

# X European Automotive Congress

STRATEGY-CHECK FOR EUROPEAN CAR MANUFACTURERS AND SUPPLIERS

Congress on June 18<sup>th</sup> and 19<sup>th</sup>, 2009 - AIC Automotive Intelligence Center, Bilbao

Visit to Mercedes Benz production plant on June 17<sup>th</sup>, 2009

Congress Languages: English, Spanish and German - simultaneous translation

## Thursday, 18<sup>th</sup> of June 2009

*Benefit from the expertise of high-ranking specialists*

### Government measures to stimulate the Spanish automotive industry

Jesús Candil, *Managing Director of Industry*

Ministry of Industry, Tourism & Commerce

### The role of the regions in the European context to ensure competitiveness

Xabier Garmendia, *Counselor of Technology & Industrial Development*

Basque Government

### Automotive Vision 2020 - Technologies, products and markets of the future

Ralf Kalmbach, *Head of Automotive*

Roland Berger Strategy Consultants

### Supplier strategies to overcome the crisis

José Ramón Goikoetxea, *President*

Mondragón Automoción

Francisco José Riberas, *CEO*

Gestamp

Christian Hoffmann, *Managing Director*

ZF Sachs España

### EU support to fight the crisis in the automotive sector

Paul Csiszar, *Director, DG Competition*

European Commission

Carlos Da Silva Costa, *Vice President*

European Investment Bank

### Supplier financing

Idoia Bengoa, *Director*

Talde Risk Capital

### Globalization - Emerging markets China, South America & Russia

Ignacio Martín, *CEO*

CIE Automotive

Alexander Seitz, *Vice President Procurement South America*

Volkswagen Brazil

Ivan Bonchev, *Head of Automotive*

Ernst & Young Russia

Eduardo Morcillo, *Partner & Director Spain*

InterChina Consulting

## Friday, 19<sup>th</sup> of June 2009

*Benefit from the expertise of high-ranking specialists*

### Global sourcing strategies

Alexander Seitz, *Vice President Procurement South America*

Volkswagen Brazil

Wolfgang Bogoll, *Vice President Procurement Americas*

BMW Ibérica

Félix Canales, *GME Director Purchasing, Spain*

General Motors Europe

### Competitive factor logistic

Jesús Montoliu, *Director, Cantabria*

Nissan Motor Ibérica

### Powertrains of the Future

Dr. Frank Seyfried, *Director Engineering for Group Research (Powertrain, Fuels and Lubricants)*

Volkswagen

Robert Stüssi, *President*

World Electric Vehicle Association WEVA

Antonio Pareja, *Managing Director Innovation Management*

Endesa

### Technology and Innovation

Izuru Hori, *Senior Engineer*

Honda UK R&D

Pedro Vega, *Director R&D*

Gestamp

Iñaki Inzunza, *Director*

Tecnalia Automoción

### Official opening and welcome by the congress chairperson:

Regional Council of Bizkaia/Biscay

José Luis Bilbao, *General President & President, AIC*

ACICAE / AIC

Inés Anitua, *Managing Director*

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Organizer



June 17<sup>th</sup>, 2009:  
Visit to Mercedes Benz  
production plant, Vitoria  
Nº of participants limited!

# Congress for the European Automotive Industry

June 18th and 19th - AIC Automotive Intelligence Center, Bilbao

## Wednesday, 17th of June 2009

- 15:00** Visit to Mercedes-Benz production plant, Vitoria  
(optional event - n° of participants limited!)\*\*
- 18:30** Visit to AIC Automotive Intelligence Center
- 19:00** Exhibition opening and Welcome Cocktail at the AIC Automotive Intelligence Center

