

# XII European Automotive Congress

STRATEGY-CHECK FOR EUROPEAN CAR MANUFACTURERS AND SUPPLIERS

Congress on September 29th and 30th 2011 - Ministry of Industry, Madrid

Congress Languages: English, Spanish and German - simultaneous translation

## Thursday, 29th September

*Benefit from the expertise of high-ranking specialists*

### OFFICIAL OPENING

Jesús Candil, *Managing Director*, DG of Industry, **Ministry of Industry**

### OEM STRATEGY

Nick Reilly, *President*, **GM Europe**

Sergio Alcaraz, *Vice President Nissan LCV Business Unit Africa, Middle East, India and Europe*, **Nissan**

Wolfram Thomas, *Executive Vice President for Production*, **SEAT**

Jürgen Gumpinger, *Head of Technology Network Composites CFK*, **BMW Group**

Michael Speh, *Director International Mobility Projects*, **PSA Peugeot Citroën**

### FINANCING

Juan José Febles, *Innovative Industries - Automotive Innovation and Competitiveness*,  
**European Investment Bank**

### CHALLENGES FOR AUTOMOTIVE SUPPLIERS

Oskar Goitia, *Managing Director*, **Mondragon Automoción**

### GLOBAL BUSINESS DEVELOPMENT

Igor Komarov, *President*, **AvtoVAZ**

Marius Baader, *Head of Department Statistics, Analyses, Forecasts*, **VDA German Association of the Automotive Industry**

Josep Fornos, *Senior Vice President Europe, South America and India*, **Tenneco Automotive**

Paul Pilkauskas, *Business Development Europe*, **Entrada Group**

## Friday, 30th September

*Benefit from the expertise of high-ranking specialists*

### OFFICIAL OPENING

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

### MOBILITY AND SUSTAINABILITY

José Luis López-Schümmer, *President*, **Mercedes-Benz España**

### ELECTRIC MOBILITY, DESIGN AND NEW MATERIALS

Dr. Rupert Stuetzle, *Vice President, Electric Vehicle and Hybrid Technology, Systems Engineering Electric Vehicle*, **Robert Bosch GmbH**

Victor Nacif, *Vice President of Design*, **Nissan Design Europe**

Dr. Soenke Schumann, *Group Research, Materials and Manufacturing Processes*, **Volkswagen AG**

### PROCUREMENT STRATEGY

Dieter Seemann, *Executive Vice President of Purchasing*, **SEAT**

### TECHNOLOGIES FOR ELECTRIC CARS

Prof. Dr. Dirk Uwe Sauer, *Professor of "Electrochemical energy conversion and storage systems", Institute for Power Converter Technology and Electrical Drives*, **RWTH Aachen University**

Rafael Sánchez, *Deputy Director of Strategic Development, Spain and Portugal*, **Endesa**

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**Entrada Group**

Organizer



# Congress for the European Automotive Industry

September 29th and 30th 2011, Ministry of Industry and Trade, Madrid

## Thursday, 29th September 2011

- 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**  
Jesús Candil, *Managing Director, Directorate General of Industry, Ministry of Industry*
- 09:30** **Keynote Speaker**  
Nick Reilly, *President, GM Europe*
- 10:00** **Nissan: Growth strategy for LCV**  
Sergio Alcaraz, *Vice President Nissan LCV Business Unit Africa, Middle East, India and Europe, Nissan*
- 10:30** **Impact of electromobility on factory structures**  
Wolfram Thomas, *Executive Vice President for Production, SEAT*
- 11:00** Coffee break
- 11:30** **Project i - The world's first volume-produced carbon car**  
Jürgen Gumpinger, *Head of Technology Network Composites CFK, BMW*
- 12:00** **Electric Vehicles: Market opportunities and new business models**  
Michael Speh, *Director International Mobility Projects, PSA Peugeot Citroën*
- 12:30** **Programmes of the European Investment Bank to support the automotive industry**  
Juan José Febles, *Innovative Industries - Automotive Innovation and Competitiveness European Investment Bank*
- 13:00** **Future challenges for automotive suppliers**  
Oskar Goitia, *Managing Director, Mondragon Automoción*
- 13:30** Lunch
- 15:30** **Future prospects of the Russian automobile industry and AvtoVAZ growth strategy**  
Igor Komarov, *President, AvtoVAZ*
- 16:00** **New markets for suppliers - new wave of globalization?**  
Marius Baader, *Head of Department Statistics, Analyses, Forecasts, VDA German Association of the Automotive Industry*
- 16:30** **Success factors for growth in emerging markets**  
Josep Fornos, *Senior Vice President Europe, South America and India, Tenneco Automotive*
- 17:00** **Mexico - driving manufacturing competitiveness in North American auto market**  
Paul Pilkauskas, *Business Development Europe, Entrada Group*
- 17:30** 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

