

2019 SE ASIA DEALER CONFERENCE
17th – 18th SEPTEMBER 2019
WUJIANG SUZHOU CHINA



Backhoe
Loader



Micro
Excavator



Mini
Excavator

Invite to Caterpillar Wujiang MHE Facility, China

On behalf of **Toby Matthieu**, AP+ BCP Industry Manager, **Sam Mottram**, Global Mini Excavator Commercial Manager and **Todd Lange**, Global Backhoe Loader Commercial Manager Caterpillar BCP would like to invite key members of the SE Asia dealer leadership team to Wujiang for a two-day conference. Our purpose for meeting is to continue the great progress we have made with our NPI programs, discuss growth in BCP sales in the last 18 months and to develop further plans to grow sales and PINS in this region.

Members of Caterpillar's BCP South East Asia team will host you at Caterpillar Wujiang, our dedicated MHE facility which is recognised as the #2 highest quality facility of all Caterpillar facilities globally. Our Facility manager Paul Zhang, will be on hand to welcome you and organise a detailed tour of Caterpillar Wujiang, showcasing our world-class facility with an uncompromising focus on quality and safety.

During the conference, you will become intimately familiar with our new products and the industry first features and value they deliver to your customers. You will have the opportunity to socialise with peers from across SE Asia, gaining insight to their best practices and winning strategies. As part of the content development, we will be asking select dealers to share their BCP Retail Journey. Toby, Todd, and Sam will also share industry and product strategy updates to give you more insight to Caterpillars regional and global business.

Travel Costs

To support dealer attendance, Caterpillar BCP will cover hotel accommodation costs for up to two attendants per dealership. We will also arrange transportation and meals during this event as detailed below.

Dealers will need to fund flight and visa application fees (if required). Please contact Steven Siau, Lavnish Prashar or Vicktoria Yuan to organise your invitation letter.

Venue – Wujiang, Suzhou, China

Transportation – All transportation between airports, hotel and factory will be arranged by Caterpillar

Accommodation – All dealer hotel accommodation will be paid in advance by Caterpillar

Meals – All meals other than Monday evening will be provided by Caterpillar

Dealer Travel Itinerary and high-level agenda

Monday 16th September – Arrive at Shanghai airport

Travel to Renaissance Shanghai Zhongshan Hotel (1018 Chang Ning Road Changning)

Free evening – No planned activity

Tuesday 17th September – Conference Day 1

7am Depart hotel for Wujiang by bus

9am Arrive at Wujiang

9.15am Conference start

- Welcome to Wujiang and safety presentation – Paul Zhang, Wujiang Facility manager
- Introductions – Vicky and Arun
- South East Asia Market update – Toby Matthieu
- Mini Excavators for SE Asia update – Sam Mottram
- Dealer success stories
- Mini Excavators 1-2-ton Introduction

- Mini Excavators 306.5 Introduction
- Mini Excavators 307.5 VET and competitive evaluation
- Machinery operation by attendants

5pm Depart Wujiang for Hotel

Courtyard Suzhou Marriot 188 Xinghai Street, Suzhou

7pm Dinner (location TBA)

Wednesday 18th September – Conference Day 2

7.30am Depart hotel for Wujiang

8.15am Arrive Wujiang

8.30am Conference start

- Team photo
- Backhoe Loaders for SE Asia update – Todd Lange
- BCP marketing in SE Asia – Cameron Balzat
- Dealer success stories
- Wujiang Facility Tour
- Breakout sessions – 2020 planning by dealer
- Breakout session summary by dealer
- Conference wrap-up and next steps – Toby Matthieu

3.00pm Depart for Shanghai hotel

7.00pm Dinner

We look forward to seeing your attendance contribute toward a successful event in developing your go to market strategies for BCP for 2020 and beyond.

Toby Matthieu	Samson Mottram	Todd Lange
Industry Sales Manager	Global Commercial Manager	Global Commercial Manager
for Asia Pacific + Region	for MHE & STTT	for BHL

South East Asia Dealers attending

Metro Machinery
Metro Group Cambodia
Monark Equipment
Myan Shwe Pyi Tractors
PT Trakindo Utama
Sime Darby Industrial
Tractors Singapore

EMERGENCY CONTACT

- **Steven Siau** - Industry Sales & Service Rep - (65) 9380 5313
 - **Lavnish Prashar** - Industry Sales & Service Rep - (61) 438 952 480
 - **Arunachalam Ramamoorthy** - Product Application Specialist - (91) 875 449 1984
 - **Vicktoria Yuan** - Project Engineer - (86) 158 2179 8819
 - **Toby Matthieu** - Industry Sales Manager - (65) 8182 9161
 - **Cameron Balzat** - BCP Marketing Manager - (61) 409 208 999
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- **Caterpillar Wujiang Facility address** - No. 668 Xin Zi Road, Wujiang Economic & Technological Development Zone, Suzhou, CHINA
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- **Suzhou Hotel Address** - Courtyard by Marriott Suzhou, No 188 Xinghai Street, Suzhou Industrial Park, Wu Zhong District, 215021 Suzhou, CHINA
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- **Shanghai Hotel Address** - Renaissance Shanghai Zhongshan Park Hotel, No. 1018 Changning Road, Changning, 200042 Shanghai, China