



AUTOSEE 2012

15-16 May 2012, Novatel Budapest, Hungary

Conference Speakers



Dr. László Urbán
Deputy Managing Director
Magyar Suzuki

Attila Kulik
Purchasing Manager
Volkswagen Eastern Europe



Peter Matyus
Purchasing Manager, Eastern Europe
BMW

Pierre-Louis Mathey
Purchasing Director
Central/Eastern Europe
PSA Peugeot Citroen



Wim Wuyts
Purchasing & Supplier Quality
Manager South East Europe
GM Europe

Mohammadreza Valadi
Supply Strategic Planning
IKCO Automotive Iran khodro
Company



Hans-Joachim Schreiner
President
Sitech Poland

Hermann Butz
Senior Vice President
Bosch



Murat Baysan
General Manager Turkey
Johnson Controls

Peter Biro
Head of CEE Sourcing Office
Knorr-Bremse



Harsányi József
Technical Director
Hadju Autotechnika

Daniele Giannetti
Chief Procurement Officer
Inalfa Roof Systems Group



Senior Representative
Hungarian Investment and
Trade Agency

Adrienn Koroncz
Member of the Board
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LOGISTICS FOR MANUFACTURERS

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AutoSEE Main Day One – 15th May 2012

8.00	<p>Registration and Coffee</p>
9.00	<p>Chairman's Welcome Address</p>
9.10	<p align="center">Government Commitment to OEMs and SMEs in the Expansion from Hungary's Rapidly Growing Automotive Market</p> <p align="center">Government Representative (Awaiting Confirmation)</p>
9.40	<p align="center">Magyar Suzuki, 20 Years of Production for Export from Hungary - Reviewing the Roles of the SEE Supplier Network and Previewing Opportunities for the Next 20 Years</p> <p align="center">Dr. László Urbán, Deputy Managing Director, Magyar Suzuki</p> <ul style="list-style-type: none"> • Corporate overview and history of Suzuki contribution to Hungary • Reviewing the Suzuki supplier network in Hungary, developments and supplier support systems for increased production and quality • Suzuki strategy, global and local plans and the effect and opportunities for our regional partners, suppliers and customers • Emerging export market potential, plans for increased export to Russia and North Africa – Analysis of local customer base, demand and Suzuki production forecasts
10.20	<p align="center">VW Purchasing and Manufacture Activities in South-Eastern Europe</p> <p align="center">Attila Kulik, Purchasing Manager Metal and Electric Parts, Volkswagen Eastern Europe Regional Office</p> <ul style="list-style-type: none"> • VW regional and global purchasing strategy overview – Drawing on 5 years experience in the region • Criteria for VW purchasing decisions • Commitments • Overview of current manufacturing operations; Hungary, Czech Republic, Poland, Slovakia
11.00	<p>Morning Coffee and Exhibition</p>
11.30	<p align="center">Innovation & Growth - Role of the Association of Hungarian Vehicle Component Manufacturers in Hungarian Automotive Suppliers Succeed</p> <p align="center">Adrienn Koroncz, Member of the Board, MAJOSZ</p> <p>Central and Eastern Europe has become an important centre for the world's automotive industry. The automotive sector is one of Hungary's core industries; the number of first- and second-tier equipment manufacturers is continually rising. As a result, many multinational companies have also relocated their manufacturing, service operations, European headquarters and R&D centres to Hungary.</p> <p>The Association's goal is on this field to assist its members in climbing as high up the supplier hierarchy as possible, and to help them advance from simpler to more sophisticated products, from contract manufacturing to product development projects.</p> <ul style="list-style-type: none"> • Up to speed- success by association • Utilization of local industrial aptitudes • Leading the way- the international cooperation perspective

