

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*

Challenges in a changing automotive industry

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

Purchasing strategies

Alan Draper, *Vice President Purchasing, Ford of Europe*

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

Supplier strategies to ensure competitiveness

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

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

Juan Losada, *ex-National Director, Spain and Portugal, Valeo*

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.*

Gonzalo Hennequet, *Scientific Officer, Automotive Advanced Technologies Division, Renault*

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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BUSINESS INTEGRATION

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 Challenges in a changing automotive industry

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

10:00 Purchasing in transition: Cooperation models, alliances and global networks

Alan Draper, *Vice President Purchasing*, Ford of Europe

10:30 Debate

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
José María Tarragó, *Executive Vice President*, Ficosa International
Francisco José Riberas, *Chief Executive Officer*, Gestamp Automoción
Juan Losada, *ex-National Director, Spain and Portugal*, Valeo
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

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*

10:00 Thematic panel - Electric mobility strategy

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*

Electric mobility at SEAT

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

Technological challenges of electric vehicles: Renault's perspective

Gonzalo Hennequet, *Scientific Officer, Automotive Advanced Technologies Division, Renault*

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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About SEEBURGER

SEEBURGER is a leading provider of global business integration solutions designed to optimize transactions throughout the extended enterprise by automating trading relationships with all partners regardless of their size and technical resources. Objective is to seamlessly integrate external and internal processes – the interactions between different application systems or business partners – while eliminating media discontinuity.

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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, 162 - 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. ECM reserves the right to change the program.

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

auto