## Thursday, 18 of June 2009

- 08:00** Participant registration, congress documents hand-out
- 09:00** Official opening  
José Luis Bilbao, *General President*, Regional Council of Bizkaia/Biscay & *President*, AIC
- 09:15** Welcome by the congress chairperson and the organizer  
Inés Anitua, *Managing Director*, ACICAE & AIC  
Mario Neubeck, *Managing Director*, ECM
- 09:30** **Government measures to stimulate the Spanish automotive industry**  
Jesús Candil, *Managing Director of Industry*, Ministry of Industry and Commerce
- 10:00** **The role of regions in the European context to ensure competitiveness**  
Xabier Garmendia, *Counselor of Technology & Industrial Development*, Basque Government
- 10:30** **Automotive Vision 2020: Technologies, products and markets of the future**  
Ralf Kalmbach, *Head of Automotive*, Roland Berger Strategy Consultants
- 11:00** Coffee break and exhibition visit
- 11:45** **Round Table - Supplier strategies to overcome the crisis: Supplier between financial crisis, price pressure, globalization and increased financing requirements**  
Moderator: Luis Miguel González, *Director*, AutoRevista  
José Ramón Goikoetxea, *President*, Mondragón Automoción  
Francisco José Riberas, *CEO*, Gestamp  
Christian Hoffmann, *Managing Director*, ZF Sachs España
- 13:00** **Supplier financing in times of crisis**  
Idoia Bengoa, *Director*, Talde Capital Riesco
- 13:30** Congress Lunch  
Moderator: Fernando Acebron, *Technical Director*, ANFAC
- 15:00** **EU support to fight the crisis in the automotive sector**  
**Initiatives by the European Commission**  
Paul Csiszar, *Director, Directorate General for Competition*, European Commission  
**European Investment Bank measures**  
Carlos Da Silva Costa, *Vice President*, European Investment Bank
- 16:00** **Globalization - Emerging markets China, South America & Russia**  
**Global Business Development - Success factors for growth in emerging markets**  
Ignacio Martín, *CEO*, CIE Automotive  
**South America - Situation of manufacturers and suppliers**  
Alexander Seitz, *Vice President Procurement South America*, Volkswagen do Brasil  
**Russia's automotive industry - Current situation, trends and future prospects**  
Ivan Bonchev, *Head of Automotive Segment*, Ernst & Young Russia  
**China, Market and Supply Chain: New rules of the Game**  
Eduardo Morcillo, *Director Spain*, InterChina
- 18:00** "Vino Español" and exhibition visit
- Evening Programme**
- 20:00 Departure from the Hotel Sheraton and Miró
- 20:30 Congress Dinner
- 23:30 Transfer to the Hotels Sheraton und Miró

# Congress for the European Automotive Industry

June 18th and 19th - AIC Automotive Intelligence Center, Bilbao

## \*\*Optional events Wednesday, 17th of June 2009

- 15:00 Departure from the Hotel Sheraton and Miró
- 16:00 Visit to Mercedes-Benz / CIE Gameko plant
- 18:30 Visit to AIC
- 19:00 Welcome Cocktail at the AIC

The Mercedes-Benz factory in Vitoria produce currently worldwide and in exclusive the vans / minibus Vito and the minivan Viano.

CIE Gameko is part of CIE Automotive Group since 2003; it is situation in Legutiano, near Vitoria, Spain. It cooperates with customers in the development of components and their manufacture on modern and automated production lines using in-house engineering. The main products are hubs, rings and shafts.

## Friday, 19th of June 2009

### 08:45 Welcome by the congress chairperson

Inés Anitua, *Managing Director*, ACICAE & AIC

### 09:00 Round Table - Global sourcing strategies

Moderator: Luis Miguel González, *Director*, AutoRevista

Alexander Seitz, *Vice President Procurement South America*, Volkswagen do Brasil

Wolfgang Bogoll, *Vice President Procurement Americas*, BMW Ibérica

Félix Canales, *Director Purchasing, Spain*, GME Global Purchasing and Supply Chain

### 10:15 Competitive factor logistic

#### Optimization of logistic processes. Source of competitiveness

Jesús Montoliu, *Director Cantabria*, Nissan Motor Ibérica

### 10:45 Coffee break and exhibition visit

Moderator: José Manuel Esmorís, *Vice President*, AIC & *Director R+D*, CIE Automotive