12.10	<p>Inside Ford Craiova Plants – The Next Generation of Small Vehicle production in South East Europe with Exclusive Ford Romania Q&A</p> <p>Henrik Nenzen, Managing Director, Ford Romania (Awaiting Final Confirmation)</p> <ul style="list-style-type: none"> • Ford's new small car - Introduction to Romania and the world, Ford plans for sales, marketing and production strategies of this exciting new product • Our vision for quantity and quality of production - Outlining the opportunities and requirements of our local partners • Why Ford chose Craiova as the home this new brand - Ford of Europe strategies on how to grow in South East Europe from an established base in Romania • Analysing the investment - Ford's objectives for contribution to the economy, job creation and local enterprise • Future expansion plans and strategies in South East Europe - Focus on goal to produce a high-tech, fuel efficient engine in Romania • New models and expansion plans • Exclusive in depth question and answer session with Ford Romania leadership
12.50	<p>The Benefits of Supplier Localisation for Key Stakeholders in the Logistics Supply Chain – Manufacturer and Operator Perspectives</p> <p>Hosted by: GEFCO with Delphi Packard</p>  <ul style="list-style-type: none"> • Maximising supply chain efficiency through strategic partnership, localisation, integration and supportive relationships for mutual gain • Increased output capacity and diversification as relates to factory operations and the supply network – The real effect on people, plant and processes, implementing effective phasing stages • Benefits of supplier localisation for OEMs, suppliers and service Providers – Reducing delivery time and cost through strategic partnerships and allowing for increased flexibility within the supply chain • Assessing the advantageous attributes of the SEE region as an international manufacturing hub - How OEMs, suppliers and their contractors can improve efficiencies in the supply chain through greater interdependencies • The role of the 3PL as a strategic partner in supplier parks and on-time delivery - Impacts of just in time delivery on cost, liquidity and inventory management • Creating combined solutions for supply chain flexibility and reacting to shocks in supply and demand - First hand industry best practice for forming partnerships for increased adaptability and visibility throughout Production
13.30	<p>Networking Lunch</p>

14.30	Stream A Supply Chain and Logistics Best Practice for Increased Efficiency through Integration and Innovation	Stream B Latest Regional Sourcing Opportunities – Growth Strategies for Current and Prospective Local Suppliers
14.40	<p>BMW Outsourcing Strategy - Opportunities for SEE Suppliers in Delivering the Next Generation of Technologies</p> <p>Peter Matyus, Purchasing Manager, Eastern Europe, BMW</p> <p>As BMW seeks expansion in emerging markets worldwide the possibilities for European suppliers to gain new business is increasing. Here, the decision maker for purchasing agreements in the region explains the process of sourcing in SEE and demonstrates BMW commitment to local research and development. The audience will learn what a global OEM is looking for and what they give in return when forming a supplier relationship.</p> <ul style="list-style-type: none"> • Outlining the scope of product development activities, expectations and responsibilities of our partnered suppliers • Criteria for working with BMW on the global stage; financial, technical and operational consideration when deciding levels of outsourcing - Measuring returns and results • Regional Case Study - Reviewing the strengths and challenges of product development stages, BMW-supplier relationship and performance results • Key competitors and sourcing hotspots – How SEE compares on the European and global market and where are the key areas of improvement to maintain and better current position • Opportunities and product developments in 2012 and beyond – What you can do today to influence and attribute to the products of tomorrow? 	<p>GM Purchasing and Production Activities in Central and South-Eastern Europe</p> <p>Wim Wuyts, Manager Purchasing, Supplier Quality Manager South East Europe, GM Europe</p> <ul style="list-style-type: none"> • Summary of General Motors regional purchasing experience – Review and preview of plans and projects for partnering with South Eastern European suppliers • Comparable analysis of strengths and weaknesses of regional and local suppliers – A comprehensive view of the competitive landscape in SEE and across Europe • Insight into key contributors to gaining global strategic partners in a multinational supply chain • Latest updates and information for readiness process, quality assurance and research and development initiatives • Introduction to new level of support for local suppliers – With case study examples and analysis from GM partners • Forward looking predictions, opportunities and developments for the future of purchasing activities for GM in SEE – Become a preferred supplier and provide the necessary innovations

