

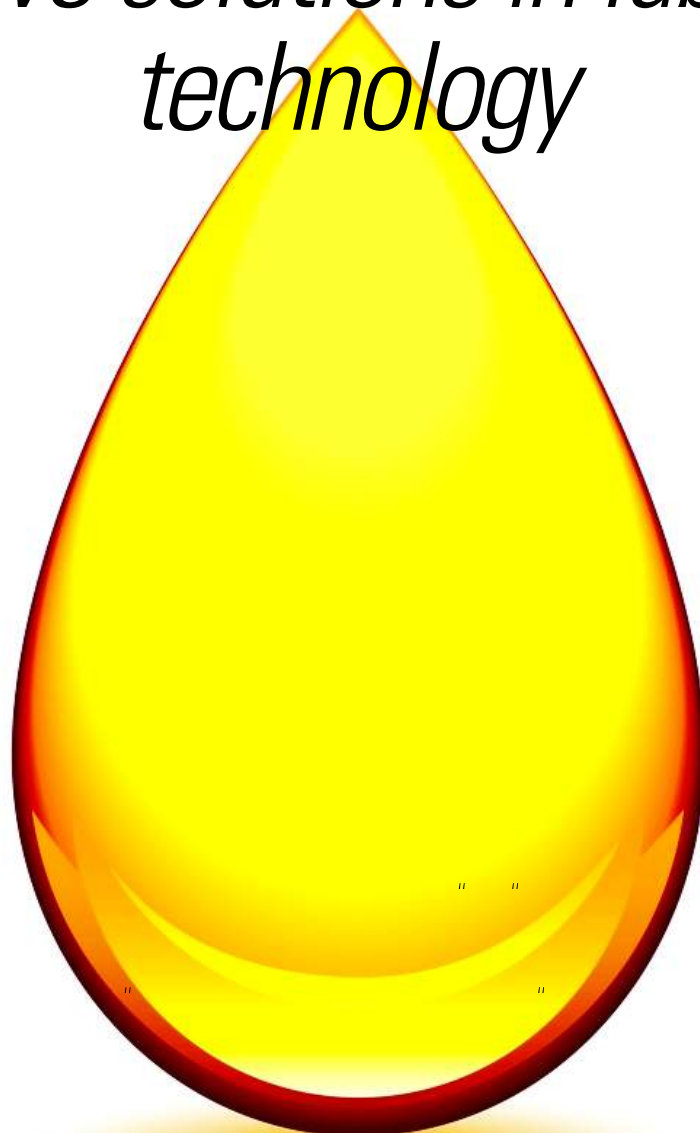
REVOLUTIONIZING THE LUBRICATION INDUSTRY THROUGH HEAT ACTIVATED TECHNOLOGY

LUPROMAX[®]

LUPROMAX NEWSLETTER

NOVEMBER 14 ISSUE 2

*Moving towards new frontiers and
innovative solutions in lubrication
technology*



LUPROMAX OIL CONFERENCE 2014

www.lupromax.com



Bali, Indonesia – The inaugural Lupromax Oil Conference 2014 was a landmark event that brought together delegates and business leaders from across the world, spanning the chemical, oil and gas and academic sectors.

Held at the Sofitel Nusa Dua from 29 – 30 October 2014, the Conference was presented by CEO of Magna Group, Mr. Nelson Cheng and President of Magna Indonesia, Mr. Ruby Widjaja who was the key note speaker. Other Conference speakers included Dr. Tomas, and Mr. Ricardo Beltran from Mexico.

During his opening speech, Mr. Nelson coined the term “Lupromaxians” for the delegates, explaining how it served as a collective term for the different nationalities and cultures represented in the Conference coming together for the purpose of professional cooperation, to create Esprit de corps among delegates. He also shared on Magna Group’s vision and mission, company culture, and its efforts in corporate social responsibility in providing education for the poor and housing for the orphaned.

Setting the tone for the Conference were the following points:

Magna’s Belief – Developing cutting-edge lubrication technology with the environment in mind

Magna’s Corporate Mission - Revolutionizing the lubrication industry through Heat Activated Technology (HAT)

Magna’s Vision – Leading in technological advancement in the chemical industry as the leader of Heat Activated Technology lubricants

Magna’s Culture – Developing symbiotic relationships with distributors and customers
Magna’s Shared Value – Ensuring team success by duplicating a proven success model

2 Days Conference



The two-day event facilitated an in-depth discussion on the evolution of lubrication technology and the potential of Lupromax in the automotive, marine, defence and energy industries. Presenters also gave insights into the mechanism of Heat Activated Technology lubricant through actual case studies and practical approaches to distribution channels in lubricant retail. It also tracked competitor products across a spectrum of oil additives, showing how they performed in comparison to the Lupromax series.



Lupromax Oil Conference 2014 provided an interactive and intellectual forum for business and technical thought leadership in the mechanics behind lubrication technology, oil and fuel additives, and matters relating to strategic implementation and growth in existing and new markets such as Mexico.

Seeing is Believing- Timken Load Demonstration



Seeing is Believing- Live Demonstration





Opening Speech by Mr. James Cheng, President of Magna Chemical Canada Inc.

Awards For PT Magna Indonesia



Mr. Ruby, CEO of PT Magna Indonesia, receiving the plaque from Mr. Nelson Cheng, President/CEO of Magna Group to mark the production of the 1st million litres of engine oil in Indonesia.



Dr. Tomas of Mexico presented a case study centred on an actual power plant, explaining how the application of Lupromax additives within the power plant led to enhanced performance, which was lauded by the engineers who worked onsite of the power plant in the study.

Mr. Beltran shared on "Practical Statistical Approach to the Implementation of Lupromax in Mexico, and of its relevance as a new and potential market. Findings were compiled into a detailed study of the subject through collection, analysis, interpretation, presentation, and organization of data, facilitating much discussion among conference delegates.



Presentation on Business Strategies





Delegates from Mexico, Spain & USA



Delegates from Australia & Canada



Delegates from South Korea



*Delegates from Malaysia,
Taiwan & China*



*Delegates from Bangladesh &
Sri Lanka*



*Delegates from Singapore &
Columbia*



Delegates from Malaysia



Delegates from Indonesia



Delegates from Singapore



The Conference ended on a high note, with focus on moving towards new frontiers and offering innovative solutions in lubrication technology through the Lupromax series. Upcoming developments for Lupromax will see the introduction of Thermal Enhancement Lubrication (TEL) technology, which is able to lubricate moving parts via fire or smoke.

Through enabling discussion, Magna Group hopes to tap into the vast wealth of collective knowledge and experience. Following the Lupromax Oil Conference 2014, subsequent events will be held with the aim of encouraging thought leadership in the latest in lubrication and chemical technology, where delegates may exchange experiences and have access to high-level networking in a comfortable setting.

Magna Group thanks all delegates, presenters and staff for their valuable presence and contribution to making the event a resounding success. We trust that you found your involvement both enjoyable and rewarding, and we look forward to welcoming you to Lupromax Oil Conference 2015 in Mexico.

Lupromax Oil Conference 2015 Mexico

Thermal Enhancement Lubrication

Conference Dates To Be Advised



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