

MESA APAC
- Working Group Australia -

MESA Australia Working Group

17/03/2010



Attendees

- Attendees:
 - Greg Johnson, Schneider-Electric
 - Dan Moriarty, Moriarty Manufacturing Development
 - Brad Ford, Yokogawa
 - Richard Wawrzon, Qenos
 - Alison Koh, Schneider-Electric
 - Whee Teck Lee, GE
- Apologies:
 - David Berridge, Siemens
 - Peter Robinson, OneSteel
 - Darren Hadfield, Bluescope Steel
 - Mark Langdon, Nestle
 - Damian Jolly, Sage
 - Matt Schneider, Optika
 - Frank Green, Qld State Govt

Agenda

1. Welcome and MESA News/Admin – Greg Johnson
2. Seminar Discussion – Dan Moriarty
3. Open Floor
4. Next Meeting

Rules of Engagement

- **Don't**

- 1....solicit an End User to purchase your solutions or stop buying from your competition
- 2....use the Working Group discussions as platform to promote your company or products
- 3....use the Working Group discussions as platform to generate business partnerships
- 4....discuss prices and market share with other vendor, SI or End User
- 5....disclose other parties' information without prior consent

- **Do**

- 6....share your experience openly, honestly and objectively
- 7....listen to others – you might learn something useful
- 8....attend the Working Group meetings, discussions and contribute to the success of this initiative
- 9....promote MESA Australia Working Group – internally in your organization and with your customers / suppliers
- 10....act in good faith – we are here to win... not to lose

Re-cap on APAC Expansion

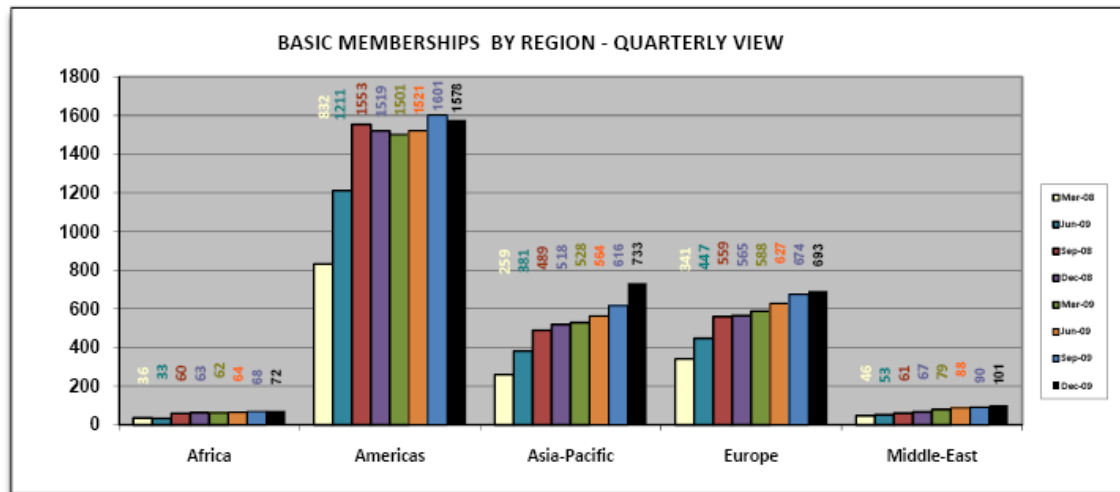
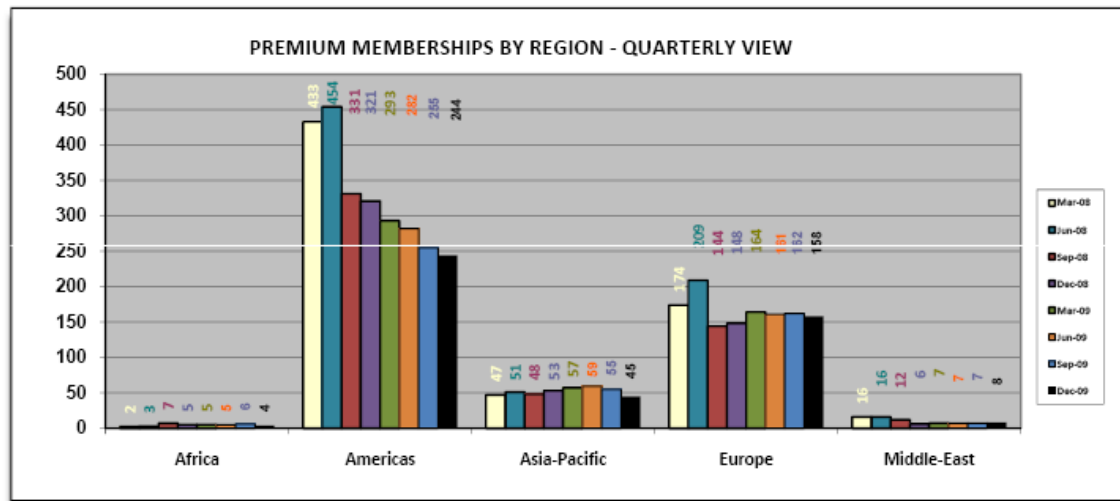
– *Mission*

