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Press Release

Techenomics forges connections at Indonesian expo

An important aspect of participation by Techenomics in the recent Mining Indonesia expo in Jakarta was connecting with existing and potential customers.

These connections enabled the company to reinforce benefits of the fluid management services it provides to existing customers, according to Techenomics CEO Chris Adsett, and to spread the word about the new value-adding opportunities, such as NanoLub tungsten disulphide (WS2) additives and continuing advancements in digital data provision.

He said the expo was also an excellent forum for Techenomics to outline its predictive management capabilities to potential new customers and to discuss new value-adding opportunities with complementary service providers.

“Many of the expo visitors who stopped at our booth and chatted with staff members were genuinely interested in finding out more about how we are serving the mining, construction, transport and marine industries.



Chris Adsett, CEO of
Techenomics International

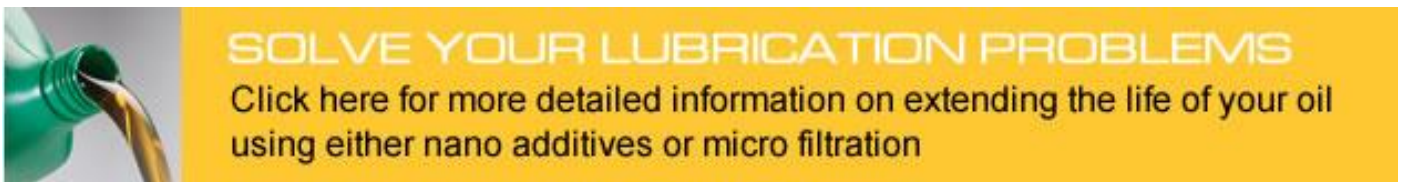


Chris Adsett and PT Tekenomiks Indonesia staff at Mining Indonesia 2017

“There were not as many tyre kickers as there generally are at these types of events, and other exhibitors I spoke with expressed the same sentiments,” he said.

Forging connections was enhanced by the presence of a number of the company’s Indonesian staff members at the booth. “They were able to relate well with the predominantly Indonesian expo visitors.

“Our staff saw the ability to show customers what they could do and appreciated the opportunity outside the customer’s workplace in an environment where the customer is happy to be sold concepts and ideas immersed in product knowledge.”



Chris Adsett said the expo was also a boost to Indonesia’s economy.

“A lot of effort went into organising and staging the event, and from what I saw there would have been a substantial amount of money injected into the economy as a result of exhibitors setting up displays and doing business with others.

“It is a major financial commitment to stage the show and for exhibitors to display their wares, so it is important to attract the right visitors, and Mining Indonesia did that for us, as well as for a number of other exhibitors I spoke to.”

He said the pre-expo Ozmine 2017 event, which showcased the work of Australians METS and mining companies to the Indonesian mining industry, also provided a good opportunity for Techenomics to spread the word about its involvement in Indonesia and South East Asia.

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