



2010
全球汽车论坛

The Global Automotive Forum

Inaugural Meeting

Chengdu, 16-17 September 2010

Shaping the future of an industry in transition

As of 7 September 2010

Thursday 16 September 2010	
08:00-09:00	Participant registration
09.00-09:15 <i>Grand Ballroom</i>	Welcome and opening remarks <ul style="list-style-type: none"> • Wang Xia, Chairman, China Council for the Promotion of International Trade Automotive Committee, People's Republic of China
09.15-09.45 <i>Grand Ballroom</i>	Keynote speech: <ul style="list-style-type: none"> • Li Xueyong, Vice Minister, Ministry of Science and Technology, People's Republic of China (Highly Possible)
9.45-11.15 <i>Grand Ballroom</i>	A business/economist roundtable <i>A new global landscape for the world economy and the automotive industry: The trends that will shape the future</i> How is the global economy being re-shaped in the aftermath of the crisis? How is China's emergence as the world's number one automotive market transforming the automotive industry worldwide? Opening points by <ul style="list-style-type: none"> • Osamu Masuko, President, Mitsubishi Motors, Japan • Wang Dazong President of Beijing Auto, People's Republic of China • Zhang Baolin, President of Chang'an Automobile Co. Ltd., People's Republic of China • Yin Tongyao, President, Chery Automobiles, People's Republic of China • David G. Fernandez, Managing Director, Head Emerging Asia Research, JP Morgan, Singapore • Clyde V. Prestowitz Jr., Founder and President, Economic Strategy Institute, USA Moderated by: <ul style="list-style-type: none"> • Ruan Cishan, Presenter, Phoenix TV, People's Republic of China
11.15-11.45	Networking break

<p>11.45-12.45 <i>GaoXin</i></p>	<p>Roundtable discussion <i>The road to further consolidation: M&As and alliances</i></p> <p>The process of consolidation is far from over in the automotive industry worldwide. Top automotive tier suppliers are very explicit about their strategy of expanding through acquisitions. OEM themselves are also still looking at consolidation - especially in countries such as China and India, but also in developed economies where financial pressures and technological challenges are forcing companies to reconsider if they can continue going it alone. What new alliances could be emerging in the automotive sector? How will the industry shake out over the next years? What does this mean for the future of the automotive sector? How will this impact the various players?</p> <ul style="list-style-type: none"> • Zhang Xiangmu, Director-General, Department of Equipment Manufacturing Industries, Ministry of Industry and Technology, People’s Republic of China/USA • Robert Arrieta, Managing Director, Jefferies & Company, Inc., USA • John Casesa, Managing Partner, Casesa Shapiro Group LLC, USA • Andy Wilson, Partner and M&A Leader, Automotive practice, Deloitte & Touche LLP, USA <p><i>Moderated by:</i></p> <ul style="list-style-type: none"> • Jack Perkowski, Chairman, JFP Holdings, People’s Republic of China/USA
<p>11.45-12.45 <i>JinJiang</i></p>	<p>Panel discussion <i>The battle of the brands</i></p> <p>The OEM’s brand image is the asset of the future. In an over-stimulated automotive world with increasing similarities between individual vehicles, the creation or retention of unique brand images is fundamental to drive the auto industry to success. What strategies to leverage and expand already established players such as GM, Volkswagen, PSA or Toyota? What room for newly developed auto markets such as India or China?</p> <ul style="list-style-type: none"> • Qi Yumin, Chairman, Huachen Auto (Brilliance), People’s Republic of China • Wei Jianjun, Chairman, Great Wall Motor Company, People’s Republic of China • Ivan Koh, President BMW, People’s Republic China • Bjoern Hauber, Vice President Sales and Marketing, Daimler Benz, China <p><i>Moderated by:</i></p> <ul style="list-style-type: none"> • Bill Russo, Founder and President, Synergistics Limited and Senior Advisor, Booz & Company, United States
<p>13.00-14.30 <i>Grand Ballroom</i></p>	<p>Plenary luncheon <i>The future of the global trading system: impact for business</i></p> <p><i>Keynote Speaker:</i></p> <ul style="list-style-type: none"> • Rufus Yerxa, Deputy Director General, World Trade Organization, Geneva <p><i>Chaired by:</i></p> <ul style="list-style-type: none"> • Wang Xia, Chairman, China Council for the Promotion of International Trade Automotive Committee, People’s Republic of China