- *To expose MESA International's work in manufacturing more broadly into the Asia-Pacific Region with the intent of attracting new members of all types, and providing content for the MESA Strategic Initiatives.*

– *Objectives*

- *To grow our Working Groups by another 30 members in 2009*
- *To grow the paying memberships by 15% in 2009*
- *To move from purely exposure activities to MSI content creation in 2009 by some of the Working Groups*
- *To host a Conference in 2010 in one of the geo's that has the most members and the most supportive members*
- *To facilitate forums to provide information and direction for end users and allow refinement of MES offerings amongst the vendor community.*

Membership Update



MESA Aust Seminar – “Tag Line”

- Finalise Seminar Date & Location (Melbourne, Tue September 7th)
- Speaker List – Current probable's, gaps
- Expenses / Sponsorship
 - Siemens (Venue), Schneider-Electric (Lunch)
 - What else is needed? Who else can sponsor (Morning Tea?)
- Registration and Cost (propose free to attendees)
- Register on MESA Website
- Takeaways – propose “Tabletop” model
- PR & Marketing
 - MESA Website Page
 - MESA PR
 - PR for Australian Trade Press
- Questions

Agreed Items

- DATE: Tuesday 7th of September
- VENUE: Siemens Australia, 885 Mountain Highway, Bayswater VIC
- THEME
- "Sustainable Solutions for Operations Management".
- Byline: Sustainable Manufacturing IT systems supporting sustainability in Manufacturing
- Thanks to Siemens Australia for this sponsorship

Agreed Items

- SUGGESTED PROGRAM
-
- 8.30 Registration
- 8.50 Introduction MC
- 9.00 Keynote
- 9.30 Q&A
- 9.45 Speaker 2
- 10.15 Q&A
- 10.30 Morning Tea
- 10.50 Speaker 3 (inc 10 min lag time)
- 11.00 Q&A
- 11.15 Speaker 4
- 11.45 Q&A
- 12.00 Lunch
- 1.00 Speaker 5
- 1.30 Q&A
- 1.45 Speaker 6
- 2.15 Q&A
- 2.30 Speaker 7
- 3.00 Q&A
- 3.45 Open Forum
- 4.30 Finish

Actions

- Follow up with a Government Greenhouse regulations speaker
 - Brad Ford
- Follow up with end user speakers:
 - Greg Johnson
 - David Berridge
 - Damian Jolly
 - Dan Moriarty
- Follow up with suggested keynote speaker
 - Darren Hadfield
- Follow up with a MESA HQ Speaker (John Dyck or Jan Snoeji to be requested to speak via phone link)

Actions

- Greg Johnson to follow up MESA HQ re:
 - MESA Website Seminar page
 - MESA Website registration page
 - MESA Emailer to APAC members