

# XI European Automotive Congress

STRATEGY-CHECK FOR EUROPEAN CAR MANUFACTURERS AND SUPPLIERS

Congress on September 23rd and 24th 2010 - Ministry of Industry, Madrid

Congress Languages: English, Spanish and German - simultaneous translation

## Thursday, 23rd September

*Benefit from the expertise of high-ranking specialists*

### Welcome by the congress chairman and official opening

Lars Holmqvist, *Chief Executive Officer, CLEPA European Association of Automotive Suppliers*

Jesús Candil, *Managing Director, Directorate General of Industry, Ministry of Industry*

### Challengers in a changing automotive industry

James Muir, *President, Seat S.A.*

### Demands on a competitive and successful automobile production in Europe

José Vicente de los Mozos, *Vice President Manufacturing Assembly Plants, Renault S.A.*

### Purchasing strategies

Alan Draper, *Purchasing Director, Ford of Europe*

Susanna S. Webber, *Vice President, Purchasing and Supply Chain, GM Europe*

### Supplier strategies to ensure competitiveness

Ernesto Antolin, *Vice President, Grupo Antolin*

José María Tarragó, *Executive Vice President, Ficosa International*

Francisco José Riberas, *Chief Executive Officer, Gestamp Automoción*

Rafael Diloy, *Managing Director, Grammer Automotive Española*

### Global business development

José María Alapont, *President and Chief Executive Officer, Federal-Mogul Corporation*

Zoltan Liebl, *General Manager of Purchasing, Magyar Suzuki Corporation*

Eduardo Morcillo, *Spain Director, InterChina Consulting*

Felix Kuhnert, *Partner, Leader of Automotive Advisory, PriceWaterhouseCoopers*

## Friday, 24th September

*Benefit from the expertise of high-ranking specialists*

### Welcome by the congress chairman

Luis Valero, *Managing Director, ANFAC Spanish Association of Automobile Manufacturers*

### Future propulsion systems

Eric Heymann, *DB Research, Deutsche Bank AG*

### Electric mobility - Strategy

Philippe Jean, *Head of Unit Automotive, DG for Enterprise and Industry, European Commission*

Frank Bekemeier, *Vice President, Seat S.A.*

Emilio Titos, *Director of Industrial Centers, Mercedes Benz España*

### Electric mobility - Technology

Prof. Dr. Gernot Spiegelberg, *Vice President, Corporate Technology Corporate Research and Technology Projects, Siemens AG*

Dr. Axel Thielmann, *Project Manager, Fraunhofer Institut*

José D. Bogas, *Chief Executive Officer, Spain and Portugal, Endesa*

### Government support to finance R&D projects

María Luisa Castaño, *Deputy General Director of Strategies for Public-Private Partnership, Ministry of Science and Innovation*

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# Strategy Check for European Car Manufacturers and Suppliers

Thursday, 23rd September 2010

08:00 Participant registration and congress documents hand-out

08:30 Welcome by the chairman and the organizer

Lars Holmqvist, *CEO*, CLEPA European Association of Automotive Suppliers  
Mario Neubeck, *Managing Director*, ECM

09:00 Official opening

Excmo. D. Miguel Sebastián, *Minister*, Ministry of Industry\*  
Jesús Candil, *Managing Director*, Directorate General of Industry, Ministry of Industry

09:30 Challengers in a changing automotive industry

James Muir, *President*, Seat S.A.

10:00 Demands on a competitive and successful automobile production in Europe

José Vicente de los Mozos, *Vice President Manufacturing Assembly Plants*, Renault S.A.

