

African Dealer Meeting 2026

Marketing

Chris Balink

Marrakech, Morocco - June 16-17, 2026

What's on the menu?

1. Brief introduction
2. What do we expect?
3. How do we support you?
4. One-to-one meetings (afternoon)

Brief introduction

Mitsubishi Marketing Team

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What do we expect?

What do we expect?

1. Proper website that includes:
 - i. Mitsubishi Marine logo
 - ii. Product info / images of the engines, gensets and spare parts/service.

2. At least organize or join one event per year to promote the Mitsubishi brand.

How do we support you?



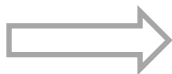
**MITSUBISHI TURBOCHARGER
AND ENGINE EUROPE**

How do we support you?

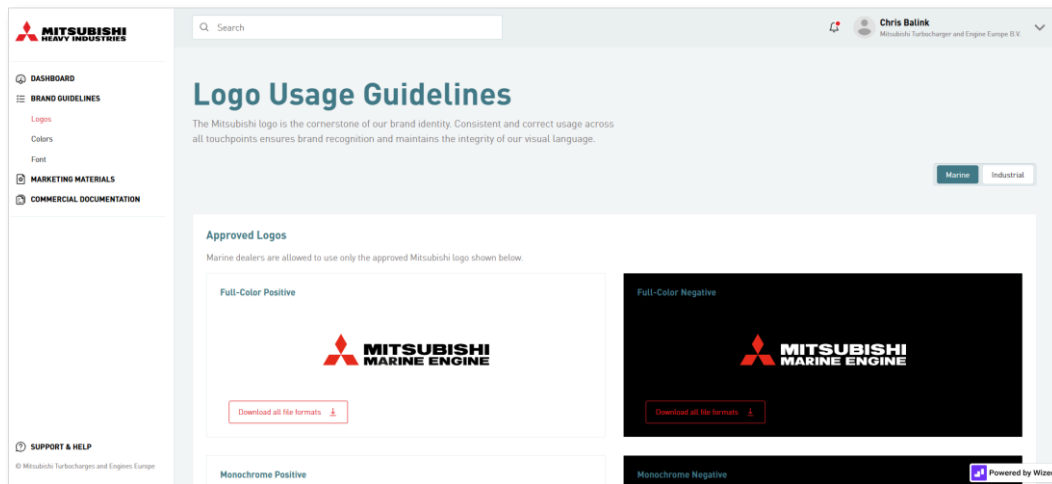
Tools: Introduction of a Marketing Portal

Marketing Package

- 01. Logo
- 02. Brochures
- 03. Commercial spec sheets
- 04. Product images



Marketing Portal



How do we support you?

Financial support

- Financial support available on a case-by-case basis.
- Based on sales performance and growth potential.
- Please consult your Account Manager (Farid) first.
- Please inform us at an early stage.

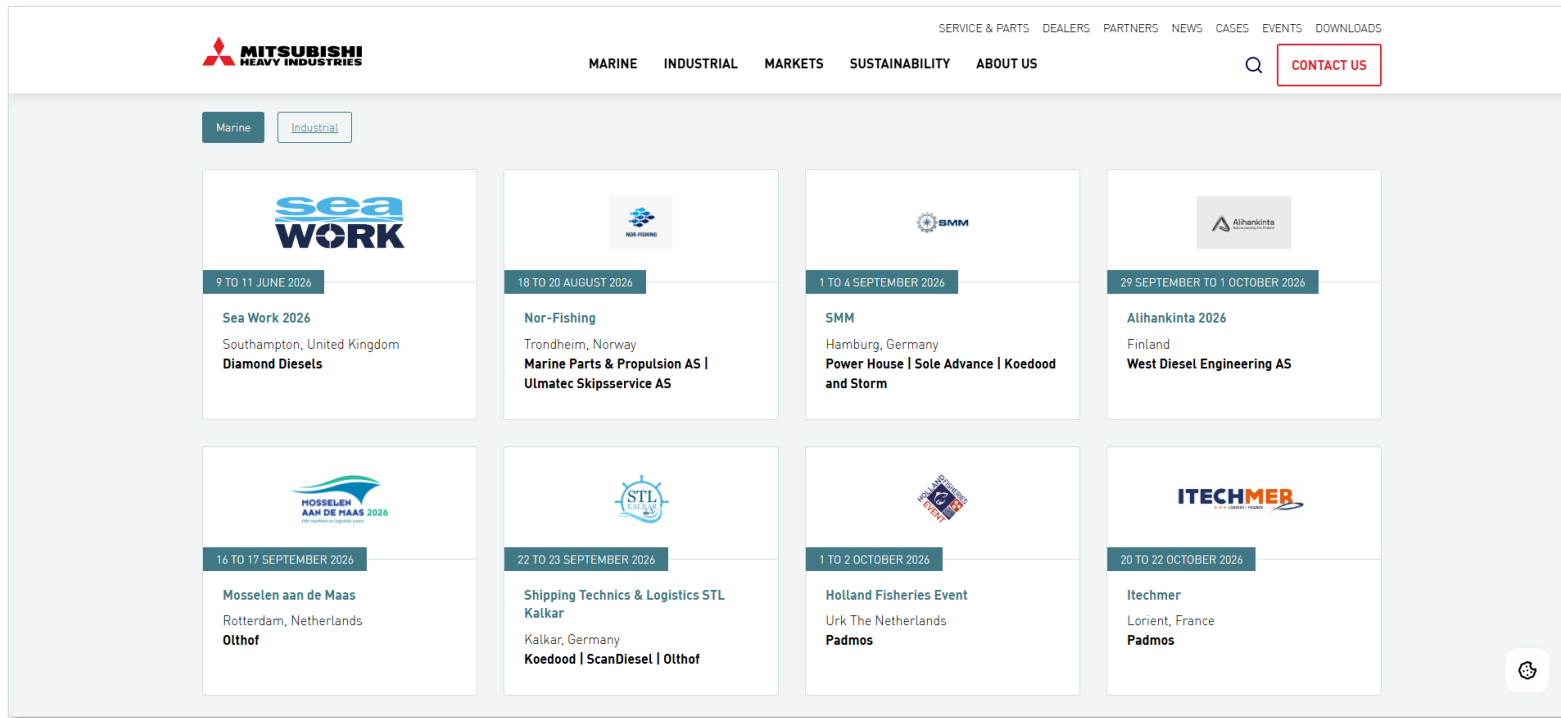
How do we support you?

