



Introduction to Eiji Hamanaka



From April 2017, I was appointed Managing Director of Yokogawa South Africa, African Anglophone Region and Angola, with the responsibility of day-to-day business operations in the Sub-Saharan Africa region. I began my career at Yokogawa in 1981 in the International Sales Division and have held a variety of sales roles throughout the company. Most notably, I served as Corporate Division Head of Yokogawa China Company before moving over to the Corporate Business Division at Yokogawa Middle East and Africa Headquarters in Bahrain. Over the years, I have acquired extensive experience in the global industrial automation market. My main focus is to ensure that Yokogawa, in the Sub-Saharan African region, creates new value for our customers and contributes to the development of solutions through co-innovation with our customers.

Johan Louw has assumed the role of consultant to Yokogawa's Middle East & African operations, in the capacity of Senior Project Director – Mega Projects, with specific focus on targeting and executing large to mega projects in the region. Johan will continue to be based at Yokogawa's Johannesburg office, with an extended reach across the region. I want to thank Johan for his efforts in successfully developing and implementing a strategy to accelerate growth and profitability in the Southern African region.



The Sales and Services function of the business has been taken over by Fazel Majlessi. In his role as Senior Executive Manager: Sales, Marketing and Technical Services, he is responsible for closing the loop between Sales and Services in order to take advantage of sales opportunities while providing better and more efficient after-sales services. Fazel completed a post degree certification in Instrumentation and Control Engineering in the UK after which he joined Yokogawa Middle East and Africa in 2005. He was responsible for Country Sales, Engineering and Services. With 27 years' experience working for SI and OEM, I believe Fazel will be a great asset to the Sub-Saharan Africa operations.

I want to thank those customers who participated in our telephonic / online customer satisfaction survey as mentioned in the beginning of this letter. We received feedback from over 100 customers from a sample of 227 companies and I'm proud to report that a majority of customers are very satisfied with our company and are very likely to purchase our products again. Thank you for all the constructive criticism and compliments. We are working hard to improve our services to you as part of our promise to create new value for our customers and society for a brighter future.

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Should you wish to respond to this customer newsletter with your comments or suggestions, then please email me at ejji.hamanaka@za.yokogawa.com

Eiji Hamanaka