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# Congress for the European Automotive Industry

September 29th and 30th 2011, Ministry of Industry and Trade, Madrid

## Friday, 30th September 2011

**09:00 Welcome by the chairman**

**Fernando Acebron**, *Technical Director, ANFAC* Spanish Association of Automobile Manufacturers

**09:30 Official opening**

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

**10:00 Mobility and sustainability**

**José Luis López-Schümmer**, *President, Mercedes-Benz España*

**10:30 Development and prospects of the future market electromobility**

**Dr. Rupert Stuetzle**, *Vice President, Electric Vehicle and Hybrid Technology, Systems Engineering Electric Vehicle, Robert Bosch GmbH*

**11:00 Electric cars - a design challenge**

**Victor Nacif**, *Vice President of Design, Nissan Design Europe*

**11:30 New materials in automotive manufacturing**

**Dr. Soenke Schumann**, *Group Research, Materials and Manufacturing Processes, Volkswagen*

**12:00 Coffee break**

**12:30 The automotive industry in transition: Demands on a successful procurement strategy**

**Dieter Seemann**, *Executive Vice President of Purchasing, SEAT*

**13:00 Batteries for EV, HEV and PHEV: Technology status, battery system design and market outlook**

**Prof. Dr. Dirk Uwe Sauer**, *Professor of "Electrochemical energy conversion and storage systems", Institute for Power Converter Technology and Electrical Drives, RWTH Aachen University*

**13:30 Progress on electric vehicle grid integration and fast charging**

**Rafael Sánchez**, *Deputy Director of Strategic Development, Spain and Portugal, Endesa*

**14:00 Debate and official closing**

**14:30 Networking-cocktail**

### PREMIUM SPONSOR

#### About Entrada Group

Headquartered in Austin, Texas, Entrada Group supports a wide range of international manufacturers in Mexico.

It partners with automotive suppliers seeking to enhance their competitiveness in the North American market by swiftly and easily establishing a low-cost production facility in Mexico.

On behalf of the supplier, Entrada Group provides access to state-of-the-art facilities within its Fresnillo-based industrial park, oversees the legal and practical requirements of setting up operations in the host country, and provides ongoing production support services, such as HR, payroll, import/export, transport and logistics, purchasing, finance and accounting, government and community relations, and IT.

All of which leaves the automotive supplier free to focus on its key competency: manufacturing.

For more information visit: [www.entradagroup.com](http://www.entradagroup.com)

# Strategy Check for European Car Manufacturers and Suppliers

## REGISTRATION FORM

Yes, I/we participate in:

XII European Automotive Congress  
September 29th and 30th, 2011  
**Ministry of Industry and Trade**, Madrid  
Price: 1.390 € per person + VAT

We are members of the association:

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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 .....

Tax code.....

Ph.....

Street.....

Post code/City .....

Att.....

E-Mail .....

Industrial sector .....

Date.....

Signature.....

## GENERAL INFORMATION

### You can register:

by phone: (+34) 91 388 79 55

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 29th and 30th, 2011 - 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 fourteen (14) 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

Bank transfer

\*Bank account indicated on the invoice

Credit card

VISA

MASTERCARD

Credit card holder.....

Number.....

Expire date.....

### Hotel Booking

The organizer offers special rate at  
Hotel Meliá Castilla\*\*\*\*\*

(5 minutes walking from Ministry)

Double room, single use, breakfast incl. 140 € + VAT

Information: (+34) 91 388 79 55 info@grupoecm.com

### Flight reservation

The ticket reservation shall be carried out by the participant.