



Jardine Distribution, Inc.

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Press Release

For immediate release

Jardine Hosts the 7th Jardine Matheson Business Enhancement Initiative



Jardine Distribution, Inc. hosted this year's Jardine Matheson Business Enhancement Initiative (BEI) Programme last March 13 and 14, 2008. The BEI team, composed of thirteen (13) directors and senior managers across the different business units of the Jardine Matheson group, visited JDI to look at its business model.

Now on its 7th year, the BEI is designed for its participants to look at the value chain of a particular business model in light of strategic directions, market risks and challenges. The program also aims to develop selected participants into



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successful directors who are able to manage challenges and risks from the market, the environment and competition and to come up with strategic directions for his/her own business units.

Every year, the BEI makes a selection from across all business units under the Jardine Matheson group to serve as business models. This year, the BEI program was focused on Jardine Engineering Corporation (JEC) and two of its units, namely, JDI, which won this year's Pride in Performance (PIP) Award for Marketing Excellence, and JEC Thailand, likewise a PIP winner last year, were the chosen business models.

As part of their learning experience, the BEI team met with the Management of JDI led by its General Manager Edwin H. Hernandez. They then observed a Training for DIY (Do-It-Yourself) staff. The training, which is one of JDI's value-adding services to its principals, was organized by Channel Manager Lyn Libo-on at Festival Mall. The group also visited the Canlubang warehouse under the guidance of Chona Mendoza and Maricel Mariano; and the Agchem toll manufacturing plant as arranged by its AP Marketing and Manufacturing, Ed Ladores.

The highlight of the BEI visit however, was a field trip to the agricultural communities in Plaridel, Bulacan. Led by JDI Regional Sales Manager Tim Bontoyan and Area Manager Rading Matunan, the BEI team visited one of JDI's key Distributors and participated in an actual farmers' meeting.

At the closing session of the 2-day visit, JDI received feedback from the BEI team on some of JDI's impressive business practices as well as suggestions on some areas of improvement. The BEI participants also consistently noted the strong sense of professionalism and enthusiasm exhibited by the JDI team.

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