

**“One Belt, One Road”**  
**Asia, Africa and Middle East Dealer Summit**  
**18<sup>th</sup> & 19<sup>th</sup> October, 2017**

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**Who:** Power Systems Managers & Large Electric Power Sales Manager(s) from your Dealership

**What:** Strategy Outline and Development Meeting with Supplier Tour

**Where:** Caterpillar Tianjin Limited (CTL) facility, Tianjin China

**When:** 18<sup>th</sup> & 19<sup>th</sup> October, 2017

**Why you should attend:**

The Chinese government's "One Belt, One Road" initiative (OBOR) is just one of many promoting increased investment throughout Asia, Africa and the Middle East, by Chinese businesses. This investment is generating significant opportunities for Caterpillar Dealers in Electric Power.

The objective of this meeting is to lay the foundations for a working partnership between Dealers from Africa, Middle East and Asia in support of continued Caterpillar market share growth in the region. Combining our strengths as a Caterpillar team, leveraging the relationships already established with Chinese State Owned Entities (SOEs) and the technical excellence already on the ground in Asia, Africa and the Middle East, we can present the customer with a truly unrivalled proposition in terms of product, price and superior aftermarket support.

**Attending this event you will gain better insight into and participate in discussion around:**

- What is OBOR? and what does it mean for Caterpillar Electric Power and market opportunity
- The SOE Chinese landscape: Who are they? How they are organized?
- Business Practices: Contractual limitations, Chinese & international competition laws
- The competitive landscape of the Chinese large generator set market
- The Critical Success Factors for SOE / EPC Strategy - Market Coverage, Pricing and Technical Cooperation
- Work already done to improve Caterpillar coverage with SOE's
- The importance of, and challenges presented for, technical cooperation in the provision of seamless transition from pre- to after-sales
- The opportunities for partnership/teamwork as selling and servicing dealers in meeting customer needs.

Please RSVP to [Yang\\_Yiqiao@cat.com](mailto:Yang_Yiqiao@cat.com) providing names and email addresses of Dealer personnel who will attend.

We look forward to welcoming you to Tianjin.