

**AUSTRALIAN LUBRICANT ASSOCIATION (ALA)**  
**in conjunction with**  
**Japan Automobile Manufacturers Association**  
**(JAMA)**  
**CONFERENCE 2026**

**Thursday, 19<sup>th</sup> March 2026**

**Crowne Plaza Hotel – Melbourne**

**REGISTRATION**



AUSTRALIAN LUBRICANT ASSOCIATION

**E:** [info@lubeassoc.com.au](mailto:info@lubeassoc.com.au)  
**W:** [www.lubeassoc.com.au](http://www.lubeassoc.com.au)  
**T:** +61 419 883 772

Australian Lubricant Association Limited, ABN 77 631 036 201, suite 5, 2 - 6 Albert Street, Blackburn, Victoria 3130

# AGENDA

## JAMA Lube Oil Conference 2026, Melbourne Australia

Start	End	Time	Title	Presenter
10:00	10:05	0:05	<b>Opening Remarks</b>	ALA
10:05	10:20	0:15	Introduction; CO2 Emission Reduction for CN and Emission Regulations in Asia	<b>Mr. Kazuo Yamamori</b> , Chairman, JAMA Lube Oil Conference 2026 TF, Project Manager, Electrification Material Development Dept., Toyota Motor Corporation
10:20	10:50	0:30	ACEA Update - Defining and Validating ACEA lubricant performance standards through the EELQMS framework	<b>Mr. Michael Boyer</b> , Director, SAIL Europe
10:50	11:30	0:40	Passenger Car Motor Oil (PCMO) Working Group Report	<b>Mr. Hiroshi Oki</b> , Manager, Sales and Development, Mobility Technical Section, Idemitsu Kosan Co., Ltd. <b>Mr. Motoji Hiroki</b> , Manager, OEM Management – Japan, Lubrizol Japan Limited.
11:30	12:00	0:30	<i>Coffee Break</i>	
12:00	12:30	0:30	Motorcycle Oil (MCO) Task Force Report	<b>Mr. Takanori Kishita</b> , Chief Engineer of ST-PT Testing 3 Group, 1st PT Testing Division, Product Development Section, Powertrain Development Unit, Mobility Development Center, Yamaha Motor Co., Ltd. <b>Mr. Youhei Inagaki</b> , Industry Liaison Manager, Engine Oil Additives, Infineum Japan Ltd.
12:30	13:00	0:30	Penrite Presentation - Penrite 100: Backing the Industry That Drives Us All, Now and Into the Future	<b>Mr. Stephen McFadden</b> , CFO, Penrite Oil
13:00	13:15	0:15	Discussion	Moderated by <b>Dr. Hitoshi Hamaguchi</b> , Technical Advisor, Global OEM Team, GS Caltex Corporation
13:15	14:15	1:00	<i>Lunch Break</i>	
14:15	14:35	0:20	ALA Programs - Building Trust in Lubricant Quality	<b>Mr. Barry Anchen</b> , General Manager, ALA
14:35	15:15	0:40	JCMA Oil Technical Subcommittee (OTSC) Report	<b>Mr. Takuma Koinuma</b> , Senior Engineer, Hydraulic Components Development Department, Hitachi Construction Machinery Co., Ltd. <b>Mr. Yusuke Yanagisawa</b> , OEM Liaison, Chevron Japan Limited
15:15	15:45	0:30	<i>Coffee Break</i>	
15:45	16:00	0:15	Richful Presentation - China Market Trend and Engine Oil Specification	<b>Mr. Michael Liang</b> , Global Technology Director, Richful Lube Additive Co. Ltd.
16:00	16:30	0:30	Trends in Lubricant & Additive Technologies (by JAMA)	<b>Mr. Takuma Saito</b> , Assistant Manager, Global Marketing Department, Cosmo Oil Lubricants Co., Ltd. <b>Mr. Kosei Kashima</b> , Senior Staff, Automotive OEM Group, Lubricants Sales & Marketing Dept., Lubricants Company, ENEOS Corporation
16:30	16:45	0:15	Discussion	Moderated by <b>Dr. Hitoshi Hamaguchi</b> , Technical Advisor, Global OEM Team, GS Caltex Corporation
16:45	16:50	0:05	<b>Closing Remarks</b>	ALA, JAMA



LUBRICANTS.  
TECHNOLOGY.  
PEOPLE.



