



Caterpillar Marine
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January 31, 2018

General Letter No: MAR 05/18

To: Asia Pacific Dealer Power Systems Managers
Asia Pacific Dealer Product Support Managers
Asia Pacific Dealer Marine Sales Managers

Cc: Asia Pacific Caterpillar Marine Territorial Sales Manager
Asia Pacific Caterpillar Marine Customer Support Territorial Manager
Asia Pacific District Managers

**Asia Pacific Marine Conference
April 16 -18, 2018**

Further to the early announcement made in December 2018 and we are pleased to provide final details now.

Caterpillar Marine is pleased to announce the **Asia Pacific Marine Conference** with theme **“Our Solutions Create Best Customer Value”**, to be held from 16-18th April 2018 in Danang, Vietnam.

This conference is the first of its kind to be organized and will be replicated worldwide. The purpose of the conference is to bring all Caterpillar and dealer participants up to speed and most importantly “call for action” on the end to end solutions that Caterpillar can offer from prime sales to product support for the three targeted segments which represent significant growth opportunity in the next few years.

We will also introduce the latest Caterpillar Marine state of the art technology namely Advanced Variable Drive (AVD) and Multi Engine Optimizer (MEO) which will be the game changer as customer solution. AVD uses a planetary gear set to provide seamless clutch engagement, ensuring optimal engine efficiency. Caterpillar MEO has been nominated for the Caterpillar Excellence Award. MEO leverages on proprietary performance data and patented control algorithms to provide intelligence for power management systems. Last but not least, Cat Emissions solutions that would include full range Caterpillar SCR products, as well as gas and dual fuel solutions.

As shown in the 6-pack agenda, we are aiming for more with less, meaning high quality discussion with focus topics. Beside the many Caterpillar subject matter experts, we are targeting dealers and external speakers from major shipyard, design house to share market insights, customer needs and success stories, etc

Six Pack Agenda				
Day 1	AM	Cat Marine Strategy KAM...best practices & success stories Capability Hub	PM	Multi Engine Optimizer (MEO) Team lead: Dra Wiersema
Day 2	AM	Cat Emission Solutions & AVD Team lead: Leif Gross	PM	Tug& Salvage Team lead: Jorgen Karlsson
Day 3	AM	Governmental Team lead: Neil Vaughan	PM	Cargo (focus on CP marketing) Team lead: Alex Kohse

This conference is open to all Caterpillar and dealer prime sales, key account, A&I, project management, aftermarket and product support personnel.

In order to ensure that adequate preparation and learning is done prior to the conference, a pre-learning curriculum will be set up and all participants will be required to complete the pre-learning and quiz via the Marine Capability Hub tool. The announcement for pre-learning and link to the training will be announced by mid-March 2018.

During the conference, we appreciate active participation from all participants. In addition, quizzes will be carried out during and after each topic, via the Marine Capability Hub tool to ensure clear understanding. Scores will be recorded as part of the total score achieved by the participant and will be shared back to the respective dealer participant and management team. The participant with the highest score wins the honor of being awarded the Best Participant Award.

We expect participants to bring back the knowledge and teach it to their colleagues back at the dealerships, as part of dealers' employee capability training and growth plan.

During the conference, each dealership is to identify opportunities or key accounts targeted for each of the segment and solution of discussion. The respective Caterpillar territorial sales and service support manager will follow up with each dealership for the best next actions.

This conference will be self-funded and will be shared equally by all Caterpillar and dealer participants. The cost is estimated to be up to a maximum of US\$400 per participant and will include 3-day conference room, lunches and tea breaks. This cost excludes any hotel accommodations, flights or other transportations. The details on hotel, hotel rates and airport pickup rates are listed in the appendix. Each participant is to make their hotel reservations directly with the hotel as indicated in the appendix.

This is an important event for Caterpillar Marine for 2018, the first of 3 to be held worldwide. We have high confidence that the conference will equip your dealership with the necessary customer centric solution knowledge that can be immediately brought to the market place. We urge you to discuss with your management and have the right participants sign up for the conference latest by February 28, 2018. A link to register your attendance is provided in the appendix.



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Please contact Yijing for any Vietnam Visa requirements.

We are targeting 100 Caterpillar and dealer participants and on first come first serve basis. Please sign up early to avoid disappointment or "missing the boat".

Very truly yours

A handwritten signature in black ink, appearing to read "Kody Chan".

Kody Chan
Regional Sales Manager
Caterpillar Marine – Asia Pacific

A handwritten signature in blue ink, appearing to read "Gary Lee".

Gary Lee
Regional Product Support Manager
Caterpillar Marine – Asia Pacific

Appendix

Details of Conference:

Venue: Melia, Danang, Vietnam
N° 19, Truong Sa street,
Hoa Hai ward, Ngu Hanh, Son district
Da Nang

Date: 16-18 April, 2018

Dress Code: Business Casual for the duration of the conference.
Please bring along casual outfits for group challenge on 16th April.

Hotel: Reservations and payments are to be made by participants directly by emailing Melia Danang Vietnam, Ms. Ha Ho: sm@meliadanang.com

Rooms rates are between US\$130-150 nett per room per night depending on the room type, inclusive of breakfast and internet for 2 persons. We highly recommend all overseas participants to stay in this hotel in order to secure the guaranteed price and easy logistics.

Please quote "Caterpillar Dealer Conference – April 16-18, 2018" in your reservation to the hotel.

More details on hotel facilities can be found at:
<https://www.melia.com/en/hotels/vietnam/danang/melia-danang/index.html>

Airport transfers: Airport transfers can be self-arranged with the hotel at the following rate:
04 seater car: US\$22/way
07 seater car: US\$33/way
16 seater car: US\$40/way

Meals: All meals will not contain pork. However, they will not have the halal certification.
Vegetarian meals can be arranged upon request. Kindly indicate preference for vegetarian meals in the survey form.



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Participation Fee: Each participant will be charged participation fee of up to a maximum of US\$400 per person. This fee will include the 3-day dealer conference room usage, lunches and tea breaks.
This conference fee will be charged upfront by the hotel at the point of check in at the hotel. Participants not staying at the nominated hotel will be invoiced during lunchtime.

RSVP: All participants, please RSVP **by February 28, 2018** using the survey form.
Survey Link: <https://www.surveymonkey.com/r/SKB68XL>,

Visa: Should you have any questions or visa application invitation letter requirements, please feel contact myself, Yijing Chan at **+65-82186460** or chan_yijing@cat.com