

**International Sales Meeting
London, Monday 7th of September 2009**

Minutes

Present:

Anders Lassen, CLI
Markus Ferdinandsson, SCAN
Gustaf Holm, SCAN
Andy Gower, US
Marcel Bakx, US
Nick Holm-Olsen

Surinder Kanwar, India
Mr. S.H. Song, Korea
Jim Clark, Thailand
James Milne, UK
Hjørdis Laksafoss, SCAN

	<u>ACTION</u>
<p>1 Key Markets</p>	
<p>Defence and defence contractors Defence is the biggest logistical organisation and the base for continuous business not affected by recession. Difficult to get in – its hard work and will take time as well as dedication, but it’s worth it.</p>	ALL
<p>Renewable energy resources A fast growing market – we have to be first mover in this area and the job must be done now. You can find more information about the windmill sector and companies in the presentation “Wind energy” presentation at Clip-Lok. Com/Agents Site</p>	ALL
<p>Aid/emergency relief organisations A disaster/war is independent of the worldwide financial situation. We have to get into this market. Clip-Lok is applying for UNGM, but you have to work locally as well. Please find more information in “Relief Organisations” presentation at Clip-Lok.com /Agents Site</p>	ALL
<p>In following markets we have to maintain our contacts to ensure coming business when the financial situation turns.</p> <ul style="list-style-type: none"> • Automotive and automotive component manf. • Aeronautical • and all the other areas Clip-Lok has succeeded 	ALL

2 PR - Marketing

WEB-page: A modern updated web site will benefit you all

Business Areas: To show potential and current customers that Clip-Lok is a company with wide range of expertise as well as a modern company, we need **pictures and project** descriptions from you. Only with your support, we can continue to have a modern and interesting site.

ALL

News: all news are relevant for the site. Information such as exhibitions, new project, case stories, new regulations on your market etc. Please send the information to hlaksafoss@clip-lok.com and it will be added to the site.

ALL

Google and BING optimization: In order to increase the amount of search results, get more direct links and generic visits to our website, we strongly recommend each one of you to create adds in local languages in Google and Bing as well as subscribe to local search engines.

ALL

Local language web: We also recommend you to translate the site into local language. The translation and upload will be on your own costs. The upload cost €300

ALL

Links: Add a link to www.clip-lok.com at your web page

ALL

Log-in for partners: Is now available. You have chosen you own username and password to the site. If not you will be provided with a username and password which can be changed

HL

Pictures: Pictures can be copied from the presentation which you will find in Agents site at Clip-lok.com

HL

Copy pictures from presentations

1. Choose and open your presentation
2. Choose the picture
3. When you drag the curser (select tool) over a picture the curser change to a +. If the curser doesn't change go to "tool" in menu and choose "select tool"
4. Place + in the corner and drag over the picture. The picture will now be selected and you can make a "copy paste"

It is suggested that we use Picasa for sharing. We will look into it, but until then you can copy pictures from presentations

3

2P drawings / Stillage box drawings

For more efficient creation of drawings for the 2P box, Clip-Lok has developed an excel sheet linked to Catia. Initially Clip-Lok will prepare all drawings FOC to clarify "bugs"/errors in the program - if any. Subsequently a 3rd party consultant will prepare drawings for a fee estimated to app.

2-300 euro. Please remember to calculate the costs for drawings into the price for the prototype for the project

Fact sheet needed: What information must be forwarded?

MF

4

Clip-Lok in Defence. The Danish Success story

A difficult area to reach, but when you are in its valuable

NHO recommendations: Find units with high degree of autonomy such as special units, field hospitals, national guards etc.

You can find Nick Holm-Olsens presentation in Agents site. If you need to get in contact with NHO please contact Anders Lassen

ALL

5

Cross country cooperation

One of the advantages of the CLI International net of partners is that we can assist customers across continents and furthermore the sales opportunities can be identified both at components manufactures as well as component recruiters.

ALL

3 scenarios were discussed:

a) Whenever a Clip-Lok salesrep visits a company and walks through a warehouse/production area, we have a fantastic chance to find new opportunities for ourselves and for our partners abroad. When you find a project for a partner, please send relevant data directly to the partner, enabling him to follow up from his side.

To make it more attractive to find more leads, an incentive will be introduced by CLI

HL/AL

b) Assistance from partners with projects/trial deliveries is a great strength of the CLI group. In case assistance involves travelling costs and excessive time, it was agreed that two partners, in advance, shall agree how to cover costs.

c) The complexity of international projects was discussed, and it was the sentiment of partners present, that formal regulation of profit sharing of projects which moves between territories, was bound to fail

AL summarised the discussion as follows: In case the purchase of boxes moves outside the territory of the partners developing the project, the partner responsible for the territory from which purchasing will be made, shall handle the order/project, unless both partners agree otherwise (In that case CLI shall be informed). Split of profits can in all fairness freely be agreed between partners.

The partners handing over the project shall hand over all relevant information and technical drawings.



A split of profit shall never be a condition of handing over **all** relevant information including technical drawings (CLI addition – not summarised at conference)

6 **Country Presentation**

Thank you for all the presentations – You have all showed good examples for both PR and product presentations – keep up the good work and send case stories to hlaksafoss@clip-lok.com

ALL

7 **Wrapping up**

All presentations will be at the Agents site

Please note: *Valtra* and *Rolls & Coils* presentations are not yet released to the public. They can only be used internally

Andy Gower showed a poly urea coating used for dunnage and boxes. Please visit coating company web www.aristocote.com for local representatives