# REGISTRATION FORM AND TAX INVOICE

Company ..... Date.....

Address .....

Phone ..... Email .....

Person completing this form / Job title: .....

Names of attendees (Mrs, Mr, Ms, Dr) / job titles:

.....

.....

**ALA Member:**      **\$0.00 inc. GST**      # people: ....      **Sub-total:**

....

**Non-member:**      **\$0.00 inc. GST**      # people: ....      **Sub-total:**

....

**TOTAL AMOUNT \$:**

....

Signature.....

Please return this form to: [info@lubeassoc.com.au](mailto:info@lubeassoc.com.au)

Thank you for your support!

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**SPONSORSHIP Prospectus**



**AUSTRALIAN LUBRICANT ASSOCIATION**

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# JAMA CONFERENCE SPONSORSHIP

To become a valued sponsor to our conference, please carefully read the following offer and fill out the booking form or contact us.

## JAMA Conference 2026 at a glance:

- Date: Thursday, 19<sup>th</sup> March 2026 full day
- Venue: Crowne Plaza, MELBOURNE
- Up to 150 participants
- Unique opportunity to network with the Japan Automotive and Australian lubricant industry!

Join our exciting event as a sponsor to capture a fantastic opportunity to promote your organisation brand, values and know-how to the conference attendees and beyond.

**The earlier you book, the more exposure you get!**

As soon as you confirm your booking and send us your logo, you will be able to appear in all our marketing communications.

Below is a summary of our standard sponsorship and exhibition packages and further down additional details. Do not hesitate to contact us for any special requirements.

## Package Price (exc. GST)

<del>PLATINUM SPONSOR</del>	<del>\$15,000.00</del>	<b>Taken</b>
<del>MAJOR SPONSORS</del>	<del>\$7,500.00</del>	<b>Taken</b>

# SPONSORSHIP OPPORTUNITIES

## **PLATINUM SPONSOR: \$15,000 + GST. **TAKEN****

**As the Platinum sponsor, you will be the focus of the event and capture a unique opportunity to impress your guests and gain additional industry exposure. We will consult with you about the presentation.**

### Sponsorship Elements:

- 15-minute presentation
- JAMA 3x OEM meeting 45 minutes each
- Large logo on holding slides
- Special mention at opening and closing address - ALA
- Opportunity to display branding around the break area
- Spaces allocated for banners / posters, entrance etc.
- Large logo to appear on conference marketing material
- Opportunity to have a seat drop item

## **MAJOR SPONSORS: \$7,500 + GST. **TAKEN****

**As a Major sponsor, you will be provided the opportunity to promote your brand to the attendees.**

### Sponsorship Elements:

- JAMA 3x OEM meeting 30 minutes each
- Medium logo on holding slides
- Opportunity to display branding around the break area
- Special mention as sponsor from ALA
- Medium logo to appear on conference marketing material
- Opportunity to have seat drop item

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# ALA NETWORKING EVENT & DRINKS REGISTRATION FORM AND TAX INVOICE

Company ..... Date.....

Address .....

Phone ..... Email .....

Person completing this form / Job title: .....

Names of attendees (Mrs, Mr, Ms, Dr) / job titles:  
.....  
.....

**ALA Member:**      \$0.00 inc. GST      # people: ....      **Sub-total:**

....

**Non-member:**      \$0.00 inc. GST      # people: ....      **Sub-total:**

....

**TOTAL AMOUNT \$:**

....

Dinner is included, please confirm # of attendees: ....

Signature.....

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**Dietary preference** (indicate # of people):

... Gluten-free      ... Vegetarian      ... Other (please indicate) .....

Please return this form to: [info@lubeassoc.com.au](mailto:info@lubeassoc.com.au)

Thank you for your support!

# ALA NETWORKING EVENT & DINNER SPONSORSHIP

## **DINNER SPONSOR: \$5,000 + GST. TAKEN**

Provide exposure to your brand throughout the ALA Networking event while demonstrating your support to ALA.

### Sponsorship Elements

- Special mention as sponsor by the ALA
- General thanks to sponsors acknowledgement
- Opportunity to have a seat drop item at dinner
- Table branding
- Opportunity for a 5-minute presentation at dinner

## **DRINK SPONSOR: \$5,000 + GST. TAKEN**

Provide exposure to your brand throughout the ALA Networking event while demonstrating your support to ALA.

