



**MAXXIS ASIAN & AFRICAN
DISTRIBUTOR CONFERENCE 2014**

A large, stylized graphic of a tire tread pattern, composed of many small, repeating tread elements, curves around the central text. The background is a gradient of red and orange, suggesting a sunset or a road.

**PATH TO
THE TOP**

4th - 7th June 2014
Bali, Indonesia

MAXXIS Triple 3 System



Content

2014 Maxxis Asian & African Distributor Conference

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100% QUALITY 100% SERVICE 100% TRUST





About A & A



Maxxis Asian and African Distributor Conference is a platform to strengthen organization goals, tighten global network relationship and facilitate breakthrough strategies for a prosperous and mutually beneficial future.

The third installation of this conference is themed "Path to the Top". Maxxis International would like to take this opportunity to instill motivation and confidence in propelling the brand forward.





Itinerary



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Day 1, 4th June 2014 [Wednesday]

Arrival Day

Time [hour]	Activities
1500 onwards	Check-in at Lobby Maxxis Designated Counter
1830 - 2130	Dinner [Free & Easy] at Hotel's Capsicum Café [Level 1]

Day 2 - 5th June 2014 [Thursday]

Conference, Nusantara Hall [BICC, Level 2]

0830 - 0850	Arrival and Registration
0850 - 0900	Opening Speech by Ms. Sydney Tan, Asia Marketing Director
0900 - 0915	Presentation by Mr. Lenny Lee, Director of International Sales
0915 - 0940	Presentation by Dr. Wally Chen, President of Maxxis International
0940 - 1010	It's All About Family Business by Dr. Stephen Lu from University of Southern California
1010 - 1030	Coffee Break at Nusantara Foyer
1030 - 1100	A&A Marketing Presentation by Ms. Sydney Tan, Asia Marketing Director
1100 - 1130	Marketing Presentation by Mr. Derek McMartin from Maxxis UK
1130 - 1200	Practice on ERP System [SAP] by Mr. Jim Lentini from Maxxis USA
1200 - 1230	Practice on Accounting by Mr. Mark Schaubroeck from Maxxis USA
1230 - 1400	Lunch at Nusantara Hall
1400 - 1450	Gift Presentation by Delegates to Dr. Wally Chen
1450 - 1800	Free & Easy



Day 2, 5th June 2014 [Thursday]

Awards Night & Dinner, Mangupura Hall [BICC, Level 1]

Time [hour]	Activities
1800 - 1830	Cocktail Reception & Red Carpet at Mangupura Foyer
1830 - 1920	Dinner & Performances
1920 - 1935	Sand Art Performance
1935 - 1950	Maxxis Wine Launch
1950 - 2020	Awards Presentation
2020 - 2030	Live Band Performance
2030 - 2110	Awards Presentation
2110 - 2125	Live Band Performance
2125 - 2155	Awards Presentation
2155 - 2205	Live Band Performance
2205 - 2225	Trepador Logo Launch
2225 - 2250	Live Band Performance
2250	Closing



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Itinerary

Day 3, 6th June 2014 [Friday]

Conference, Nusantara Hall [BICC, Level 2]

Time [hour]	Activities
0830 - 0850	Arrival and Registration
0850 - 0900	Group Photo Session
0900 - 0940	R&D Presentations by Mr. Samuel Chen & Mr. Kevin Chen from Maxxis R&D
0940 - 1010	Government Regulations on Tires: Tire Labeling by Dr. Walter from ExxonMobil
1010 - 1025	Market Presentation - Indonesia by Mr. Edwin Witarasa
1025 - 1040	Marketing Presentation - Philippines by Mr. Ronald Ang
1040 - 1105	Coffee Break at Nusantara Foyer
1105 - 1120	Marketing Presentation - Sri Lanka by Mr. Scallon Shirley Fonseka
1120 - 1135	Marketing Presentation - Australia & New Zealand by Mr. Luke Chen
1135 - 1150	Marketing Presentation - Japan by Mr. Ivan Lee
1150 - 1200	Marketing Presentation - Vietnam by Mr. Nguyen Ke Hoang
1200 - 1210	Marketing Presentation - Thailand by Mr. Methee Korcharoenkiat
1210 - 1220	Marketing Presentation - Taiwan by Mr. Mark Ho
1220 - 1235	Marketing Presentation - Iran by Mr. Amir Farbod Naeimi
1235 - 1250	Marketing Presentation - Middle East & Africa by Mr. Jeffrey Lai
1250 - 1400	Lunch at Nusantara Hall
1400 - 1830	Free & Easy