<p>14.45-16.00 <i>Crystal II & III</i></p>	<p>Brainstorming session <i>Going greener and greener</i></p> <p>The defining trend is the continuous move towards environmentally friendly cars. All key markets are more and more focused on promoting ever increasing fuel efficiency, lower and lower emission levels and moving towards the next generation of hybrid vehicles and electric cars. What kind of business and research strategies do companies need to implement to leverage the opportunities of the global clean-tech market?</p> <p>Opening remarks by</p> <ul style="list-style-type: none"> • Katsuaki Watanabe, Vice Chairman, Toyota, Japan • Joerg Bode, Minister for Economics, Labour and Transport, State of Lower Saxony and Member of Supervisory Board of VW, Germany • Roland Ehniss, Executive Vice President, Electric Vehicle and Hybrid Technology, Robert Bosch GmbH, Germany • Nicholas Parker, Chairman, Clean Tech group, United States • Michio Shinohara, Board Member, Director of Environment and Safety Planning, Honda Motor Co., Ltd., Japan <p><i>Moderated by:</i></p> <ul style="list-style-type: none"> • Paul Ingrassia, Pulitzer Prize Winner / Automotive Writer, USA
<p>16.00-16.30</p>	<p>Networking break</p>
<p>16.30-17.45 <i>JinJiang</i></p>	<p>Debate <i>What new Business Models for the automotive industry?</i></p> <p>The recent economic turmoil has brought a series of new challenges to the industry, which will require major changes in the existing business models towards greater flexibility. What capabilities are needed to thrive and prosper?</p> <ul style="list-style-type: none"> • Nick Gill, Leader, Global Automotive Sector, CapGemini, USA • Peter Wells, Reader, Co-Director, Centre for Automotive Industry Research; Leader of the Automotive Industry Research Programme, Centre for Business Relationships, Accountability, Sustainability and Society, Cardiff Business School, United Kingdom • Zhao Fuquan, Vice President, Geely Auto, People’s Republic of China • Xin Tianshu, Managing Director, Asia Automotive Operation, Automotive Group, IHS Global Insight • Cao Chuande, President of Sichuan Shenrong Auto Co., Ltd., People’s Republic of China <p><i>Moderated by:</i></p> <ul style="list-style-type: none"> • Ruan Cishan, Presenter, Phoenix TV, People’s Republic of China
<p>16.30-17.45 <i>GaoXin</i></p>	<p>Panel discussion <i>Smart cars for smart cities</i></p> <p>What applications and new technologies are needed in vehicles and cities to ensure better traffic management in urban centers? What about the role and future of small cars? How will urban planners and car manufacturers collaborate in the future to create applications</p>