### Sponsorship Elements

- Special mention as sponsor by the ALA
- General thanks to sponsors acknowledgement
- Opportunity to have a seat drop item at dinner
- Bar branding
- Opportunity for a 5-minute presentation at dinner

### **Package Price (exc. GST)**

<b><del>DINNER SPONSOR</del></b>	<b><del>\$5,000.00</del></b>	<b>Taken</b>
<b><del>DRINK SPONSORS</del></b>	<b><del>\$5,000.00</del></b>	<b>Taken</b>

# ALA NETWORKING EVENT AND DINNER

**VENUE:** River's Edge

Address: Level 1, 18/38 Siddeley St, Melbourne VIC 3005, Australia



# JAMA CONFERENCE

## SPONSORSHIP ACCEPTANCE FORM

I would like to register my company's interest in sponsoring the JAMA Lube Oil Conference 2026 in Australia and confirm that we will take the following option:

- PLATINUM SPONSOR** **\$15,000 + 10% GST = \$16,500**  
**TAKEN**
- MAJOR SPONSORS (x3)** **\$7,500 + 10% GST = \$8,250**  
**TAKEN**

Company Name:

.....

First and Last Names (person in charge and/or manager):

.....

Company Address:

.....

Telephone:

Email:

**Electronic Funds Transfer to:**

Account holder: Australian Lubricant Association, Bank: National Australia Bank

BSB: 083 125, Account #: 762 644 937

Please include names/company name in your payment reference.

**By credit card:**                      Card Type     Visa     Mastercard

**Important:** *Please be aware that credit card payments will incur a service fee 1.5%.*

Card Number ..... Expiry Date.....

Cardholder's name.....

Cardholder's e-mail .....

Total amount \$ ..... Signature .....

Please return this form to: [info@lubeassoc.com.au](mailto:info@lubeassoc.com.au)

Thank you for your support!

# ALA NETWORKING EVENT & DINNER

## SPONSORSHIP ACCEPTANCE FORM

I would like to register my company's interest in sponsoring the ALA Networking Event and Dinner in Australia and confirm that we will take the following option:

**DINNER SPONSOR** **\$5,000 + 10% GST = \$5,500**  
**TAKEN**

**DRINK SPONSOR** **\$5,000 + 10% GST = \$5,500**  
**TAKEN**

Company Name:

.....  
First and Last Names (person in charge and/or manager):

.....  
Company Address:

.....  
Telephone:

.....  
Email:

**Electronic Funds Transfer to:**

Account holder: Australian Lubricant Association, Bank: National Australia Bank

BSB: 083 125, Account #: 762 644 937

Please include names/company name in your payment reference.

**By credit card:**                      Card Type     Visa     Mastercard

**Important:** *Please be aware that credit card payments will incur a service fee 1.5%.*

Card Number ..... Expiry Date.....

Cardholder's name.....

Cardholder's e-mail .....

Total amount \$ ..... Signature .....

Please return this form to: [info@lubeassoc.com.au](mailto:info@lubeassoc.com.au)

Thank you for your support!

# EVENT REGISTRATION

## CONSENT & MEDIA RELEASE FORM

By registering for this event, you acknowledge and agree to the following terms:

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### **Consent to Share Contact Information**

I consent to have my name, email address, and other relevant contact information shared with fellow attendees of this event for networking and communication purposes. I understand that this information will only be shared with registered participants and will not be used for any other purpose without my additional consent.

- I DO consent to share my contact information.
- I do NOT consent to share my contact information.

*If left unchecked, you agree that your image may be used in ALA media coverage (including online and printed content).*

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### **Marketing Consent**

ALA may include participants' personal names and/or company names in marketing materials such as the website, social media, event brochures, or newsletters. Please indicate your preferences below:

- I DO consent to my personal name being used in ALA's marketing materials.
- I do NOT consent to my company name being used in ALA's marketing materials.

*If left unchecked, you consent to being acknowledged in ALA promotional content related to the event.*

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### **Photography & Videography Notice**

Photographs and videos will be captured during the event and may be used for ALA's promotional or archival purposes.

- I DO consent to being included in photographs or video footage of the event.
- I do NOT consent to being included in photographs or video footage of the event.

*If left unchecked, you agree that your image may be used in ALA media coverage (including online and printed content).*

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Thank you for your support!