Marketing support

- Event promotion
- Social media exposure
- Website development
- Marketing consultation

How do we support you?

Online promotion

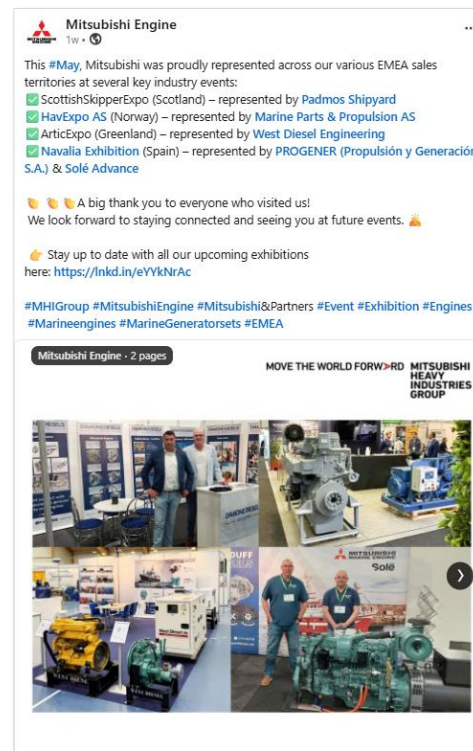
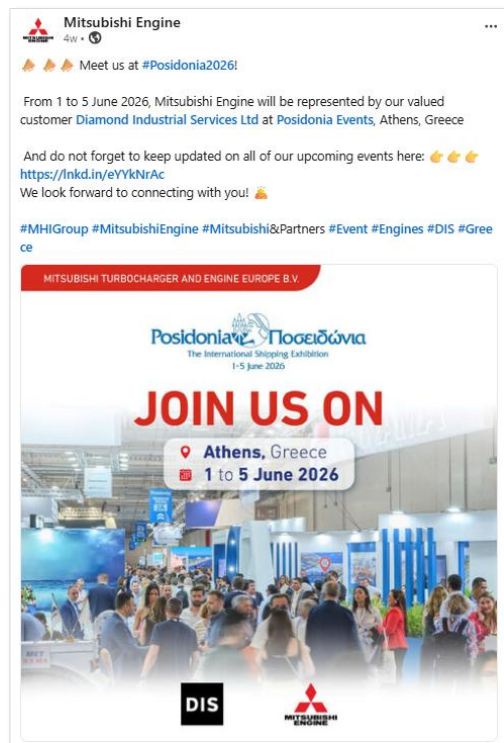


The screenshot displays the Mitsubishi Heavy Industries website's online promotion section. The header includes the company logo, navigation links (SERVICE & PARTS, DEALERS, PARTNERS, NEWS, CASES, EVENTS, DOWNLOADS), and a 'CONTACT US' button. Below the header, there are tabs for 'Marine' and 'Industrial'. The main content area features eight event cards arranged in a 2x4 grid, each with a date range, event name, location, and participating companies.

Event Name	Date Range	Location	Participating Companies
Sea Work 2026	9 TO 11 JUNE 2026	Southampton, United Kingdom	Diamond Diesels
Nor-Fishing	18 TO 20 AUGUST 2026	Trondheim, Norway	Marine Parts & Propulsion AS Ulmatec Skipsservice AS
SMM	1 TO 4 SEPTEMBER 2026	Hamburg, Germany	Power House Sole Advance Koedood and Storm
Alihankinta 2026	29 SEPTEMBER TO 1 OCTOBER 2026	Finland	West Diesel Engineering AS
Mosselen aan de Maas 2026	16 TO 17 SEPTEMBER 2026	Rotterdam, Netherlands	Olthof
Shipping Technics & Logistics STL Kalkar	22 TO 23 SEPTEMBER 2026	Kalkar, Germany	Koedood ScanDiesel Olthof
Holland Fisheries Event	1 TO 2 OCTOBER 2026	Urk The Netherlands	Padmos
Itechmer	20 TO 22 OCTOBER 2026	Lorient, France	Padmos

How do we support you?

Online promotion



One-to-one meetings (afternoon)

To discuss the development of dealer stand materials

Questionnaire

- Stand design process
- Panel content

And/Or, if not applicable:

To discuss how we can best support you in your marketing activities

- Website
- Social media
- Commercial documentation
- Events
- etc



Afternoon session Meeting Schedule

Department sessions - Meeting schedule

- Each department has its own table
- Max. 25 minutes per session

Time	AAM	Naval	MSE	Epsip	Nouum	Sema	Senam
13:30	Sales & Management	MAS products	Marketing	Service	Spare Parts		
13:55		Sales & Management	MAS products	Marketing	Service	Spare Parts	
14:20			Sales & Management	MAS products	Marketing	Service	Spare Parts
14:45	Spare Parts			Sales & Management	MAS products	Marketing	Service
15:10	Service	Spare Parts			Sales & Management	MAS products	Marketing
15:35	Marketing	Service	Spare Parts			Sales & Management	MAS products
16:00	MAS products	Marketing	Service	Spare Parts			Sales & Management