15.20	<p>Demand Planning and Effective Procedures for Sourcing Suppliers to Eliminate Risk from Your Supply Chain</p> <p>Peter Biro, Head of CEE Sourcing Office, Knorr-Bremse</p> <p>The Japan disaster highlighted a number of issues with environmental risk and geographical concentration of an industry. The effect of a sudden loss of supply may take months to materialise in the end product, but the systems for sourcing replacements will often take longer, causing substantial delays and financial losses throughout the supply chain. These days more thorough and creative methods are necessary to source and qualify parts quickly to limit the effect of unforeseen shocks.</p> <ul style="list-style-type: none"> Balancing dependence and reliability when choosing a new supplier Creative methods for qualifying components – Specific testing techniques to reduce the delay caused by high regulation Preparing for unforeseen market shocks through flexible demand planning mechanisms Identifying the critical path of supply and effect that disturbance to this will have on network flow - reducing risk in an interconnected supply chain New ways to monitor supplier and evaluate output boundaries to production - Stress testing your supply chain by working more closely with suppliers 	<p>Inalfa Roof Systems Supplier Sourcing Specialists in SEE</p> <p>Daniele Giannetti, Chief Procurement Officer, Inalfa Roof Systems Group</p> <p>Romania and SEE are already an interesting sourcing area for Inalfa IPD (International Purchasing Department), subject to further expansion. To find out how Inalfa sources in new regions and the future sourcing plans for Romania and the region don't miss this presentation:</p> <ul style="list-style-type: none"> Inalfa global footprint development Best cost country sourcing principles for Inalfa Plans and sourcing opportunities for suppliers in Romania and South Eastern Europe
16.00	<p>Break</p>	
16.30	<p>Opportunities for Mutual Cooperation of Autopart Manufactures with the Iranian Auto - Industry Development Past, Present and Future</p> <p>Mohammad Reza Valadi, Supply Chain Strategy Manager, Automotive IranKhodro Industrial Group (IKCO)</p>	<p>Requirements for International Success – First Hand Experience from a Leading Global Supplier</p> <p>Hermann Butz, Vice President, Bosch Czech Republic</p> <ul style="list-style-type: none"> Bosch production and purchasing in SEE Realising the potential for SEE Automotive suppliers - Utilising local industrial strengths for long term benefits Bosch best practice for demonstrating safety, quality and cost efficiency in the market The importance of investing in new technologies – Aligning research and development goals with corporate strategy stay ahead of the competition How local suppliers fit into Bosch's global plans - Domestic knowledge and relationships as a contributor to international success Experiences and recommendations from a renowned global brand – Managing a global supply chain

17.10	<p>Panel Discussion: Effective Supply Response Planning for a More Adaptive Supply Chain</p> <p>Concluding this session and bringing together influential perspectives, join the discussion to best build your logistics and supply strategy to maximise efficiencies and have greater responsiveness. With perspectives from a range of supply stakeholders this is a comprehensive discussion overview for all parties.</p> <ul style="list-style-type: none"> • Demand response – What are the main challenges and key initial internal strategies that will assist in this challenge • Issues in relaunch, perspective from throughout the supply chain for avoiding unnecessary delay through early and consistent communication • Reflections in the supply chain – Analysing the effect on stakeholders further through the supplier network and what are the mechanisms for protection • Adaptability and flexibility versus the rigid supply chain approach - opinion and perspectives from key stakeholders <p>Panellists: Dr. László Urbán, Deputy Managing Director, Magyar Suzuki Wim Wuyts, GME Manager Purchasing, Supplier Quality Manager South East Europe, GM Europe Peter Biro, Head of CEE Sourcing Office, Knorr-Bremse Peter Matyus, Purchasing Manager, Eastern Europe, BMW</p>	<p>Panel Discussion: The Benefits of Supplier Localisation for OEMs, Suppliers and Service Providers</p> <p>This highly topical panel debate will assess one of the most hotly discussed topics logistics, supply chain and procurement in automotive. Here, key decision maker's analysis and the case and reasons for supplier localisation and the formation of hubs against dispersed and varied supply bases. Don't miss this opportunity to engage on a topic with global implications.</p> <ul style="list-style-type: none"> • Benefits of supplier localisation – Saving time, reducing cost and allowing for increased flexibility within the supply chain • Assessing the advantageous attributes of the Marmara region as an international manufacturing hub - How OEMs, suppliers and their contractors can improve efficiencies in the supply chain through greater interdependencies • Impacts of just in time delivery on cost, liquidity and inventory management • The role of the 3PL as a strategic partner in supplier parks and on-time delivery • The case for a disperse supplier base – Geographical limitations, environmental threats and the advantages of regional expertise <p>Invited Panellists: Daniele Giannetti, Chief Procurement Officer, Inalfa Roof Systems Group Attila Kulik, Purchasing Manager Metal and Electric Parts, Volkswagen Eastern Europe Yaniv Oren, VP & GM Customer Group Turkey, Johnson Controls Automotive Dr Wolfgang Menzel, Vice President, Logistics Automotive, Continental</p>
18.00	<p>End of Day One Conference Sessions Complementary Networking Drinks Reception</p>	

