

SEWATAMA IN ELECTRIC EXHIBITION 2009

Thursday, 29 October 2009 With the theme "Turn Me On", PT Sumberdaya Sewatama occupy booth 3 x 4 m, which is decorated with themed images of electrical and other trimmings. The Sales Promotion Girl attractive make Sewatama booth crowded people, to collect more than 400 business cards and new prospects.

Sewatama booth visitors also very interested and waiting to get an attractive prize in the form of a flashlight, hat, shirt or bag with logo Sewatama. At the peak of the event, door prize raffle Sewatama a Blackberry, Ipod Nano and EHD. This strategy proved effective for capturing new prospects for business Sewatama.

Activities conducted by the Marketing Communication Sewatama aims to broaden the dissemination of information about services and products to the market Sewatama very specific and were together at that time. Promotion of new programs launched during the exhibition continues. From this exhibition, Sewatama managed to reap a wider network and new prospects for further follow-up and maintained for the long term.

Electric Indonesia 2009 exhibition was opened by the Minister of Energy and Mineral Resources of the Republic of Indonesia, Purnomo Yusgiantoro. The exhibition was held at the Jakarta International Expo Kemayoran, Jakarta, on December 14 to October 17, 2009. The exhibition, which lasted from 10:00 am to 18:00 pm was attended by 521 companies, 33 countries (Argentina, Belgium, South Africa, Japan, Tukri, United States, Yemen, etc.) and 6 international group pavilions (Austria, China, Germany, Korea, Taiwan and the UK). Carrying some 18,104 visitors come to this event.