Cultural Night

1830 - 1900	Cocktail Reception & Interactive Cultural Activities at Nusantara Foyer
1900 - 2150	Dinner & Performances
2150 - 2250	Karaoke



Dress Code



Day	Date	Activities	Dresscode
Day 1	4 th June	Arrival Day	Smart Casual
Day 2	5 th June	Conference	Business Professional Men: Suit and Tie Ladies: Business Formal
Day 2	5 th June	Awards Night & Dinner	Men: Black Tie Formal Ladies: Evening Gown
Day 3	6 th June	Conference	Batik * Provided by Organizer
		Buffet Dinner	Casual: Maxxis A&A T-shirt *Provided by Organizer





About MAXXIS



As one of the world's top 10 tyre manufacturers, Maxxis International is committed to deliver high performance tyres to the world.

COMPANY INFORMATION

- Founded in Taiwan in 1967
- 31,000 employees worldwide
- Operations in Taiwan, China, Thailand, Vietnam, the United States, Canada, Great Britain, Germany, Holland, Japan, India, and Dubai
- Product distribution in approximately 170 countries
- Full lines of tyres for auto, bus, truck, light truck, bicycle, motorcycle, ATV, race kart, trailer, industrial and lawn & garden
- Worldwide sales revenue more than \$4 billion U.S. dollars, more than quadrupled in the past 10 years

NOTABLE FACTS

- Named to Forbes' Fab 50 Companies
- Original equipment supplier to Ford, GM, Toyota, Nissan, Volkswagen, Mitsubishi and Hyundai in Asia
- Original equipment supplier of motorcycle tyres to Yamaha, Honda, Suzuki and Kawasaki
- Original equipment supplier of ATV tyres to Honda, Yamaha, Suzuki, Kawasaki, Polaris and KTM
- Original equipment supplier of bicycle tyres to Cannondale, Giant, Merida, Yeti, Iron Horse, Kona and Orange
- Original equipment supplier of scooter tyres to Yamaha, Suzuki, Aprilia, Malaguti, Piaggio, MBK, Gilera and Kymco





