



We make it visible.

MICRO SALES MEETING LATINAMERICA

Acapulco, México 2006



Wednesday, 26/04/06

| Start | End | Duration | Wednesday, 26/04/06 | | | | | | | |
|----------|-----------|----------|-------------------------------------|--|-------------------|-----------------|--------------------|-----|-------------------|--|
| 7:30 | 8:45 | | Breakfast | | | | | | | |
| 8:45 | 9:45 | 1:00 | Product Launch 2006 | | Mezzanine | PSTAR, DV8, AIM | Hoyer / Zimmermann | | | |
| 9:45 | 9:50 | 0:05 | Introduction to the Stations | | | | | | | |
| | | | Mezzanine | | | | | | | |
| Room | WS 2.1 | | WS 2.2 | | WS 2.3 | | WS 2.4 | | WS 2.5 | |
| | Mezzanine | | La Casita | | Pink Carpet | | White Lady | | Tulipan | |
| Coach | Bocher | | Plesch / Schunk | | Kraemer | | Zimmermann | | Hoyer | |
| Co-Coach | Escalante | | Olvera | | Posadas | | Hernandez | | Zamora | |
| Topic | Primostar | | Metasystems | | AV 4.5 con Canon | | AV 4.5 con Axiocam | | DV8 | |
| 9:50 | 10:50 | 1:00 | A | | B | | C | | D | |
| 10:55 | 11:55 | 1:00 | B | | C | | D | | E | |
| 12:00 | 13:00 | 1:00 | C | | D | | E | | A | |
| 13:05 | 14:30 | 1:30 | Lunch La Mexicana | | Lunch La Mexicana | | Lunch La Mexicana | | Lunch La Mexicana | |
| 14:40 | 15:40 | 1:00 | D | | E | | A | | B | |
| 15:45 | 16:45 | 1:00 | E | | A | | B | | C | |
| 16:45 | 17:00 | 0:15 | Coffee Break | | Coffee Break | | Coffee Break | | Coffee Break | |
| 17:15 | 18:45 | 1:30 | Hands On New Products | | Mezzanine | | | | All | |
| 18:45 | 19:45 | 1:00 | Feedback on DV8 and Primostar | | Mezzanine | | | | Sales Council | |
| 19:50 | 20:50 | 1:00 | Time to get ready for dinner | | | | | All | | |
| 21:00 | 24:00 | 3:00 | Party Mexican | | (smart casual) | | Rest. La Terraza | | All | |
| 24:00 | | | Official End of the evening program | | | | | | | |

THURSDAY, 27/04/06

| Start | End | Duration | Thursday, 27/04/06 | | | | | | | |
|----------|------------|----------|---|--|--------------------|--|--------------|------------------|------------------------|--|
| 7:30 | 8:30 | 1:00 | Breakfast | | | | | | | |
| Room | WS 3.1 | | WS 3.2 | | WS 3.3 | | WS 3.4 | | WS 3.5 | |
| | Mezzanine | | La Casita | | Pink Carpet | | White Lady | | Tulipan | |
| Coach | Zimmermann | | Hoyer | | Bunger | | Escalante | | Bocher | |
| Co-Coach | Hernandez | | Olvera | | Zamora | | Bucio | | Kraemer | |
| Topic | Confocal | | Palm | | Material Solutions | | Apotome | | Sales Contest | |
| 8:40 | 9:40 | 1:00 | A | | B | | C | | D | |
| 9:45 | 10:45 | 1:00 | B | | C | | D | | E | |
| 10:45 | 11:00 | 0:15 | Coffee Break | | Coffee Break | | Coffee Break | | Coffee Break | |
| 11:05 | 12:05 | 1:00 | C | | D | | E | | A | |
| 12:10 | 13:10 | 1:00 | D | | E | | A | | B | |
| 13:10 | 14:10 | 1:00 | E | | A | | B | | C | |
| 14:15 | 14:45 | 0:30 | Get ready for beach activities | | | | | All | | |
| 14:45 | 15:00 | 0:15 | Transfer to Club la Concha | | | | | All | | |
| 15:00 | 16:00 | 1:00 | Lunch La Concha | | | | | All | | |
| 16:10 | 18:40 | 2:30 | Day time Event | | Tennis tournament | | Ocean Riders | | Stay at Club La Concha | |
| 18:40 | 18:55 | 0:15 | Transfer to Hotel | | | | | All | | |
| 18:55 | 19:55 | 1:00 | Break | | | | | All | | |
| 20:00 | 21:00 | 1:00 | Results Sales Contest and Closure | | | | | Alonso / Kraemer | | |
| 21:10 | | | Dinner Rest. La Mexicana (smart casual) | | | | | All | | |
| | | | Official End of the Meeting | | | | | | | |

