

AGENDA for SEA Dealer Conference

Day 1 Tuesday 17th September

Time	Agenda	Lead
9.15am	Welcome to Wujiang + Safety induction	Paul Zhang, Wujiang Facility Manager
9:30am	Introductions	Lavnish, Steven
9:45am	BCP Update for SE Asia	Toby Matthieu, Industry Mgr, AP+
10:15am	MHE update for SE Asia	Korey Coon, GM, MHE/STTT
10:55am	Break - Morning Tea (15 mins)	
11:10am	Trakindo success – NPI Launch events	Rozy Andrianto, GM, CI Marketing, Trakindo
11:30am	307.5 VET & SEA Competitors	Vicki, Project Engineer, MHE/STTT
12:15pm	Lunch	
1:00pm	307.5 competitive demonstrations	Vicki, Project Engineer, MHE/STTT
1:45pm	Introducing new 306.5	Yu Ogita, Marketing Mgr
2:15pm	Introducing the 1-2T range	Industry Reps, SEA - Lavnish, Steven
2.45pm	Dealer MHE Success Story	BCP Heads - Neve Lim TSL / Salai MSP
3:00pm	Break - Afternoon Tea (15 mins)	
3:15pm	Wujiang Facility tour	Caterpillar Wujiang Limited team
5:00pm	Depart for hotel	
7:00pm	Dinner in Suzhou (TBA)	

Day 2 Wednesday 18th September

Time	Agenda	Lead
7:45am	Depart Hotel for Factory	
8:30am	BCP Marketing in SE Asia	Cameron Balzat, Marketing Mgr, AP+
9:10am	Backhoe Loaders for SE Asia update	Todd Lange, Commercial Mgr, BHL
9:30am	BHL SEA Strategy / Discussion	Arun, Product Specialist, BHL
10:30am	Break – Morning tea (10 mins)	
10:40am	BCP Attachments dealer roundtable	Satoko Aihara, Product Specialist, WT
11:00am	SDI 2020 GTM plan	Wei Han, BCP Head, SDI
11:30am	TSL 2020 GTM plan	Neve Lim, BCP & Rental Head, TSL
12:00pm	Lunch	
1:00pm	MSP 2020 GTM plan	MSP (Zaw Thein, GM / Salai, BCP Head)
1:30pm	Metro Thailand/Cambodia 2020 GTM plan	MMC Mgr Maris & MGC GM, KimVeng
2:00pm	Trakindo 2020 GTM plan	Trakindo GM, Rozy & Arya, BCP Head
2:30pm	BUFFER	BUFFER
3:00pm	Wrap Up and Close	Toby / Todd / Korey
3:30pm	Depart for Shanghai hotel	
7:00pm	Dinner in Shanghai (TBA)	