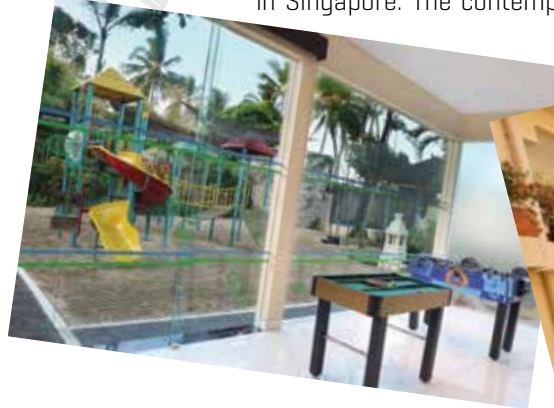
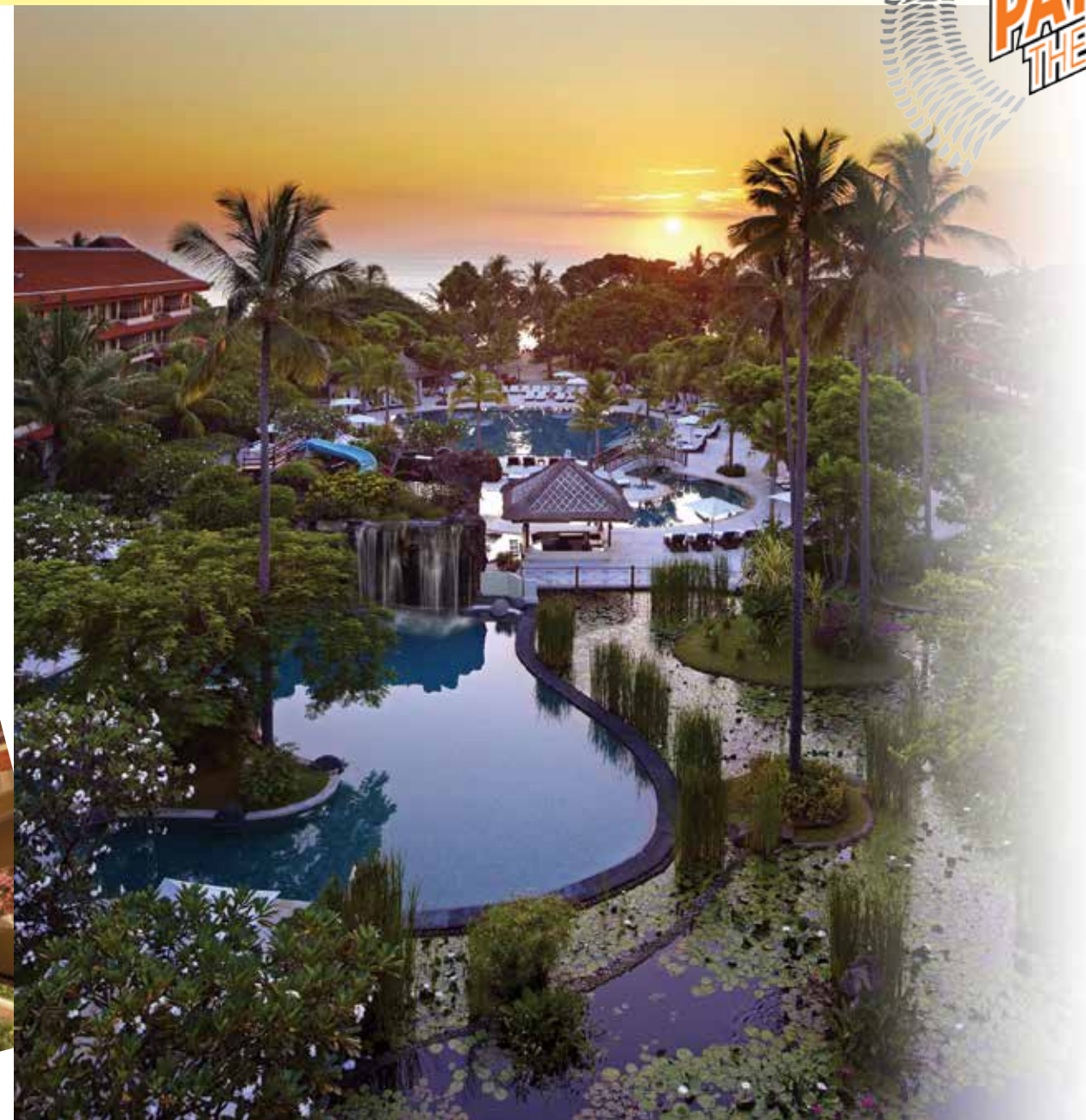
About Hotel



Westin Resort Nusa dua Bali

Set in a quiet garden with a tropical atmosphere, The Westin Resort Nusa Dua Bali offers comfortable accommodation with a collection of both indoor and outdoor activities. The activities are set for leisure needs of toddlers, children and teens with bright décor and customized furnishings. The age-appropriate areas include a specially designed teen room with Nintendo Wii, internet computers, a library, billiards table and a home theatre showing movies on demand. The younger children's room has its own playground, climbing wall, trampoline, sandpit, photo corner, internet computers, Playstation, books and educational toys. A recreation room just for toddlers comes complete with a separate playground, slide, swing, role play sets and Lego building bricks. The Westin Resort Nusa Dua Bali is a one-stop destination for guests who are looking for a quiet and family-oriented hotel.

