

April 14, 2009

## **Yokogawa Australia Wins Prestigious Award for Customer Service Leadership**

Yokogawa Australia has received another award from global business analysts Frost & Sullivan – this time for customer service leadership in the mining industry.

The award recognises excellence in responding to customer needs, focusing on customers' long and short term profitability goals, and tailoring products and services to suit the specific needs of individual customers.

To determine the winner of the award, Frost & Sullivan tracked industry participants and monitored their customer service on an ongoing basis. Yokogawa Australia was selected on the basis of extensive research, including customer interviews. The criteria used to determine the market leader included product quality, after sales service and technical support, training, delivery time and overall rating for customer service.

The research is impartial, third-party validation of Yokogawa's commitment to long-term partnerships with customers in the mining sector.

This year's award for Yokogawa Australia was announced at a banquet in Kuala Lumpur on April 2. Frost & Sullivan said that, "Award recipients are those with the diligence, perseverance, innovation and dedication required to develop a successful business plan and excel in the increasingly competitive global marketplace."

John Hewitt, Managing Director of Yokogawa Australia was pleased that the company's sustained commitment to the mining sector had been acknowledged. "In Australia, we have chosen to focus our efforts on a number of specific industry sectors. The resources sector, encompassing mining and oil and gas, is one in which we have an extensive track record of success. It now accounts for more than 30% of our business and we expect that this will grow in the future," he said.

Yokogawa Australia’s customers in the mining sector include BHP Billiton, Minara Resources, Newcrest Mining, Barrick/Newmont and HIsmelt.

“The mining industry demands the very best from its suppliers,” Hewitt continued. “Yokogawa equipment is installed in some very harsh operating conditions; our service and support teams often work on remote customer sites, hundreds of kilometres from major cities; and our control systems need to be reliable and operate month after month without downtime.

“Yokogawa Australia has met these challenges successfully, as this award confirms,” he said. “To have our commitment to quality and to meeting – and indeed exceeding – customers’ expectations in this manner is very gratifying.”

Yokogawa has previously been acknowledged by Frost and Sullivan, winning the 2008 Asia Pacific Distributed Control System Company of Year and the 2008 Market Leadership in Distributed Control System in Australia and New Zealand.

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### **About Yokogawa**

Yokogawa’s global network of 19 manufacturing facilities and 89 companies spans 32 countries. Since its founding in 1915, the US\$4 billion company has been engaged in cutting-edge research and innovation, securing more than 7,500 patents and registrations, including the world’s first digital sensors for flow and pressure measurement. Industrial automation and control, test and measurement, information systems and industry support are the core businesses of Yokogawa. For more information about Yokogawa, please visit our web site at [www.yokogawa.com](http://www.yokogawa.com).

Yokogawa Australia is the local wholly-owned affiliate of Yokogawa, responsible for sales, implementation and support for all Yokogawa products in Australia and New Zealand.

### **About Frost & Sullivan**

Frost & Sullivan, the Growth Partnership Company, partners with clients to accelerate their growth. The company's Growth Partnership Services, Growth Consulting and Growth Team Membership empower clients to create a growth focused culture that generates, evaluates and implements effective growth strategies. Frost & Sullivan employs over 45 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 30 offices on six continents.