

Looking back...

## STRATEGY-CHECK FOR EUROPEAN CAR MANUFACTURERS AND SUPPLIERS

### ...X European Automotive Congress



**June 18th & 19th 2009 - Bilbao**

AIC Automotive Intelligence Center

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## **STRATEGY-CHECK FOR EUROPEAN CAR MANUFACTURERS AND SUPPLIERS**

From June 17th to 19th, 2009 decision makers of the automobile industry met up in Bilbao (Spain) for the tenth edition of the International Automotive Congress, an annual forum about manufacturer & supplier strategies and trends.

Sponsored by the Automotive Intelligence Centre and with the participation of over 130 industry leaders from eight countries, the event stood out for the quality of its speakers and the participants' interest.

The event was opened by Jesús Candil, General Director of Industry of the Ministry of Industry, Tourism and Trade and José Luis Bilbao, Deputy General of Bizkaia and Chairman of the AIC-Automotive Intelligence Centre, who both emphasized commitment and institutional support for the sector.

The role of regions in the European context of the automotive industry was the theme treated by Bernabé Unda, Minister of Industry and Innovation of the Basque Government.

Alexander Seitz, Vice President of Purchasing of South America from Volkswagen do Brasil and Ivan Bonchev, Head of Automotive Segment of Ernst & Young Russia, discussed the importance of quality and flexibility as major challenges for the sector.

Dr. Frank Seyfried, Director Engineering Group Research of Volkswagen Group, presented the latest trends in alternative propulsion systems. This topic was complemented with presentations by Jorge Sanchez, Assistant Director for Technology and Innovation of Endesa and Robert Stüssi, President of the World Electric Vehicle Association.

Automobile manufacturers purchasing issues were discussed by Felix Canales, Director of Purchasing of GME Global Purchasing and Supply Chain, Ignacio Altamirano, BMW Purchasing Office America of BMW Mexico and Julio Sáez Cruz, Head of International Purchasing of BMW Ibérica.

The important topic Technology was covered by presentations from Izuru Hori, UK Senior Engineer at Honda R&D, Iñaki Inzunza, Director of Tecnalia Automoción and Pedro Vega, R&D Director of Gestamp.

Many industry figures gathered at the congress, among them the likes of Jesus Montoliu, Director of Cantabria for Nissan Motor Ibérica, Ignacio Martin, CEO of CIE Automotive, Christian Hoffmann, CEO of ZF Sachs, Francisco José Ribera, CEO of Gestamp and José Ramón Goikoetxea, President of Mondragon Automoción, who created a perfect setting for the exchange of know-how and design of future strategies.

## Some impressions of the event:



## Lunch