The beach resort in Bali features 433 modern luxury rooms designed by FBEYE International, a boutique interior design firm based in Singapore. The contemporary guestrooms





About Hotel



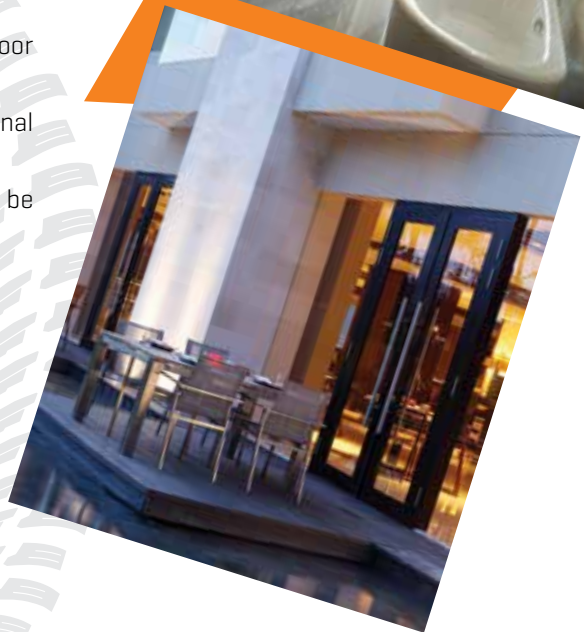
were designed with touches of nature and traditional Balinese accents reflecting its local surroundings and maintaining its tropical edge. The design emphasizes the beauty and harmony of the space and easily earns its place among the most talked about family resorts in Bali. Guest rooms average 38 sq. meters in size and all rooms and suites are spaciouly appointed with ocean, pool or garden views.

Surrounding the Resort

The Westin Resort Nusa Dua Bali is a beautiful resort complex in the southernmost tip of Bali and offers some of the island's finest accommodation and conference facilities. Located in a secluded enclave with access

control by private security, just 10 kilometres from Bali's international airport and 25 minutes from the chic and vivacious Kuta, Legian, and Seminyak districts. Nusa Dua exceeds all expectations as a world-class tourist destination and lists amongst the best places in Bali to visit. Tropical coral reefs protect the magnificent beaches of Nusa Dua, creating an idyllic environment for a wide variety of water sports and activities. Beautifully manicured gardens surround the hotels, shopping gallery, restaurants and bars. An internationally acclaimed championship golf course and a superlative lawn bowling green add to the area's charm.

- Breakfast is served at Capsicum Cafe, Ground Floor from 6.30am-10.30am
- The room rates are covered by Maxxis International for the nights of the 4th, 5th and 6th June 2014
- Use of minibar or other hotel spa amenities will be billed to guest's own account
- Regular check-in time after 1500
- Regular check-out time before 1200
- **Note: Rp. 200,000.00 Passenger Service Charge is imposed for all passengers at Airport Departure Hall. Please be reminded to prepare sufficient cash during departure at the airport.**



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Useful Contacts

Currency



Organizing Committee Members Contacts

No.	Name	Company	Assignment	Mobile No
1	Diane	Maxxis International	Organizing Committee	+62 812 9907 9816
2	Tim	Maxxis International	South Asia	+62 812 8417 9340
3	Jack	Maxxis International	South East Asia	+62 858-6200-6398
4	Jeffrey	Maxxis International	Middle East & Africa	+971-52-959-6148
5	Gerard	Kian Hon Tyres	Organizing Committee	+ 62 812-8417-9342
6	Matthew	Kian Hon Tyres	Organizing Committee	+ 62 812-8417-9348
7	Bong	Kian Hon Tyres	Organizing Committee	+ 62 812-3650-5055

Other Useful Numbers and Important Numbers

The Westin Resort	+62 361 771906
Fire	113
Police	110
Indonesian Red Cross	226465
Ambulance	118
Rescue Coordination Office	115, 751, 111
Directory Enquiries	108
International Operator	101
Immigration	227828
Public Hospital	227911
Ngurah Rai Taxi	724724
Bali Taxi	701111

The Rupiah (Rp) is the official currency of Indonesia. Issued and controlled by the Bank of Indonesia, the ISO 4217 currency code for the Indonesian Rupiah is IDR. Informally, Indonesians also use the word "perak" ['silver' in Indonesian] in referring to Rupiah. The rupiah is subdivided into 100 sen, although inflation has rendered all coins and banknotes denominated in sen obsolete.

The Riau islands and the Indonesian half of New Guinea (Irian Barat) had their own variants of the Rupiah in the past, but these were subsumed into the national Rupiah in 1964 and 1971 respectively.

