

Phillip Vasyli Asian Tour May – June 2008

Singapore May 24th:

Phillip was invited to present at the very 1st Podiatry Symposium held in Singapore. It was attended by podiatrists from Singapore, Indonesia, Philippines and Macau. Phillip's attendance was sponsored and organized by Trinetics Singapore, the Vasyli Medical Distributor.

Malaysia KL May 26th:

Phillip presented to a group of 40 staff from SSL and invited VIP customers, at the Sheraton Hotel in Kuala Lumpur. Phillip spent 2 hours presenting and was then interviewed by one of the countries leading health magazines to promote the Orthaheel retail brand.

During the evening, Vasyli Medical distributor First Alternative Health sponsored Phillip's presentation to 55 practitioners in Kuala Lumpur. The group included Orthopaedic Surgeons, Physiotherapists, Chiropractors and Practice Managers. The session ran 1 hour over schedule as practitioners lined up for a personal fitting and photographs with Phillip

Singapore May 28th:

Phillip spent the morning training the SSL Singapore management and sales team on the features and benefits of the Orthaheel product

May 29th:

The Physiotherapy Dept of the Singapore Armed Forces invited Phillip to present and train the team on the prescription and fitting of Vasyli Medical Orthotics. The session ran over time with each physio wishing to be assessed and fitted by Phillip personally. The Singapore Armed Forces have been long time users of Vasyli Medical products.

Hong Kong May 30th

Phillip had the opportunity to present to the Vasyli Medical range including fitting and heat moulding to a select group of practitioners invited by Ultronics, the distributor for Vasyli Medical products in Hong Kong.

Later that afternoon Phillip presented to the SSL team from Hong Kong and Taiwan at SSL's head office on Hong Kong Island. The session revolved around the features and benefits of the Orthaheel product as the launch of Orthaheel is planned into retail in the second half of 2008.

India June 1st

Orthofit India sponsored a VIP luncheon for leading Orthopaedic Surgeons from Mumbai to attend a presentation by Phillip. On a very warm Sunday afternoon, Phillip fitted India's number 1 ranked national squash player with 3 pairs of Vasyli orthotics before his departure to Thailand for his next tournament. The Luncheon was scheduled to conclude at 2.00pm, however Phillip's presentation sparked great interest and he left 2 hours later after assessing and fitting a great many of the surgeons who attended.

June 2nd

2 Training seminars were conducted to Physiotherapist from Mumbai with a number travelling from as far as Bangalore and Pune. Many of the attendees had already participated in the Vasyli Medical Level 1 training conducted by Orthofit and Phillip elevated their expertise on fitting and heat moulding by conducting a level 2 training session. The attending Physiotherapists numbered 110
- all leaving the event excited and confident of the benefits of the Vasyli Medical Orthotics.

June 3rd :

This was the 3rd and final session of Vasyli Medical Training on the Asian tour and Phillip finished with a group of young newly graduated Physio's. The exposure of pre fabricated – customizable orthotics was a great learning curve for the group of 30 that attended, and once again Phillip's time was extended after the session due to the many questions and the interest generated.

Phillip was then rushed back to the Hotel where he conducted 3 interviews with leading magazines and news papers from across India.

June 4th :

The last day of Phillip's Asian Training and Seminar Tour. He travelled to Chennai, a 2 hour flight east of Mumbai to spend the day with SSL India. This was a retail training presentation attended by SSL staff, key customers and various media representatives. The group totalled 65.

Once the presentation was finished, Phillip attended a press conference to launch the Orthaheel brand in India. The press conference was attended by 30 media representatives, the largest press conference Phillip had ever been involved in.

From India, Phillip attended a 3 day Senior Management meeting with SSL in Malta before flying onto London to fulfil live to air commitments with QVC, the UK's biggest TV shopping channel.

Last heard of, he was taking a well earned break.....

Many thanks to Craig Truscott - Marketing & Sales Director– Vasyli Medical Asia – Pacific who accompanied Phillip on the tour, for Itinerary details.