AutoSEE Day Two - 16th May 2012

8.15	Registration and Coffee
9.00	Chairman's Welcome Address
9.10	PSA Purchasing and Manufacturing in SEE – Future Opportunities and Challenges Pierre-Louis Mathey , Purchasing Director Central/Eastern Europe, PSA Peugeot Citroen
9.50	OEM Panel Discussion – Leveraging the Top Quality Supplier Base in SEE Don't miss this senior panel discussion consisting only of procurement and supply chain decision makers from leading international OEMs. Our panel will consider the benefits and challenges of leveraging business partners in SEE and the audience will gain exclusive insight and questions answered. Join the discussion to establish the key attributes values and processes needed to demonstrate reliable, credible supply to the world's biggest brands. <ul style="list-style-type: none">• What are the vital contributors to sourcing decisions and how does SEE compare to other regional exporters?• How to demonstrate value and reliability to a leading OEM – What are the key indicators of a quality company, as well the component?• How do national regulations and interventions affect the potential of developing industrial forces?• Globalisation vs. Localisation of supply – OEM perspectives for how best to reduce cost in the supply chain through expanding of reducing range of supplier network• Audience questions Invited Panellists: Mohammad Reza Valadi , Supply Chain Strategy Manager, Automotive IranKhodro Industrial Group (IKCO) Eşref Mermer , Manager International Purchasing Southeast Europe, BMW Wim Wuyts , Manager Purchasing & Supplier Quality Manager South East Europe, GM Europe Pierre-Louis Mathey , Purchasing Director Central/Eastern Europe, PSA Peugeot Citroen
10.30	Morning Coffee and Exhibition

Industry Roundtable Discussions

Choose any two of the following session, Each discussion Lasts 45 minutes and will be repeated

Local Enterprise Strategies for Increased Customer Networks

Adrienn Koronczi, Member of the Board,
MAJOSZ

The increasing complexity in market and technology with continuous pressure on time-to-market and product price make it essential to reevaluate the business creation process. Companies increasingly have to concentrate on their core competences and form alliances and partnerships with its key suppliers in the value chain in order to combine strengths. Roles of single entities in that value chain are changing. Aim of the discussion to highlight

- Key factors influencing single enterprise strategy
 - Strengths and common weak points in a local base integration
 - Global competition and local upgrading
- Case study of bilateral cooperation with suppliers