### 11:30 Powertrains of the future

#### Powertrain and fuels strategy of the Volkswagen Group

Dr. Frank Seyfried, *Director Engineering Group Research*, Volkswagen Group

#### Latest electric vehicle developments

Robert Stüssi, *President*, World Electric Vehicle Association

#### Connection of electric vehicles to power grids

Jorge Sánchez, *Deputy Director Technology and Innovation*, Endesa

### 13:00 Technology and Innovation

#### Comparison of R+D culture between Europe and Japan

Izuru Hori, *Senior Engineer*, Honda UK R&D

#### Cooperation in research and development

Pedro Vega, *Director R+D*, Gestamp

#### R+D requirements in the automotive industry. Experience of a Technological Corporation

Iñaki Inzunza, *Director*, Tecnalia Automoción

### 14:30 Networking Cocktail

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### AIC-Automotive Intelligence Center

AIC is an innovation Center that generates value in the automotive industry by giving access to infrastructures, resources and services of excellence in areas such as competitive intelligence, research and development, innovation, training and business development in general. To this end, one of its aims is to coordinate with all players in or linked to the automotive industry, combining and unifying individual efforts and developing an international network.  
Parque Empresarial P2-A4, E-48340 Amorebieta-Etxano

# Strategy Check for European Car Manufacturers and Suppliers

## REGISTRATION FORM

Yes, I/we participate in:

- X European Automotive Congress  
on June 18th and 19th, 2009  
**AIC - Automotive Intelligence Center**, Bilbao  
Price: 1.290 € per person + 16% VAT  
The price includes:  
Congress documents, Welcome cocktail, Lunch, Coffees,  
Refreshments, Congress dinner and After-congress-cocktail.

**"Early Bird"** Offer valid **until May 15th**, 2009  
Price: 990 € per person + 16% VAT

- r Visit to Mercedes Benz production plant, Vitoria  
June 17th, 2009 [N° of participants limited!]  
Price: € 180 per person, + 16% VAT
- r Should you not be able to attend the congress, we  
offer you the possibility to acquire the congress  
documents in digital format for 240 € + VAT

### COMPANY NAME.....

\*For the congress ID

Name (1) .....

Position .....

E-Mail .....

Name (2) .....

Position .....

E-Mail .....

Please send the invoice to:

Company .....

Street/PO Box .....

Postcode/City .....

Ph.....Fax.....

E-Mail .....

Date.....

Signature.....

Industrial sector.....

## GENERAL INFORMATION ON THE EVENT

### You can register:

( by phone: (+34) 91 388 79 55

4 by fax: (+34) 91 388 71 34

+ by mail:  
European Conference Management  
Emilio Rubín 14  
28033 Madrid  
E-mail: info@grupoeqm.com

### Date and event location

June 18th and 19th, 2009

AIC-Automotive Intelligence Center, Bilbao, Spain

*AIC is an innovation Center that generates value in the automotive industry by giving access to infrastructures, resources and services of excellence in areas such as competitive intelligence, research and development, innovation, training and business development in general. To this end, one of its aims is to coordinate with all players in or linked to the automotive industry, combining and unifying individual efforts and developing an international network.*

**Parque Empresarial P2-A4, E-48340 Amorebieta-Etxano**

### Congress payment form

r Bank transfer

\*Bank account indicated on the invoice

r Credit card

r VISA

r MASTERCARD

Credit card holder.....

Number.....

Expire date.....

### Hotel Booking

The organizer offers special rates at several hotels.

**More information: Tel (+34) 91 388 79 55**  
**info@grupoeqm.com**

### Flight reservation

The ticket reservation shall be carried out by the participant.

### Participation conditions

The participation fee is payable by credit card or bank transfer. Cancellations, received in writing, no later than nine (9) days before the event will be promptly refunded. Thereafter we regret that no refunds can be made. However, a substitute delegate is always welcome. Only participants who have paid the registration fee previous the event will be able to participate. ECM reserves the right to change the program.