

Rozy Andrianto

From: Rozy Andrianto
Sent: Wednesday, January 10, 2018 2:54 PM
To: David Freddynanto
Cc: Ayi Ratna Maria
Subject: RE: SEM SE Asia Dealer Meeting - Jan 22-23rd

Ok Pak David,
Right away

Best Regards,

Rozy Andrianto
General Manager - FORAG & CONSTRUCTION Marketing

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A member of **Tiara Marga Trakindo Group**

From: David Freddynanto
Sent: Wednesday, January 10, 2018 2:41 PM
To: Rozy Andrianto <randrianto@trakindo.co.id>
Cc: Ayi Ratna Maria <ayi.maria@trakindo.co.id>
Subject: FW: SEM SE Asia Dealer Meeting - Jan 22-23rd

Rozy, please prepare TCAR.

Best Regards,

David Fr
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From: Ali R Alhabsyi
Sent: Monday, 8 January 2018 11:06 PM
To: Ivan Tulong; David Freddynanto
Subject: Fwd: SEM SE Asia Dealer Meeting - Jan 22-23rd

Suggestion saya Rozy should attend along with Eka BM, your thoughts?

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Begin forwarded message:

From: Eka Budhi Mahatma <eka.mahatma@tsu.co.id>
Date: 8 January 2018 10.42.08. AM GMT+7
To: Ali R Alhabsyi <aralhabsyi@trakindo.co.id>
Subject: FW: SEM SE Asia Dealer Meeting - Jan 22-23rd

As discussed this am pak Ali

Regards,

Eka Budhi Mahatma

General Manager

PT TRI SWARDANA UTAMA

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Telp : 021-29976700 Ext. 3781 | Fax : 021-29976708 | Mobile : 0811 711 345 | Email : eka.mahatma@tsu.co.id

Website: www.tsu.co.id | **SEM A CATERPILLAR BRAND** | www.caterpillar.com/en/company/brands/sem.html

From: Chad A. Durflinger [mailto:Durflinger_Chad@cat.com]
Sent: Wednesday, January 3, 2018 6:10 PM
To: cblee@castle-power.com; nragawin@castle-power.com; Eka Budhi Mahatma <ekabudhi@trakindo.co.id>; sudheb.k@mts.co.th; lee.eam.hooi@simedarby.com; john.boyd@cml-tw.com.tw; zawthein@m��pcat.com; robertstevenson@phuthaicat.com.vn
Cc: Pablo Van <VAN_PABLO@cat.com>; hamid lavassani <lavassani_hamid@cat.com>; John Sim <Sim_John@cat.com>; Kaku Guo <Guo_Kaku@cat.com>; Manivannan M Thirunavukkarasu <Thirunavukkarasu_Manivannan_M@cat.com>; Shanshan Guo <Guo_Shanshan@cat.com>; Netipan Rattanachai <Rattanachai_Netipan@cat.com>; Whye Chee Peng <Peng_Whye_Chee@cat.com>
Subject: SEM SE Asia Dealer Meeting - Jan 22-23rd

Dear SEM Dealer Managers,

I would like to wish you all a Happy New Year!

As we reflect on the SEM business in 2017 it was certainly a year of building momentum with the promotion of a new SEM brand logo, revised distribution guidelines and the release of infrastructure products across all markets. We witnessed increased Year over Year sales by most dealers and two surpassed 70 units. Unfortunately we also saw a 50% increase in the utility industry.

Now it's time to accelerate the business as we enter 2018. To prepare for the year ahead we invite you to attend a day and a half sales meeting in **Bangkok, Thailand** beginning the morning of **Jan 22** and finishing by 1:00 pm on **Jan 23rd**. The meeting will be held at the Sofitel Hotel Sukhumvit. (<http://www.sofitel-bangkok-sukhumvit.com>).

The high level agenda will include the following...

- Overview of the SEM business strategy and results.
- Updates on products, marketing, parts distribution and operational processes coming in 2018 and beyond.
- Updates on the 60th Anniversary celebration and visitors center to be completed at CQL.

- Sharing of dealer best practices and success stories.
- Opportunity for dealers to share concerns/requests with CQL management.
- Team Dinner Monday night.

A detailed agenda will be provided in the coming weeks along with a template to be completed for the dealer presentations.

To confirm your attendance and secure your hotel reservation please fill in the following template and return to Shanshan Guo (Guo_Shanshan@cat.com / +86 136 9319 2837). We would recommend arriving on Sunday the 21st and departing anytime after 3:00 pm on the 23rd. If you have any other questions relating to logistics, please contact Shanshan.

We look forward to your participation and will see you soon!

Regards,

Chad A. Durlinger
SEM Regional Sales Manager - AME/AP
SEM "A Caterpillar Brand"
Office: +971 48 106 574 / Mobile: +971 54 307 0225

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