

Looking back...

STRATEGY-CHECK FOR EUROPEAN CAR MANUFACTURERS AND SUPPLIERS

...XII European Automotive Congress



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

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STRATEGY-CHECK FOR EUROPEAN CAR MANUFACTURERS AND SUPPLIERS

Over two packed days, the 12th European Automotive Congress reinforced its position as a leading event in the global automotive industry. Senior managers from numerous companies and organizations attended the congress to debate the sector's future prospects, creating grounds for optimism in the European automotive industry.

After an introduction by the Director General for Industry, Jesús Candil, in which he presented the sector's economic indicators in Spain, **Nick Reilly**, President of General Motors, gave a special opening address. Mr. Reilly said, "There are good reasons to foresee a stable future for automobile manufacture in Europe, bearing in mind that a balance will be reached as the differences between more prosperous economies and those in Eastern Europe are reduced. He added, "The automotive sector should be taken as the model for the level of competitiveness that the continent should strive to achieve." On the subject of electric vehicles, he said, "The polls show that only 30% of the public in the European Union are interested. China is currently in the process of implementing support programs for this alternative, something that is not happening in the EU.



*Nick Reilly, President
GM Europe*



*Igor Komarov, President
AvtoVAZ*



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



*Wolfram Thomas
Executive Vice President Production, SEAT*

The congress was attended by a large delegation from Russia led by **Igor Komarov**, AvtoVAZ President, who predicted that in the medium term Russia will become Europe's biggest automobile market, and that his company will be the leader there. During the event Mr. Komarov had personal B2B meetings with several professionals of the Spanish industry.

The Vice-President of Tenneco for Europe, South America and India, **Josep Fornos**, pointed out several of the factors behind the success of global companies in emerging countries, warning that it will not be long before firms in these regions start operating in mature markets.

Wolfram Thomas, Executive Vice-President of Production at SEAT, went into lots of detail about what the manufacturer has already done and is currently doing in terms of making its products and processes more environmentally friendly and increasing its social commitment. He also mentioned the implications that electric mobility would have on both the brand's vehicles and its production processes at its Martorell factory.

On the second congress day, relevant speakers analyzed the development of the electric vehicle. **Rupert Stuelitze**, Vice-President of Electric and Hybrid Vehicle Engineering Systems at Robert Bosch; **Víctor Nacif**, European Vice-President of Design at Nissan, who described the features of the Leaf model; **Christoph Schäper**, lecturer at the RWTH Aachen University and **Jorge Sánchez**, Director of Strategy for Spain and Portugal at Endesa.

The subject was completed by the vision of sustainable mobility of **José Luis López-Schümmer**, President of Daimler España, described in depth the German manufacturer's sustainability strategy, which it has strengthened through alliances such as the ones established with Tesla and BYD. **Soenke Schumann**, head of Volkswagen Group Research into Manufacturing Materials and Processes, revealed that new materials are being used together in what is called multi-material design.



José Luis López-Schümmer, President Mercedes Benz España



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



Dieter Seemann, Executive Vice President of Purchasing SEAT



Victor Nacif, Vice President of Design Nissan Design Europe

And lastly, the presentation given by **Dieter Seemann**, Executive Vice-President for Purchasing at SEAT, centred on the requisites needed to achieve an optimal purchasing strategy. "We are talking about a range of 200 products, made by ten brands in seven different regions. We optimize purchasing through a global organisation. The success of SEAT's projects is linked to our capacity to guarantee the competitiveness of our suppliers in Spain."

The most prominent industry associations were represented by the participation as speakers and moderators of Josef Frank, Member of the Management Board of **CLEPA**, European Association of Automotive Suppliers, Marius Baader, Head of Department Statistics, Analyses, Forecasts of **VDA**, German Association of the Automotive Industry and Fernando Acebron, Technical Director of **ANFAC**, Spanish Association of Automobile Manufacturers.



Josef Frank CLEPA



Fernando Acebrón ANFAC



Marius Baader VDA

The Spanish Government noted his support to the automotive sector during the event, not only as host, but also with the active participation of various Authorities as speakers like **Jesús Candil**, Managing Director of Directorate General of the **Ministry of Industry, Tourism and Trade** and **María Luisa Castaño**, Deputy Director of Strategic Public-Private Partnership, **Ministry of Science and Innovation**.



Speech of María Luisa Castaño, Deputy Director of Strategic Public-Private Partnership, Ministry of Science and Innovation