The current Rupiah consists of coins from 50 Rupiah up to 1,000 Rupiah (1 Rupiah are officially legal tender but are effectively worthless and are not circulated), and from banknotes of 1,000 Rupiah up to 100,000 Rupiah. With US\$1 worth 10,000 Rupiah (August 2013), the largest Indonesian banknote is therefore worth approximately US\$10.

There are presently two series of coins in circulation: aluminium, bronze and bi-metallic coins from 1991-1998 and light-weight aluminium coins from 1999 onwards. Due to the low value and general shortage of small denomination coins (below 100 Rupiah), it is common to have amounts rounded up (or down) or to receive sweets in lieu of the last few Rupiah of change in supermarkets and stores.



In general, we can informally calculate the exchange rate as:
USD\$1 = IDR10,000





Indonesia is a sovereign state in Southeast Asia and Oceania. Indonesia is an archipelago comprising approximately 17,508 islands. It encompasses 34 provinces and 1 Special Administrative Region (for being governed by a pre-colonial monarchy) with over 238 million people, making it the world's fourth most populous country. Indonesia's republic form of government comprises an elected legislature and president.

Indonesia consists of hundreds of distinct native ethnic and linguistic groups. The largest and politically dominant ethnic group are the Javanese. A shared identity has developed, defined by a national language, ethnic diversity, and religious pluralism within a majority Muslim population.

- Capital: Jakarta
- Land Area: 1,904,569 km²
- Geography: Land borders with Papua New Guinea, East Timor, and Malaysia. Other neighbouring countries include Singapore, the Philippines, Australia, Palau
- Climate: coastal plains averaging 28°C, the inland and mountain areas averaging 26°C, and the higher mountain regions, 23°C
- National Animals: Komodo dragon
- Population: 237,424,363
- Language: Indonesian, Javanese, Sundanese, Madurese and English
- Religions: Islam (87%); Buddhism (3%); Protestant (5%); Hinduism (2%); Other (2%)
- Currency: Rupiah [Rp]





Bali Overview



With a reputation as being one of the most beautiful and diverse tourist spots in Asia, Bali attracts almost 1,000,000 visitors a year, from all around the world. Geographically, Bali lies between the islands of Java and Lombok and is one of more than 17,000 islands that make up the Indonesian Archipelago. Bali is small, stretching approximately 140km from east to west and 80km from north to south. Running east to west and slightly off center, are a string of volcanic mountains, the tallest and most recently being active Mount Agung, which reaches 3.142m at its highest point and last erupted in 1963.

The Balinese people have strong spiritual roots and despite the large influx of tourists in recent years, their culture is still very much alive. The main religion is Agama Hindu Dharma, which arrived in Bali with the spread of Hinduism through Sumatra and Java during the 11th century. Although originally from India, the Balinese religion is a unique blend of Hindu, Buddhist, Javanese and ancient indigenous beliefs, with customs that are very different from the traditional form of Hinduism practiced in India today. With the arrival of Islam in neighbouring Java during the 15th century, a large member of courtiers, artists, musicians and craftsmen fled to Bali, creating an artistic renaissance.

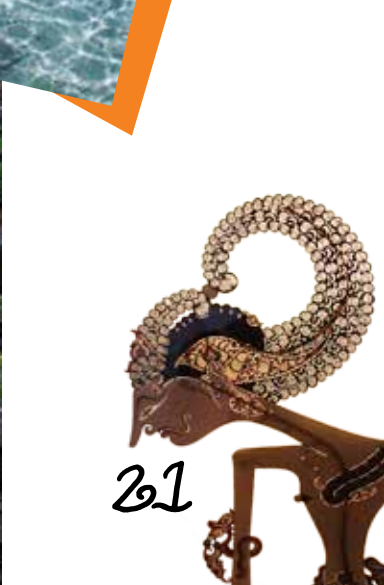
Those in search of a little peace and quiet tend to head for the more sedate resorts of Sanur and Candi Dasa, on the east coast, Ubud in the center, or Lovina in the north. Another major resort on the southern-most peninsula of the island, Nusa Dua, caters for the more up-market crowd, and is home to almost all of the bigger 5-stars hotels, as well as one of Bali's golf courses. The central village of Ubud, in the hilly region of Gianyar, has also recently blossomed as a tourist attraction and is now considered to be the artistic and cultural center of Bali.