SALES MEETING LATINAMERICA 2006

PROGRAMA DE ACTIVIDADES / PROGRAM OF ACTIVITIES



MONDAY, 24/04/06

** 5:30 pm. Lobby Hotel Transport to la Concha

| Start | End | Duration | Monday, 24/04/06 | Clothes (Smart Casual) | Participation |
|-------|-------|----------|-------------------------------|---------------------------|---------------|
| 17:00 | 19:00 | 2:00 | Registration Sales Meeting | Club la Concha | ALL |
| 18:00 | 18:30 | 0:30 | Welcome Cocktail and Dinner | Club la Concha | ALL |
| 18:30 | 21:30 | 3:00 | Dinner Buffet | Club la Concha | ALL |
| 22:00 | | | Official End of Evening Event | | |

TUESDAY, 25/04/06

| Start | End | Duration | Tuesday, 25/04/06 | Clothes (Smart Casual) | | | |
|----------|-------|----------|---|--|---------------------------------|--------------------------------|---------------------------------------|
| 7:30 | 8:45 | | Breakfast | Restaurant Bellavista | | | |
| 9:00 | 9:50 | 0:50 | Welcome | Mezzanine | | Simon/Alonso/Sharp | |
| 9:50 | 10:05 | 0:15 | Introduction to the Meeting | Mezzanine | | Kraemer | |
| 10:05 | 10:50 | 0:45 | Latinamerican Market Overview | Mezzanine | | Alonso/Kraemer | |
| 10:50 | 11:10 | 0:20 | Coffee Break | Mezzanine | | | |
| 11:10 | 12:40 | 1:30 | Innovations made by Zeiss | Mezzanine | Portfolio and Applications | Hoyer / Zimmermann | |
| 12:40 | 13:40 | 1:00 | Global Strategy – Outlook | Mezzanine | | Simon | |
| 13:50 | 14:00 | 0:10 | Introduction Discussion Groups | Mezzanine | | Escalante | |
| 14:00 | 15:30 | 1:30 | Lunch La Mexicana | Restaurant Bellavista | Sales Meeting Official photo | | |
| | | | Discussion Group | Discussion Group | Discussion Group | Discussion Group | Discussion Group |
| Room | | | Mezzanine | La Casita | Pink Carpet | White Lady | Tulipan |
| Coach | | | Hoyer | Olvera | Kraemer | Bunger | Bocher |
| Co-Coach | | | Escalante | | | Bucio | Hernandez |
| Topic | | | Review Product Launch 04/05 lessons learned | What can we learn from our competition | How to sell at higher Margins | Material Strategy Latinamerica | Success stories and new Opportunities |
| 15:40 | 16:40 | 1:00 | D1 | D2 | D3 | D4 | D5 |
| 16:40 | 16:50 | 0:10 | Coffee Break | Coffee Break | Coffee Break | Coffee Break | Coffee Break |
| 16:50 | 18:50 | 2:00 | D1 | D2 | D3 | D4 | D5 |
| 18:50 | 19:20 | 0:30 | Summary of the day | | | | All |
| 19:30 | 20:30 | 1:00 | Time to get ready for dinner | | | | All |
| 20:40 | | | Dinner | Rest. Bellavista | | | All |
| 22:00 | | | Official End of the evening program | | | | |