10:30 Purchasing in transition: Cooperation models, alliances and global networks

Alan Draper, *Purchasing Director*, Ford of Europe

11:00 Coffee break

11:30 The role of purchasing and supply chain management in the turnaround

Susanna S. Webber, *Vice President, Purchasing and Supply Chain*, GM Europe

12:00 Round table: Supplier strategies to ensure competitiveness

Moderator: Luis Miguel González, *Director*, AutoRevista  
Ernesto Antolin, *Vice President*, Grupo Antolin  
José María Tarragó, *Executive Vice President*, Ficosa International  
Francisco José Riberas, *Chief Executive Officer*, Gestamp Automoción  
Rafael Diloy, *Managing Director*, Grammer Automotive Española

13:30 Lunch

15:30 Thematic panel - Global business development

**Sustainable global profitable growth: The challenge of developing markets**

José María Alapont, *President and Chief Executive Officer*, Federal-Mogul Corporation

**The automotive industry in Central and Eastern Europe and Suzuki's purchasing strategy**

Zoltan Liebl, *General Manager of Purchasing*, Magyar Suzuki Corporation

**China: Perspectives of the automotive industry and electric mobility development**

Eduardo Morcillo, *Spain Director*, InterChina Consulting

**Opportunities in emerging markets Turkey, India, Brazil and Indonesia**

Felix Kuhnert, *Partner, Leader Automotive Advisory*, PriceWaterhouseCoopers

18:00 Debate

## EVENING PROGRAM

19:30 Departure from the Hotel Meliá Castilla

20:30 Official dinner at "Casino de Madrid"

\*\*Dress code: Lounge Suit - Jacket and Tie

23:30 Transfer to the Hotel Meliá Castilla

\*invited

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# Strategy Check for European Car Manufacturers and Suppliers

Friday, 24th September 2010

**09:00 Welcome by the chairman**

Luis Valero, *Managing Director, ANFAC Spanish Association of Automobile Manufacturers*

**09:30 The future of alternative propulsion systems**

Eric Heymann, *DB Research, Deutsche Bank AG*

**Thematic panel - Electric mobility strategy**

**10:00 Electric mobility in Europe: Where are we for transforming intentions into actions?**

Philippe Jean, *Head of Unit Automotive, DG for Enterprise and Industry, European Commission*

**10:30 Electric mobility at SEAT**

Frank Bekemeier, *Vice President, Seat S.A.*

**11:00 Electric cars - Production and logistics requirements**

Emilio Titos, *Director of Industrial Centers, Mercedes Benz España*

**11:30 Coffee break**

**12:15 Thematic panel - Electric mobility technology**

**Requirements and technical possibilities of electric mobility**

Prof. Dr. Gernot Spiegelberg, *Vice President, Corporate Technology Corporate Research and Technology Projects, Siemens AG*

**Current state and future trends in lithium-ion battery development and alternative energy storage technologies in the context of electric mobility**

Dr. Axel Thielmann, *Project Manager, Fraunhofer Institut*

**Electric vehicle network integration**

José D. Bogas, *Chief Executive Officer, Spain and Portugal, Endesa*

**Technology and innovation - Government support to finance R & D projects**

María Luisa Castaño, *Deputy General Director of Strategies for Public-Private Partnership, Ministry of Science and Innovation*

**14:15 Debate and official closing**

**14:30 Networking-cocktail**

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# Strategy Check for European Car Manufacturers and Suppliers

## REGISTRATION FORM

Yes, I/we participate in:

- r XI European Automotive Congress  
September 23rd and 24th, 2010  
**Ministry of Industry and Trade, Madrid**  
Price: 1.290 € per person + VAT  
The price includes: Congress documents, Lunch, Coffees, Refreshments, Congress dinner and After-congress-cocktail.
- r Yes, we are member of CLEPA, VDA or ACstyria  
Price for members: 1.090 € per person + 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) .....

Passport Nr.....

Position .....

E-Mail .....

Name (2) .....

Passport Nr.....

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@grupoecm.com

### Date and event location

September 23rd and 24th, 2010 - Madrid, SPAIN  
Ministry of Industry, Tourism and Trade  
Paseo de la Castellana, 160 - 28046 Madrid

### 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 and who will be able to present a valid passport at the Ministry entrance will be able to participate.

### 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 rate at hotel Meliá Castilla. Double room, single use, breakfast incl. 155 € + VAT  
Information: (+34) 91 388 79 55 info@grupoecm.com

### Flight reservation

The ticket reservation shall be carried out by the participant.

Official media