	<p>that will help ease traffic flows in cities, reduce congestion and curb pollution? What breakthroughs are on the horizon to encourage smarter vehicles and the development of smarter cities?</p> <ul style="list-style-type: none"> • Yasuaki Hashimoto, President, Nissan China, People’s Republic of China • Liu Pu, Vice Mayor of ChengduLiu Pu, Vice Mayor of Chengdu, People’s Republic of China • Dirk Schlesinger, MD, Global Manufacturing, APAC, CISCO, USA • Wang Ying, Vice Mayor of Shenyang, People’s Republic of China • So Nam Young, Deputy General Manager of DYK <p><i>Moderated by:</i></p> <ul style="list-style-type: none"> • Andreas Gruchow, Member of the Board, Deutsche Messe AG, Germany
<p>18.00-19.15 <i>Crystall II & III</i></p>	<p>Plenary session <i>The future of China’s automotive market: Will the sky be the limit?</i></p> <p>What trends will shape the evolution of China’s automotive market over the next 5 to 10 years? How does China see the role of foreign automobile manufacturers in the market?</p> <p><i>Opening points by:</i></p> <ul style="list-style-type: none"> • Zhang Xiaoyu, Vice-Chairman, China Machinery Industry Association, People’s Republic of China • Kevin E. Wale, President and Managing Director, GM China Group, People’s Republic of China • Zeng Qinghong, General Manager, Guangzhou Auto, People’s Republic of China • Lian Xiaoqiang, Chairman of Fujian Motor Group • Nigel Harris, Vice President of Ford Motor China, Marketing, Sales and Service • Jin-goon Kim, President China Grand Automotive, People’s Republic of China <p><i>Moderated by:</i></p> <ul style="list-style-type: none"> • Chao Dong, Beijing TV News Presenter, People’s Republic of China
<p>19.15-19.45</p>	<p>Cocktail Reception</p>
<p>19.45-21.30 <i>Grand Ballroom</i></p>	<p>Gala dinner</p> <p><i>Opened by:</i></p> <ul style="list-style-type: none"> • Zhang Xiaoyu, Vice-Chairman, China Machinery Industry Association, People’s Republic of China • Bai Gang, Vice Mayor of Chengdu, People’s Republic of China <p><i>Chaired by:</i></p> <ul style="list-style-type: none"> • Wang Xia, Chairman, China Council for the Promotion of International Trade Automotive Committee, People’s Republic of China

Friday 17 September 2010	
9.00-10.30 <i>JinJiang</i>	<p>Panel discussion <i>Getting customers excited about their cars</i></p> <p>New breakthroughs in technology have radically increased the number of applications in vehicles designed to increase energy efficiency, improve safety, gather geographical information and provide audio-visual services. How can the automotive industry foster innovative capabilities in established R&D processes? How will new designs and the increased integration of IT affect consumer behavior? How will the combination of ever increasing injection of new technologies in the car, and continuous design innovation manage to keep customers excited about cars?</p> <ul style="list-style-type: none"> • Paul Ingrassia, Pulitzer Prize Winner / Automotive Writer, USA • Lu Jianhui, Deputy General Manager, Chery Automobiles, People's Republic of China • Pang Qingnian, Chairman, Youngman Lotus, People's Republic of China • Bernard Swiecki, Product Manager, Center for Automotive Research, CAR Group, USA • Liu Zhigang, President, Huatai Auto, People's Republic of China <p><i>Moderated by:</i></p> <ul style="list-style-type: none"> • Xuan Qiwu, Chairman, I.A.T, People's Republic of China
9.00-10.30 <i>GaoXin</i>	<p>Roundtable discussion <i>Moving beyond China's borders</i></p> <p>How do Chinese automotive companies envisage their international expansion? What kind of challenges must they confront in their efforts to expand markets and activities abroad? What kind of assets can they leverage? What are the international strategies for Chinese companies?</p> <p><i>Opening points by:</i></p> <ul style="list-style-type: none"> • Chen Lin, Commercial Counselor, Department of Outward Investment and Economic Cooperation, Ministry of Commerce, People's Republic of China • Charlene Barshefsky, Senior International Partner, WilmerHale, USA • Wilson Ni, Vice-President Global Sales and Marketing, Asimco Technologies, People's Republic of China • Timothy P. Stratford, Partner, Covington & Burling, USA <p><i>Moderated by:</i></p> <ul style="list-style-type: none"> • Claude Smadja, President Smadja & Associates Strategic Advisory, Switzerland
10.30-11.00	Networking break
11.15-12.30 <i>GaoXin</i>	<p>Panel discussion <i>Confronting the challenge of an industry-wide credit crunch</i></p> <p>The automotive industry is today under financial pressure, facing a growing need for capital to finance expansion strategies, R&D, and modernization. At the same time, many OEM and suppliers in most regions of the world are confronting a credit crunch. What do capital markets expect from automotive players? What kind of automotive investment strategies are needed?</p>

