

HMAP's First-Ever Independent Dealers' Conference FY2024 (Philippines, Vietnam, Cambodia, Myanmar, Laos, Solomon Islands)

Hitachi Construction Machinery Asia and Pacific (HMAP) hosted its first-ever Dealers' Conference FY2024 on 13th March 2025 at main office Singapore, bringing together the dealers from across Southeast Asia. The event aimed to provide valuable insights into the latest products and services, explore new growth opportunities, and foster strategic partnerships for enhanced collaboration and dealer success.



Dealers Conference @ HMAP



A total of 53 individuals gathered for this successful event. The conference welcomed 7 invited independent dealers, representing a total of 17 individuals from Brighton Machinery Corporation (Philippines), Mico Heavy Industries Co., Ltd. & Vinh Phu General Joint Stock Corporation (Vietnam), KSGI Cambodia (Cambodia), Common Purpose (Myanmar), HML Machinery Co., Ltd. (Laos), and Pan Pacific Machinery & Parts (Solomon Islands).

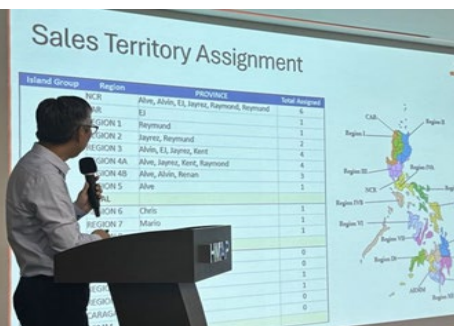
Notable attendees included Mr. Zaizen, General Manager of Asia Business Division; Mr. Nagao, President of PT. Hitachi Construction Machinery Indonesia (HCMII); and Mr. Jayakara, Deputy General Manager of Tata Hitachi Construction Machinery.

HMAP's management team, including Mr. Yoshida (Managing Director), Mr. Fukagawa (Director of Marketing & Sales), Mr. Miyamoto (Director of Parts & Services), and Mr. Goh Yew Ling (Director of Finance & Accounts), were also in attendance, alongside other representatives from HMAP, suppliers, and finance partner.

The conference began with a business insights session presented by HMAP, followed by HCMII and individual dealer presentations. Each dealer shared their unique business cultures and initiatives aimed at increasing the market share of Hitachi products in their respective countries.



Presentation by Ms. Connie, PPMP Solomon Islands



Presentation by Mr. George, BMC Philippines



Presentation by Ms. Ching, CP Myanmar

In the afternoon, Tata Hitachi Construction Machinery (THCM) took the stage to showcase the company profile and unwavering commitment to manufacturing high-quality machinery. A key highlight was the discussion on Southeast Asia's growing importance in importing THCM machines to meet the diverse needs of customers in the region.

Thanks to the participation from invited suppliers, who presented their company profiles and highlighted the importance of using quality spare parts to sustain the life cycle of machinery. This session provided dealers with valuable insights into selecting the right parts for their equipment.



The conference concluded with an appreciation ceremony, where HMAP honoured each independent dealer with custom-made trophies and plaques. This heartfelt gesture was HMAP's way of expressing gratitude for the dealers' outstanding partnership and cooperation over the years.



Appreciation Ceremony with valued dealers.

The event proved to be a great success, fostering a stronger sense of community and partnership among HMAP and dealers. Moving forward, HMAP is committed to continuing its collaborative efforts to drive growth and innovation within the industry



Group photo with all participants

We look forward to building on the insights gained and relationships strengthened during this conference, as we continue to work together towards mutual success in the years ahead.

For more information about Hitachi products & services, reach out to your nearest authorized dealers here:

<https://www.hitachicm.com/sg/en/dealer-locator>