

Erwin Muljosantoso

From: ShenYang Lee <Lee_Shen_Yang@cat.com>
Sent: 11 July 2023 08:36
To: David Freddynanto; Erwin Muljosantoso
Cc: Khee Teik Augustine Benedict Phey
Subject: RE: Urgent: O&G Dealer Conference

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Hi Pak David, Pak Erwin,

There are some changes to the schedule for the EH Dealer O&G conference.

The plan is now to have the Dealer conference to be held on 4th (PM) and 5th Oct. This will be in conjunction with Abu Dhabi International Petroleum Exhibition and Conference (ADIPEC) in Abu Dhabi, which runs from 2-5th Oct.

The schedule now looks like this :

Oct 2, 3, 4th (AM) : Attend ADIPEC Conference

Oct 4th (PM), all day 5th: Dealer Meeting

We plan to have dealer dinners on either/and 3rd and 4th Oct. Hence, for the dealer's participation, they can choose to fly in on 2nd or 3rd Oct to attend ADIPEC, and then followed by the dealer conference on 4th and 5th Oct and depart on 6th Oct.

Conference is catered for the top E&T leaders reporting to the Dealer Principal, General Managers and participation is limited to 3 per dealership.

Appreciate Trakindo's participation confirmation for the dealer conference.

Regards,

LEE Shen Yang

Territory Manager

Caterpillar Oil & Gas

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From: David Freddynanto <david.freddynanto@trakindo.co.id>

Sent: Thursday, July 6, 2023 2:27 PM

To: ShenYang Lee <Lee_Shen_Yang@cat.com>; Erwin Muljosantoso <emuljosantoso@trakindo.co.id>

Cc: Khee Teik Augustine Benedict Phey <Phey_Augustine@cat.com>

Subject: Re: Urgent: O&G Dealer Conference

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For more resources, visit security.cat.com/phishing.**

ShenYang,

Thank you for the invitation. Certainly we will send the participant to O&G Dealer Conference.

Best Regards,

David Fr
Chief Operating Officer Power Systems & Marketing Services

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ADVANCING YOU FORWARD®

A member of Tiara Marga Trakindo

From: ShenYang Lee <Lee_Shen_Yang@cat.com>

Date: Tuesday, 27 June 2023 12.25

To: David Freddynanto <david.freddynanto@trakindo.co.id>, Erwin Muljosantoso
<emuljosantoso@trakindo.co.id>

Cc: Khee Teik Augustine Benedict Phey <Phey_Augustine@cat.com>

Subject: Urgent: O&G Dealer Conference

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Pak [@David_Freddynanto](https://www.instagram.com/David_Freddynanto) Pak [@Erwin_Muljosantoso](https://www.instagram.com/Erwin_Muljosantoso)

Oil & Gas is planning to host a dealer conference in the week of 25-29 Sept in Dubai. One of the key highlights of this conference is the opportunity for Matt (Cat Oil & Gas MD) to meet and interact with our Eastern Hemisphere dealers. The conference will be over 1.5 days with the remaining half day for R&R activities.

Would you be available during that week to attend the conference?

Below is the tentative schedule of the conference:

Meeting Day 1

- 8:00. Welcome
- 8:15. Industry trends and outlook, results
- 8:45. O&G strategy overview
- 9:15. Org structure and R&R including customer relationship teams
- 10:00. Break
- 10:30. Industry segment strategy- GC
 - Go to market, approach
 - Product
 - Aftermarket
 - Dealer best practice?
 - Cat commit/ dealer expectations
- 11:30. Lunch
- 12:30. Industry segment strategy- WS
 - Go to market, inc SPM
 - Product
 - Aftermarket
 - Dealer best practice?
 - Cat commit/ dealer expectations
- 1:30. Break
- 1:45. Industry segment strategy - Drilling
 - Go to market
 - Product
 - Aftermarket
 - Dealer best practice?
 - Cat commit/ dealer expectations
- 2:45. Services update
- 3:15. Break
- 3:30. Day 1 Q&A, panel discussion
- 4:15. Close day 1

Meeting Day 2

- 8:00. Aftermarket update
 - Opportunity & rebuild capacity requirements
 - Strategy, p4p, programs
 - Reman
 - Parts availability
- 9:15. Product availability/ lead time update
- 9:45. Break
- 10:15. Marketing update
- 10:45. Q&A, panel discussion
- 11:30. Close.

Regards,

LEE Shen Yang
Territory Manager
Caterpillar Oil & Gas

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