentations by representatives from each factory on introductions and updates (Mr. David Ao, Mr. Harry Yang, Mr. Juan Jin, Mr. Ray Zhang, Mr. Zhou Han Yong, and Mr. Tan).
- Presentations on HAS Air Power Sales Plan & Direction by Mr. Johnny.

Following the presentations, the group meeting was adjourned for a breakout session between each master dealer and factory representatives. During the dinner that evening, high-performance master dealers for the past three years (2021-2023) were awarded trophies in recognition of their contributions to the Air Power business.

In appreciation for everyone's active participation and continuous support, all participants were invited for a factory tour to HGAP Changshu and HGAP Suzhou on 7th March 2024, followed by outdoor activities arranged by the HAS event committee.

The conference culminated in a farewell dinner, where participants expressed their appreciation for the well-organized event and the productive discussions.