



Caterpillar Energy Solution
Asia Pacific Pte Ltd
11 Kian Teck Road
Singapore 627968
Tel : (65) 6308 9283
Fax : (65) 6265 2973

09 April 2019

**To: All Asia Pacific Dealer Power Systems Managers &
Engine Product Support Managers**

2019 CESAP Gas Genset PSSR Seminar

We are pleased to announce that the Caterpillar Energy Solutions Asia Pacific team will be conducting a Product Support Service and Parts Seminar for dealers in Asia Pacific region from **9th to 10th July, 2019**. The conference will be held at the “**Grand Millennium Hotel**”, 160 Jalan Bukit Bintang. 551000 **KL, Malaysia**

This event is specially focus on CG product and its application. We are hoping this seminar will help to equip the PSSR to be better salesman to promote the CG parts and services.

Mannheim built CG engines has been gaining a strong market share in this region and most of the engines are run for 24/7. This will generate a lot of parts opportunities both for maintenance parts and overhaul. Increasingly we are also facing a lot of grey market player entering our territories. Therefore, it is imperative to be well equipped to handle customers that are being open to alternative sources of spare parts and services.

We believe through this seminar it will provide PSSR tools to help them answer to customer queries and defend the market.

The following is an outline of the Conference:

Objective:

Equip Caterpillar Dealer Product Support Personnel who deal with Electric Power CG Gas Gensets the knowledge and tools to sell our parts and services.

Conference Topics:

1. CG Product Overview and application
2. Value selling
3. Life Cycle Costing / Building of overhaul parts
4. Product Support Overview
5. Usage of Service Shop
6. Usage of Service Library
7. Usage of Sercal
8. CSA
9. Success Story and Challenges (Sharing by Dealer)

Target Audience:

1. Dealer Parts Representative
2. Dealer Product Support Personnel
3. Dealer Product Support Manager
4. Dealer Service Manager
with CG Gas Engine Responsibility



Event Registration:

A registration form is attached to allow participants to register for the event and reserve hotel rooms as part of the conference group.

Please let me know if there are any issues encountered during the registration process.

NOTE: The Seminar fee for each participant is Euro 180. Dealers who participate will be given some parts incentive.

Conference Location & Schedule

Venue : **Grand Millennium Hotel**

Address : 160 Jalan Bukit Bintang. 551000 **KL, Malaysia**

Date : Tuesday 9th and Wednesday 10th July (2-full days)

We have managed to secure MYR 360 nett (about Euro 80) single room per night inclusive of breakfast and internet.

Our suggestion is to arrive on the 8th July and depart on the 11th July

Please complete registration by 6th May to ensure you secure a room at the meeting venue. Places are limited, please sign up early.

Best Regards,

A handwritten signature in black ink, appearing to read "Barnabas Tan".

Barnabas Tan
Parts Sales Supervisor
Caterpillar Energy Solutions
Tel: (65) 6308-9275