



Automotive Industry Asia

«Regions, Perspectives, Opportunities and
Risks for the Swiss / FL supplier industry»



Information Event

September 2nd, 2005
08.30 h–13.15 h

Sponsor



**Zürcher
Kantonalbank**

Automotive Industry Asia: Is my company able to participate in the world's future biggest markets?

The answer to that question will be presented within the presentation of the market study:

Automotive Industry Asia – Opportunities for Swiss/FL automotive suppliers in the Asian market – today and tomorrow

Fifty percent of the world's population lives in Asia, between India and Japan, and many of the so-called «Emerging Markets» are located in this part of the world. These markets have a steadily growing middle class, which is one of the important prerequisites of economical growth for a country.

It is, therefore, not surprising that the individual means of transport – a car – is high up on shopping lists everywhere. As a consequence most of the world's global car makers (OEMs) have invested in assembly plants in most of these emerging markets, or are planning to do so. As soon as OEMs start manufacturing cars in a new market, their major suppliers follow them.

Don't miss the access to these markets!
We would like to welcome you on September 2nd.

Event Details

Date:	02.09.05
Time:	08.30 h–13.15 h
Light Buffet Lunch:	13.15 h–14.30 h
Location:	Zürcher Kantonalbank (Steinfels), Josefstrasse 222, Zürich
Language:	English
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Program

- 08.30 Registration
- 08.50 Welcome
- 09.00 **Market Study: Opportunities for Swiss/FL automotive suppliers in the**
- Asian market - today and tomorrow**
- Focus Regions: Asean, China / Taiwan, India, Japan, South Korea
 - Potentials, Opportunities, Risks
- ConGlobo GmbH: Worldwide Development Automotive Industry & Recycling,
Peter Nüesch, Managing Partner
- 09.45 **The perspectives of a European Manufacturer**
- Strategy of choosing production plants and locations
 - International Purchasing Strategy
- Volkswagen AG, Andrea Fienemann, Head of Department Project Management &
Regions
- 10.30 Coffee Break
- 11.00 **The perspectives of an Asian Manufacturer**
- Strategy of choosing production plants and locations
 - International Purchasing Strategy
- Tata India, Bharat B. Parekh, Chief – Strategic Sourcing
- 11.45 **Case Study I**
- Local Manufacturing of a Chemical Product applied to Cars
- ConGlobo GmbH: Worldwide Development Automotive Industry & Recycling,
Peter Nüesch, Managing Partner
- 12.15 **Case Study II**
- Supplier of Precision Manufacturing Goods
- Fritz Studer AG, Philippe Selot, Senior Sales Manager
- 12.45 **Panel Discussion**
- VW, Tata, ZKB, ConGlobo, Fritz Studer AG
- 13.15 Light Buffet Lunch

Preliminary Program

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Registration to the Information Event:

«Automotive Industry Asia»

I register for Friday, September 2nd, 08.30 h, at Zürcher Kantonalbank (Steinfels), Josefstrasse 222, Zürich

- Participation Info Event: Members Osec/Cooperation Partners CHF 150.-, Non-Members CHF 175.-
 Market Study: Members Osec/Cooperation Partners CHF 150.-, Non-Members CHF 175.-
 Participation event and Market Study: Members Osec/Cooperation Partners CHF 250.-, Non-Members CHF 300.-

Company

Name, Family Name

Function

Address

Postcode/City

Telephone

Fax

e-mail

Web

Member Osec/Cooperation Partners: Yes No

Cancellation Policy:

Cancellations received up to 10 days before the event will be charged 50 %, after that the full amount will be charged.
Substitutes are welcome at no extra charge.

Date

Signature

Please fill in and send in immediately, or fax to: 044 363 20 53

Partners

Event Partners:

Swiss Business Hub ASEAN
Swiss Business Hub China
Swiss Business Hub India
Swiss Business Hub Japan

Cooperation Partners:

www.AutoCluster.ch, Solothurn
SOFI, Zürich
Swiss-Asian Chamber of Commerce
for ASEAN and Korea, Zürich
Swiss-Chinese Chamber of Commerce, Zürich
Swiss-Indian Chamber of Commerce
Swiss-Japanese Chamber of Commerce, Zürich
Swissmem, Zürich

**Your hotline for all questions
related to internationalisation:**

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