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Bali Festival Schedule



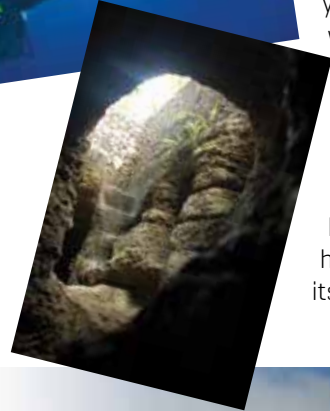
June 2014

Nusa Penida Festival

The event will be centered in Nusa Lembongan and will involve the entire customary villages in Nusa Penida district.

Scheduled to be held for four consecutive days (2-5 June), the festival will feature all the distinct cultural attractions and handicrafts of the islands which are rarely presented to public. Among these are the art of Sanghyang Gerodog which is an authentic performance of Nusa Lembongan. The art of Sanghyang Gerodog was thought to have been lost for over 32 years before it was revived about two years ago. Sanghyang Gerodog was originally performed for a full month period featuring 100 types of Sanghyang including Sanghyang dedari, Sanghyang Penyalin, and more. There will also be a performance of Rejang Renteng, a traditional dance from Nusa Penida.

Also, fusing the three islands into one fascination is the splendor that lies beyond the crystal clear blue waters that surround them. The seas here are known to be among the world's best diving destinations, with its prima donna the rare giant ocean sunfish: the Mola Mola.



July 2014

Sanur Kite Festival

The festival is held every year to send a message to the Hindu Gods asking them to provide plentiful crops and harvest for the Balinese. The giant colourful kites will be flown by teams from the many villages.

On a typical day, Sanur beach is teemed with active watersports like kitesurfing, windsurfing, wakeboarding, surfing or paragliding. There are dive centers abound and there's even a marine walk dive center for dive enthusiasts who are aquatically challenged.



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Bali Map

About Nusa Dua



The place name Nusa Dua can be used in two ways: either it can refer to the entire eastern side of the Bukit Peninsula at the southern tip of Bali, or it can refer to the purpose-built, safe and rather sterile tourist enclave [Kawasan Pariwisata, quite literally Tourism District] at the southeast side of this peninsula.

As well as a host of luxury hotels, Nusa Dua is home to the most popular golf course in Bali and the main convention centre on the island.

The beaches here are glorious - white sand, deep, long and safe for swimming. The public beach at Geger is the best to head to if you are not staying at Nusa Dua. This is also home to one of the best museums in Bali.

The Nusa Dua enclave has three manned gates and everyone entering is subject to a security search. This can have a slightly claustrophobic effect according to some points of view, and in other points of view makes guests feel more secure. While some may criticize this for creating the sense of an "artificial location", given the prior acts of terrorism in Bali some guests do appreciate the fact that security checks are made to enhance their safety.





Muslim Prayer Time



The Surau
(Dahlia Room,
Level 1 BICC)

Day	June	Hijri	Fajr	Sunrise	Dhuhr	Asr	Maghrib	Isha
Mon	2	4/8	5:14	6:27	12:18	3:38	6:07	7:17
Tue	3	5/8	5:14	6:27	12:18	3:38	6:07	7:17
Wed	4	6/8	5:14	6:28	12:18	3:38	6:07	7:17
Thu	5	7/8	5:14	6:28	12:18	3:38	6:07	7:18
Fri	6	8/8	5:14	6:28	12:18	3:38	6:07	7:18
Sat	7	9/8	5:15	6:28	12:18	3:39	6:08	7:18
Sun	8	10/8	5:15	6:29	12:19	3:39	6:08	7:18



Nearest Mosque: Masjid Agung Ibnu Batutah.
7mins by taxi from our hotel

Month : 6/2014. 8-9/ 1435 A.H

Location : Denpasar, Indonesia

Calculation Method : Muslim World League

Juristic Method : Standard





www.maxxis.com

The text is centered in the middle of the image. The background is a vibrant, abstract pattern of radiating lines in shades of red, orange, and yellow, creating a sunburst or starburst effect.