

## ENECON Colombia Hosts Successful Latin American Distributors' Business Conference November, 2010

Jairo Suarez  
Erika Suarez  
Diana Suarez  
Hoover Salazar  
Nilo Riesco  
Jimena Di Lorenzo  
Marcos Montefiore  
Peter Ottke  
Manuel Escobar  
Eduardo Escobar  
Juan Margarit  
Gwenael Monjour  
Antonio Beltranena  
Carlos Castillo  
Javier Leal  
Leticia Serracin  
José Perez  
Mario Franceschini  
Carlos Soto  
Francisco Tarre  
Jose Huyke  
Anthony Rivera  
Andy Janczak Jr  
Marco Antonio Grande

Bogota,  
Colombia

The first ever ENECON Latin America Business Conference was held November 4-6, 2010 at the Hotel Estelar de la Feria in Bogota, Colombia. The event – expertly organized by ENECON's distributor in Colombia, COL-INGENERIA, was one of the most enthusiastic and dynamic ENECON conferences in recent memory.

ENECON VP, Andy "Jr" Janczak, and Latin American Sales Director, Marco Antonio Grande, were pleased to join the more than 20 individuals who attended, representing all of ENECON's distributors throughout Latin America, and the Caribbean – as well as a visit from our long-time distributor in Spain and France, Juan Margarit.



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The event kicked off with a memorable dinner at the hotel, complete with harp player, as well as some traditional Colombian flair!

The first day of the conference began with Andy Janczak presenting Diana and Erika from COL ENGENERIA with a token of ENECON's gratitude for their efforts organizing such a wonderful event. Juan Margarit was also recognized for his efforts hosting the European Business Conference in 2009.

Andy and Marco spoke on the importance of building the ENECON sales organization through recruiting and proper personnel training. Erika and Diana Suarez gave an eye-opening presentation on the successes they have had with ENEFLOW in Colombia.

The day continued with talks from Carlos Castillo from Mexico as well as Peter Otke from Chile. Stimulating discussions and contributions from the group continued through the afternoon.

Anthony Rivera, a marketing consultant from Medellin, spoke to the group on the importance of continuing to build the

ENECON brand in our customers' eyes.

Everyone was then taken by bus to an elegant dinner in a restaurant attached to one of Bogota's most prominent theaters.

Day two began with Juan Margarit presenting some of the more interesting projects he has been involved in over the years as well as taking advantage of potential opportunities for business in the many investment projects by European companies in Latin America.

Marcos Montefiore from Soluciones MRO in Argentina gave an informative talk about the advantages of ENECON products over the competition. Manuel Escobar from ENECON Costa Rica began a very productive discussion about useful tips for successful applications and a way for the entire LATAM family to share their experiences with the rest of the family to insure successful applications every time.

The conference concluded with a dinner no one will soon forget. The group was first taken by bus to the foot of one of the



# *¡Buen provecho!*

mountains surrounding Bogota, where everyone loaded into a cable car for a 2,000 foot trip to the top bringing everyone 8,200 feet closer to the stars (this is a Bogota phrase used to describe their altitude).

There, overlooking the entire city of Bogota, the conference concluded with dinner and drinks at a restaurant at Cerro de Monserrate, a breathtaking mountain top sanctuary.



# Conference Characters...

