

Mochamad Sugiarto

From: Michelle Goh <michelle.goh@cat.com>
Sent: Monday, January 22, 2024 3:35 PM
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Subject: REGISTER NOW! Dealer Specialist Forum 2024 - CVA Singapore (Asia Pacific)
Attachments: Agenda DSF CVA Singapore (Asia Pacific).pdf
Importance: High

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REGISTER NOW:
Dealer Specialist Forum (Face-to-Face) - CVA (Singapore)

Region: ASIA PACIFIC

REGISTER NOW! | DEALER SPECIALIST FORUM – CVA | SINGAPORE | FEBRUARY 26-29, 2024

As previously announced, this will be a unique forum for dialogue and exchange focused on **Customer Value Agreement** will highlight several Dealer Best Practice shares, enablers for Go-To-Market Excellence and provide the resources and support to achieve your sales growth targets.

AGENDA OUTLINE

- Monday, February 26 - Arrivals / Check-in Hotel / Welcome Cocktail @ The Robertson House, Poolside @ 1800hrs
- Tuesday, February 27 - Dealer Specialist Forum (Day 1 - 0830hrs to 1700hrs)
- Wednesday, February 28 - Dealer Specialist Forum (Day 2 – 0830hrs to 1630hrs) / Caterpillar Group Dinner@ 1830hrs
- Thursday, February 29 – Dealer Specialist Forum (Day 3 – 0830hrs to 1315hrs (lunch included))

TARGET AUDIENCE

Asia Pacific Dealer Specialists. This event is specifically designed for Dealer Specialists – Caterpillar attendee spaces will be limited.

INVITED DEALER PARTICIPATION

BanglaCat, Carptrac, Caltrac, Cavpower, CEL, CML, ECI-Metro, Gainwell, Gmmco, HaeIn, Hastings Deering, LSHM, LSHMNC, MPT, PhuThai, Sime Darby, PT Trakindo Utama, TerraCat, Tractors Singapore, UTE, WesTrac NSW, WesTrac WA, William Adams.

MEETING VENUE

Caterpillar Asia Pte Ltd
ADC Logistics SWE Room, Level 2
14 Tractor Road
Singapore 627973

Note: Coach buses will be provided from the Hotel to Caterpillar facility @ 0745hrs daily.

HOTEL ACCOMMODATION

The Robertson House by The Crest Collection
1 Unity Street, Robertson Quay
Singapore 237983

Room Rate: SGD240++ / USD179++ (inclusive of daily breakfast)

Note: Caterpillar has secured group room block for all overseas participants at a special rate. We encourage all participants to stay at the hotel to manage our event logistics. Please refrain from booking your own hotel and indicate hotel bookings required in your registration. A special rate is available by guest participants.

ACTION REQUESTED:

[Click Here to Register for the CVA Dealer Specialist Forum](#)

- Closing Date of Registration: **Friday, 2 February 2024**
- Once registered, check your email for further instructions and **download the Cat Visitor event app**.

For further assistance, please contact Michelle Goh, Integrated Regional Training Consultant – Asia Pacific at email michelle.goh@cat.com mobile +65 98587899.

We eagerly anticipate your participation for an interactive session at our upcoming Forum.



CONTACT US

To stay up to date with our latest news and communications, subscribe at <https://caterpillar.sharepoint.com/teams/CISDTrainingGroup>.

Contact [CI Services Training](#) for any questions or training requests.

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