How Enhancing Internal Management Expertise Can Increase Export

Hosted by HITA

Developing R&D Centres for Innovative Products

Realising the Partnering Potential of Turkey's Thriving Supplier Industry

Opportunities for Partnering with Iranian OEM – Increasing Asian Trade

Product Development for the Automotive Supplier

12.30	Networking Lunch
14.00	Special Case Study: Great Wall and Litex Experience Bringing Chinese Automotive Manufacture to Bulgaria – Project Update and Purchasing
14.40	<p align="center">Special Case Study: Chery Plant Update and Production Preview</p> <p align="center">Murat Mermer, Vice Chairman, Chery-Mermerler (Awaiting Final Confirmation)</p> <ul style="list-style-type: none"> • Chery's door to Europe – Overview and timeline of plan and how your business can contribute to this exciting prospect • Inside the Sakaraya plant and exclusives on the he product range – A unique, in-depth preview of production and product • Partners in innovation – Chery plans for sourcing and case study focussing on engine innovation through new Turkish project • Chery's future in China, Europe and beyond – Status of support from authorities and commitment to environment, economy and job opportunities • High targets for the domestic market – Current market share and forecasts
15.10	Break
15.40	<p>Case Study: How a Hungarian Enterprise Became a Renowned Automotive Brand – Success Factors and Lessons Learned</p> <p align="center">Harsányi József, Technical Director, Hadju Autotechnika</p>
16.20	<p align="center">Efficient Product Development in the Automotive Supplier Industry</p> <p align="center">Hans-Joachim Schreiner, President, Sitech Sitztechnik GmbH</p> <p>Consistently achieving product quality of the highest level is only possible when every step in product development is clearly defined, and when maximum quality requirements are implemented for each individual process. Sitech's Polkowice plant's breadth of manufacturing expertise comprises the entire value chain. Every day, the plant presses approximately 150,000 parts, which are then welded, painted and assembled in back rests and seat frames. This important closing presentation will demonstrate the key mechanisms and practices for continually developing innovative, quality focussed products for consistent sales and customer satisfaction. One of the world's leading suppliers will advise on how to follow in their footsteps.</p>
17.00	Chairman's Closing Remarks and Close of Conference

Companies currently supporting AutoSEE Include:

BMW AG	Silcotub S.A
Chery-Mermerler	Taizhou JingChaoli Mould & Plastic Company Co.Ltd
Continental Romania	TRW Automotive Safety Systems SRL
Delphi Packard Romania	AKA Automotiv SRL
FIAT Automobili Srbija	ArcelorMittal Tailored Blanks Senica
Ford Romania	Brugola OEB
General Motors	Easi Logistic SRL
Magyar Suzuki	Eurasia Logistics
MAJOSZ - Association of the Hungarian Vehicle Component Manufacturers	EWES Europe
Sitech Poland	From Concept To Car
Tata Steel	GCA Logistique Automobile
Volkswagen	Kirchhoff Polska SP Z.o. o.
Autoliv Romania	Linde Gaz Romania
AVL	ORSA-MOTO Sp. z o.o.
BASF Poliuretan Hungaria Kft	Philips Technologie GmbH
CAT Italia Srl	R. L. Polk Germany GmbH
CAT LOGISTIC transportna d.o.o.	S.C. ELBA S.A
Cooper Standard Automotive Polska Sp.zo.o.	SABIC Innovative Plastics Kft
Dörken MKS-Systeme GmbH & Co. KG	SC VOESTALPINE AUTOMOTIVE ROMANIA SRL
Inalfa Roof Systems	Hungarian Investment and Trade Agency
Metaplast SRL	Voestalpine Steel Service Center Romania SRL
Ratipur Autofelszereles Kft.	PSA Peugeot Citroen
Romcarbon	IKCO Automotive Iran khodro Company
Schaeffler Romania SRL	Bosch Diesel
SIEPA	

Testimonials

"If you need key information to help you develop your company's strategy for Romania, then you need to attend AutoSEE"

Constantin Stroe, President & General Manager, **ACAROM**
AutoRomania Chairman and Advisor

"To attend AutoSEE is not only a great opportunity of networking with other participants but also to open your eyes on new potential markets."

Dr. Urbán László, Deputy Managing Director, **Magyar Suzuki**
AutoSEE 2012 Keynote Speaker

"I consider AutoSEE the most efficient method to collect sector and region specific intelligence for the automotive industry in 2011"

Peter Biro, Head of CEE Sourcing Office, **Knorr-Bremse**
AutoSEE 2012 Speaker and Advisor