

"ACER provides fresh technology with the warmth of local touch"

— Raymond Teoh

Dolphin Computers Ltd., the local authorised distributor of ACER, arranged a press conference in the Board room of their office in Anchor Tower. Raymond Teoh, Regional Account Manager, Acer Computer (Singapore) pte. Ltd., was the main speaker in the conference. Mohammed A. Wohab, the Managing Director of Dolphin Computers were also present in the conference. Raymond informed the participants that ACER has reached 20th year of operation this year and is making plans for the next decade. Their present mission is to provide fresh [latest] technology to every one everywhere. They are also making their best efforts to build ACER into a global house hold name.

Raymond further said that ACER is now the 7th largest brand PC maker in the world and ranks fourth as original equipment manufacturer. In India ACER sales have exceeded COMPAQ's sales. ACER is also leading the PC market in Malaysia, Philippines, Indonesia, Mexico and Taiwan.

During the discussion Raymond further said that ACER's marketing policy is quite different from that of the U.S. computer manufacturers. In every country ACER appoints only one distributor whereas U.S. companies sale their computer products through a number of distributors and this distributorship lasts only on the sales performance. If the performance of a distributor does not reach satisfactory level then they will go for a new distributor terminating the distributorship of the previous company. Consequently, if a customer requires an after sales service from which he/she has purchased the system may be refused by the company as it no longer have any distributorship contract with the manufacturer of the product.

As ACER appoints only one distributor in a country, buyers of ACER products will have to call the

same company and probably the same people for all kinds of aftersales service. This ensures reliability and confidence of the ACER users on the ACER as a whole.

Raymond further informed that ACER has assembling plants in different key locations around the world. The main parts of their computer products are shipped to these centers where they are assembled according to the local requirements. This enables the ACER users to enjoy all the facility of a global brand with the warmth of local touch.

When asked by Computer Jagat to give some details about the most important event for ACER in '96, Raymond informed that a memorable 20 year celebration of ACER took place in its Taiwan headquarter from June 25 to 27 which was attended by 2,000 distributors and business partners from 90 countries of the world.

The VIP speakers at the grand occasion were Bill Gates of Microsoft, Sean Maloney of Intel, Masayoshi Son of Japan's Softbank, etc. Bill Gates gave a presentation entitled "The Internet and Communications: Opportunities for the PC Industry" which was highly appreciated by the participants. In his speech Bill Gates described Internet as the most important phenomena going on right now which he expects is going to push the PC market and is creating the demand for manufacturing more powerful PCs which will be able to handle video and audio in a much better way than those available in the PC market. Observing continuous development in different sectors Bill Gates commented that for the next decade there will no slow down in the PC industry.

Masayoshi Son of Japan's Softbank, the largest advertising agency on the Internet in U.S.A., gave details of how he makes business decisions in the digital information age. As an example he quoted softbanks participation in

Cybercash, one of the leading companies in online payments transactions.

Another interesting keynote paper titled "The Connected PC" was presented by Sean Maloney Vice President and General Manager of Intel Asia Pacific. Meloney mentioned that PC makers of today have the dissonance of problem with more sophisticated process, bigger hard-drives, faster CD-ROMs, etc. Further they have to carry out their activities with constrained communication bandwidth.

To get rid of these problems, it is believed that the answer lies in something described as Hybrid application. The audience was totally amazed as Meloney demonstrated this exciting concept magnificently by merging his image into a computer car racing game and controlled the direction by his own body movements.

ACER has set up an assembly plant in India jointly with WIPRO, a leading PC distributor of India. In this connection Raymond assured that if the sale of ACER products reaches a satisfactory level then they would definitely set up an assembly plant in Bangladesh also.

ACER has launched its prestigious home PC ASPIRE in Pakistan and is going to exhibit this fabulous PC in Dhaka in the computer exhibition to be held in the second week of November.

Regarding the development in the IT sector of Bangladesh Raymond commented that if political stability is maintained in Bangladesh then this sector will definitely flourish very rapidly as the local companies, corporates and all institutions having international transactions will be inclined to computerisation for smooth operations of all their activities. ■



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