

Monday, 21 December 2009

## **SEWATAMA IN MARKPLUS CONFERENCE 2010**

MarkPlus Inc., a company that claims to be The First Asian Marketing Professional Services Firm, MarkPlus Conference held back by the year 2010. This prestigious event is not passed by PT Sumberdaya Sewatama, as a means to promote themselves as well as expand its business network to the wider sector.

MarkPlus Conference is an event where thousands of practitioners, analysts and experts in the marketing world gather to share experiences and knowledge. The festival is organized by the great marketing MarkPlus Inc., a marketing consulting company in the field pioneered by Herman Kertajaya for 20 years. This event is held once a year since 2007. The concept is unique and innovative managed to make this event was named the festival's biggest marketing in Southeast Asia.

With the theme "New Momentum, New Strategy", this time MarkPlus Conference brings experts who analyze separately evaluation & strategy to face the year 2010. The event which took place on December 10, 2009, at the Grand Ballroom, Ritz Carlton, Pacific Place, Jakarta, was attended by thousands of participants with hundreds of companies participating in it and brings together around 40 speakers from various industries. This event only a day, starting at 08:00 to 18:00 pm.

Sewatama represented directly by the Managing Director Hasto Kristiyono, gave a presentation titled Crisis Recovery Sales Through Highly Productive Development. In this presentation also be explained threats and opportunities that have been seen by Sewatama in his business. With a neat corporate strategy and sales performance of the productive, Sewatama can show some success factors, one of which is evidenced by Sewatama advantage in the market of energy resources in Indonesia.

Achieving success is closely linked to the Corporate Value Sewatama the basic principles in the company, namely Learning, Best Result, Commitment, Teamwork, Open & Respect and Positive Energy. With the focus of development to the People or its officers, Sewatama successfully demonstrated its growth, even in times of crisis it is today.