	<ul style="list-style-type: none"> • Gao Xiqing, Vice Chairman and General Manager, China Investment Corporation, People's Republic of China • John Murphy, Managing Director, Bank of America Merrill Lynch, USA <p><i>Moderated by:</i></p> <ul style="list-style-type: none"> • Claude Smadja, President Smadja & Associates Strategic Advisory, Switzerland
11.15-12.30 <i>JinJiang</i>	<p>Panel discussion <i>Capturing the strategic highground in the race for the electric vehicle</i></p> <ul style="list-style-type: none"> • Hiromitsu Ando, Professor & Head, Future Engine and Vehicle Technology Research Laboratory, Fukui University & Former Co-Chairman, Daimler Chrysler Mitsubishi Research Steering Committee, Japan • Simon Stevens, President, Ricardo China • Zhong Zhihua, Principal, Hunan University, People's Republic of China • Steven Schneider, CEO, ZAP, USA <p><i>Moderated by:</i></p> <ul style="list-style-type: none"> • Brian Dumaine, Global Editor, Fortune Magazine, USA
12.45-14.15 <i>Grand Ballroom</i>	<p>Plenary luncheon <i>The auto industry and the global economy: An interdependent evolution</i></p> <p><i>Keynote Speaker:</i></p> <ul style="list-style-type: none"> • Edward C. Prescott, Nobel Prize Winner in Economic Sciences (2004); W. P. Carey Chair, Department of Economics, Arizona State University & Senior Monetary Adviser, Research Department, Federal Reserve Bank of Minneapolis, USA <p><i>Chaired by:</i></p> <ul style="list-style-type: none"> • Wang Xia, Chairman, China Council for the Promotion of International Trade Automotive Committee, People's Republic of China
14.30-15.45 <i>Gaoxin</i>	<p>Plenary in parallel roundtable <i>Auto makers and suppliers: Rethinking the relationship</i></p> <p>Although automakers continue to focus on shifting their production facilities to new regions, developing the supplier networks remains one of the greatest challenges they face in the auto industry. How can the relationship between each original equipment manufacturer (OEM) with its suppliers be leveraged to maximize its chances for success?</p> <ul style="list-style-type: none"> • Jay Kunkel, President, Continental Asia & Member Automotive Management Board, Continental AG, Germany • Stefan Schumacher, Business Development Manager, Automotive, IBM, Germany • John Weber, CEO and President, Remy International, Inc. USA • Yang Binbo, Executive Vice President, Dongfeng Honda, People's Republic of China <p><i>Moderated by:</i></p> <ul style="list-style-type: none"> • Jack Perkowski, Chairman, JFP Holdings, People's Republic of China/USA

<p>14.30-15.45 <i>JinJiang</i></p>	<p>Panel discussion <i>The emerging markets as the future of the auto industry</i></p> <ul style="list-style-type: none"> • Michael Dunne, President, Dunne & Company, Hong Kong • Nasir Shah, President, Asia Pacific, JATO • Enki Tan, Chairman, GITI Tire, Singapore
<p>15.45-16.15</p>	<p>Networking break</p>
<p>16.15-17.30 <i>Grand Ballroom</i></p>	<p>Brainstorming session <i>The automotive industry, 10 years from now</i></p> <ul style="list-style-type: none"> • Li Shaozhu, Deputy General Manager, Dongfeng Auto Group, People’s Republic of China • Tim Manganello, Chairman and CEO, BorgWarner, USA • Zhou Yongjiang, Deputy Chief Economist, First Auto works, People’s Republic of China • Dai Maofang, General Manager of JAC Passenger Vehicle Company • Li Feng, Deputy General Manager of Beijing-Hyundai • Dr. Zhang, VW <p><i>Moderated by:</i></p> <ul style="list-style-type: none"> • Claude Smadja, President Smadja & Associates Strategic Advisory, Switzerland
<p>17.30-17.45 <i>Grand Ballroom</i></p>	<p>Closing remarks <i>Key outcomes</i></p> <p>Wang Xia, Chairman, China Committee for Automotive Exhibitions</p>
<p>18.00-19.30 <i>Foyer</i></p>	<p>Farewell reception</p>